P-17

Simmons

1984 STUDY OF MEDIA & MARKETS

Malt Beverages & Wine

Alcoholic Beverages Summary
Ale
Beer
Malt Liquor
Wine

Simmons Market Research Bureau, Inc.

UNIVERSITY OF ILLINOIS AT
CHICAGO
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CHICAGO, IL. 60607

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28 April 1986

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Simmons Market Research Bureau, Inc.

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TABLE OF CONTENTS

VOLUME P-17: MALT BEVERAGES & WINES

	SUMMARY	ADULTS	MALES	FEMALES
ALCOHOLIC BEVERAGES				
Types Drink, Case Purchases & Decision Makers For Brands Served In Home & Canned or Bottled Beer Types	1-3			
Case Purchases of Wine		4-9	10-15	16-21
Decision Makers For Brands Of Distilled Liquors Or Wines Others Drink Or Are Served In The Home		22-27		
Types of Malt Beverages & Wines		28-39	40-51	52-63
MALT BEVERAGES				
ALE (Domestic Or Imported)	65			
Usage		66-71	72-77	78-83
Types		84-89		
BEER				
DOMESTIC LIGHT/LOW CALORIE BEER (In Cans Or Bottles)	91			
Usage		92-97	98-103	104-109
Kinds & Types		110-115		
Brands				
Budweiser Light Coors Light Michelob Light Miller Lite		116-121		
DOMESTIC REGULAR BEER (In Cans Or Bottles)	123-125			
Usage		126-131	132-137	138-143
Kinds & Types		144-149		

TABLE OF CONTENTS (Continued)

VOLUME P-17: MALT BEVERAGES & WINES

	SUMMARY	ADULTS	MALES	FEMALES
BEER				
DOMESTIC REGULAR BEER (In Cans Or Bottles)				
Brands				
Budweiser Busch Coors Lowenbrau		150-155		
Michelob Miller High Life Old Milwaukee Old Style		156-161		
Pabst Schlitz Stroh's		162-167		
DRAFT BEER (Tap Or Keg)	169			
Usage		170-175	176-181	182-187
IMPORTED BEER (In Cans Or Bottles)	189			
Usage		190-195	196-201	202-207
Kinds		208-213		
Brands				
Becks Heineken Molson Canadian Moosehead		214-219		
MALT LIQUOR	221			
Usage		222-227	228-233	234-239
Brands				
Colt 45 Schlitz Malt Liquor		240-245		

TABLE OF CONTENTS (Continued)

VOLUME P-17: MALT BEVERAGES & WINES

	SUMMARY	ADULTS	MALES	FEMALES
WINE				
APERITIF & SPECIALTY WINES	247			
Usage		248-253	254-259	260-265
CHAMPAGNE, COLD DUCK & SPARKLING WINES	267-269			
Usage		270-275	276-281	282-287
Kinds		288-299		
Brands				
Almaden Andre Christian Brothers Korbel		300-305		
Martini & Rossi Asti Paul Masson Taylor California Cellars Taylor New York State		306-311		
DOMESTIC DINNER/TABLE WINES	313-315			
Usage		316-321	322-327	328-333
Kinds		334-339		
Brands				
Almaden Carlo Rossi Christian Brothers Gallo		340-345		
Inglenook Manischewitz Mogen David		346-351		
Paul Masson Sebastiani Taylor California Cellars Taylor Lake Country		352-357		

TABLE OF CONTENTS (Continued)

VOLUME P-17: MALT BEVERAGES & WINES

	SUMMARY	ADULTS	MALES	FEMALES
WINE				
REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE	359			
Usage		360-365	366-371	372-377
IMPORTED DINNER/TABLE WINES	379-381			
Usage		382-387	388-393	394-399
Kinds		400-411		
Brands				
Blue Nun Bolla Cella Lancers		412-417		
Mateus Riunite		418-423		
PORT, SHERRY & DESSERT WINES	425			
Usage		426-431	432-437	438-443
Kinds		444-449		
Brands				
Almaden Christian Brothers Gallo Harvey's Bristol Cream		450-455		
Paul Masson Taylor		456-461		
SANGRIA/POP/PARTY WINES	463			
Usage		464-469	470-475	476-481
Brands				
Paul Masson Yago		482-487		

TABLE OF CONTENTS (Continued)

VOLUME P-17: MALT BEVERAGES & WINES

	SUMMARY	ADULTS	MALES	FEMALES
WINE				
VERMOUTH	489			
Usage		490-495	496-501	502-507
Kinds		508-513		
Brands				
Martini & Rossi		514-519		
PERCENT USERS AND USAGE	521			

THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the conterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.

- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.

- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.

- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

* Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

Print Media:	Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)
Radio:	Addition of the net audience on weekday 1 and the net audience on weekday 2.
Television:	Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

Number Used in Household in Last 7 Days	H/M/L Designations	Assigned Weight	X	Product Users ('000)	=	Weighted Consumption ('000)
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						173603.0

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	17.8
	100.0%

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

- Demographics
- Quintiles/Terciles of Media Exposure
- Media Imperatives®
- Publication Audiences
- Outdoor Advertising Audiences
- Radio Audiences
- Television Audiences
- Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

- Area of Dominant Influence
- Census Regions
- County Size
- Education
- Employed Mothers
- Female Homemakers
- Household
- Household Head
- Index of Social Position
- Industry
- Locality Type
- Marketing Regions
- Occupation*
- Parents
- Professionals and Managers*
- Race
- Residence Ownership
- Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	HIGHEST GROUP	SECOND GROUP	MIDDLE GROUP	FOURTH GROUP	LOWEST GROUP
MAGAZINES	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
NEWSPAPERS	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
OUTDOOR ADVERTISING	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
RADIO	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
Drive Time	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

<table>
<tr><th></th><th>HIGHEST GROUP</th><th>SECOND GROUP</th><th>MIDDLE GROUP</th><th>FOURTH GROUP</th><th>LOWEST GROUP</th></tr>
<tr><td>RADIO (Cont'd)</td><td colspan="5"></td></tr>
<tr><td>Mid Day</td><td colspan="5">Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.</td></tr>
<tr><td>Men</td><td>12 or More</td><td></td><td>1-11</td><td></td><td>None</td></tr>
<tr><td>Women</td><td>13 or More</td><td></td><td>1-12</td><td></td><td>None</td></tr>
<tr><td>All Day</td><td colspan="5">Based on number of quarter hours listened to on two weekdays Monday through Friday.</td></tr>
<tr><td>Men</td><td>44 or More</td><td>24-43</td><td>13-23</td><td>6-12</td><td>0-5</td></tr>
<tr><td>Women</td><td>42 or More</td><td>23-41</td><td>12-22</td><td>4-11</td><td>0-3</td></tr>
<tr><td>TELEVISION</td><td colspan="5">Groupings are defined in terms of the number of half hours viewed in two weeks.</td></tr>
<tr><td>Prime Time</td><td colspan="5">Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.</td></tr>
<tr><td>Men</td><td>54 or More</td><td>38-53</td><td>26-37</td><td>14-25</td><td>0-13</td></tr>
<tr><td>Women</td><td>58 or More</td><td>43-57</td><td>30-42</td><td>16-29</td><td>0-15</td></tr>
<tr><td>Daytime</td><td colspan="5">Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.</td></tr>
<tr><td>Men</td><td>12 or More</td><td></td><td>1-11</td><td></td><td>None</td></tr>
<tr><td>Women</td><td>27 or More</td><td></td><td>2-26</td><td></td><td>0-1</td></tr>
<tr><td>Fringe Time (Early And Late)</td><td colspan="5">Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.</td></tr>
<tr><td>Men</td><td>34 or More</td><td>22-33</td><td>14-21</td><td>6-13</td><td>0-5</td></tr>
<tr><td>Women</td><td>37 or More</td><td>25-36</td><td>14-24</td><td>6-13</td><td>0-5</td></tr>
<tr><td>All Day</td><td colspan="5">Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.</td></tr>
<tr><td>Men</td><td>128 or More</td><td>87-127</td><td>61-86</td><td>36-60</td><td>0-35</td></tr>
<tr><td>Women</td><td>159 or More</td><td>111-158</td><td>77-110</td><td>42-76</td><td>0-41</td></tr>
</table>

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

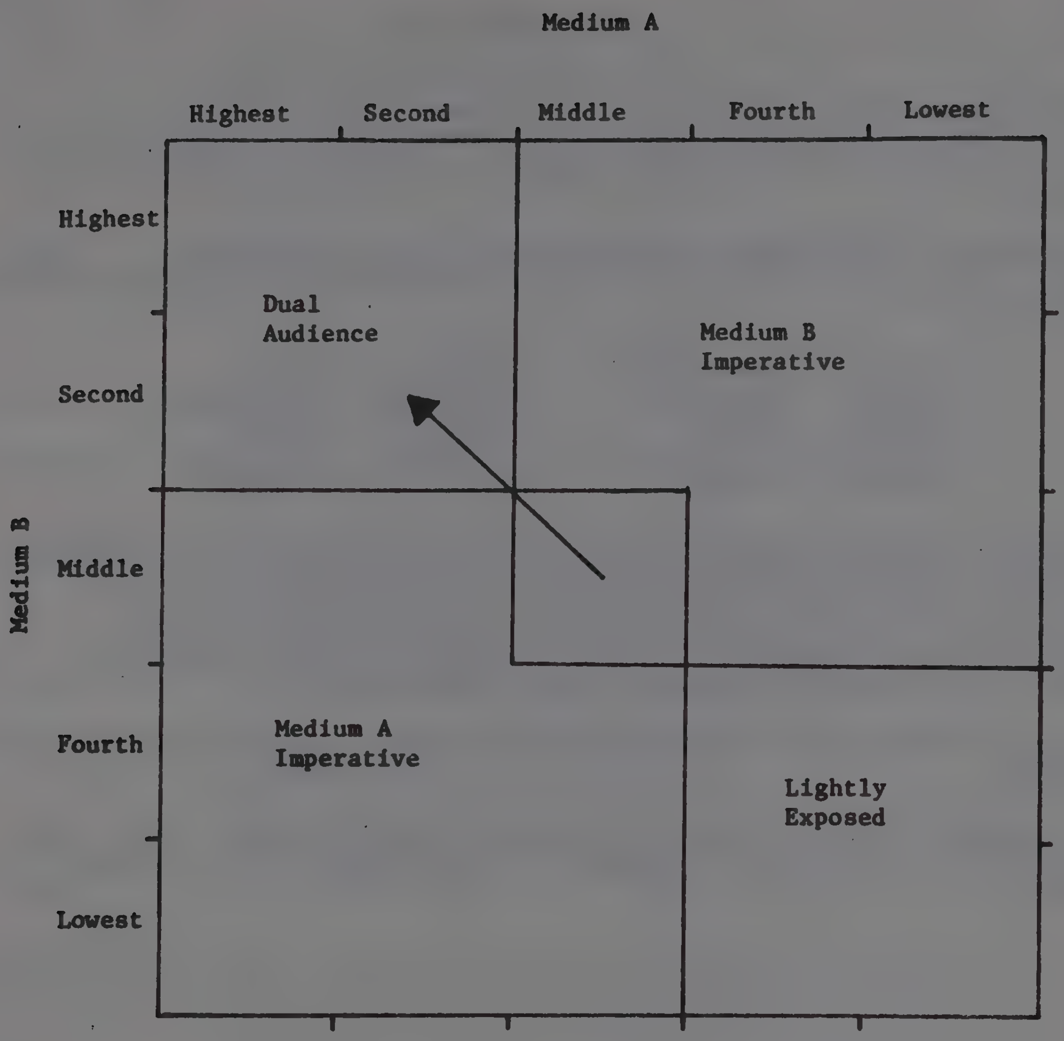
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines - Newspapers
Magazines - Outdoor
Magazines - Radio
Magazines - Television
Newspapers - Outdoor
Newspapers - Radio
Newspapers - Television
Outdoor - Radio
Outdoor - Television
Radio - Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted -- an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)


Medium A
Highest
Second
Middle
Fourth
Lowest
Medium B
Highest
Second
Middle
Fourth
Lowest
Dual Audience
Medium B Imperative
Medium A Imperative
Lightly Exposed

MAGAZINES - NEWSPAPERS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	NEWSPAPER IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	OUTDOOR IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	OUTDOOR IMPERATIVE	LIGHTLY EXPOSED
Males				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Newpaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	[illegible]	2 or less	
Radio	12 or less	13 - 23	13 - 23	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	OUTDOOR IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
Females				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	OUTDOOR IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	RADIO IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

PUBLICATION AUDIENCES

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network
  American Photographer
  Audio
 *Cycle World
 *Road & Track
 *World Tennis

Conde Nast Magazine Package
 *Glamour
 *Mademoiselle
 *Self
 *Vogue

Decorating and Craft Ideas
(Creative Ideas for Living)/
Southern Living
 *Decorating and Craft Ideas
 (Creative Ideas for Living)
 *Southern Living

Golf Digest/Tennis
 *Golf Digest
 *Tennis

Golf Magazine/Ski
 *Golf Magazine
 *Ski

Hearst Magazines Corporate Buy
 *Cosmopolitan
 *Country Living
 *Good Housekeeping
 *Harper's Bazaar
 *House Beautiful
  Motor Boating & Sailing
 *Popular Mechanics
 *Redbook
 *Science Digest
 *Sports Afield
 *Town & Country
 *Colonial Homes

Hearst Man Power
 *Popular Mechanics
 *Science Digest
 *Sports Afield

Hearst Woman Power
 *Cosmopolitan
 *Good Housekeeping
 *Redbook

LHJ Family Group Combination
 *Health
 *Ladies' Home Journal
 *1,001 Home Ideas

McCall's/Working Mother
 *McCall's
 *Working Mother

Ziff-Davis Magazine Network
  Boating
 *Car & Driver
  Cycle
  Flying
  Popular Photography
  Skiing
  Stereo Review

*Also reported individually

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH
50 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH
25 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

ALCOHOLIC BEVERAGES

BASE = ADULTS (167727)

TYPES DRINK

	'000	%	UNWEIGHTED
TOTAL ALCOHOLIC BEVERAGES	112595	67.1	13083
TOTAL DISTILLED LIQUOR	89989	53.7	10498
TOTAL WHISKEY	58082	34.6	6902
BOURBON	30601	18.2	3533
BLENDED OR RYE	18082	10.8	2211
CANADIAN	32157	19.2	3799
IRISH	5373	3.2	642
SCOTCH	22683	13.5	2844
OTHER DISTILLED LIQUOR	80077	47.7	9307
BRANDY OR COGNAC	23559	14.0	2905
CORDIAL OR LIQUEUR	36843	22.0	4392
GIN	28309	16.9	3330
RUM	38501	23.0	4359
TEQUILA	22189	13.2	2354
VODKA	43648	26.0	5045
PREPARED COCKTAIL MIXES WITH LIQUOR	15120	9.0	1644
TOTAL MALT BASED BEVERAGES	76065	45.4	8820
ALE	12597	7.5	1598
ANY BEER	73144	43.6	8457
DOMESTIC, LIGHT/LOW CALORIE	39319	23.4	4503
DOMESTIC, REGULAR	59428	35.4	6779
DRAFT	43471	25.9	4977
IMPORTED	24767	14.8	2917
MALT LIQUOR	13927	8.3	1541
TOTAL WINE	77105	46.0	9132
APERITIF & SPECIALTY WINES	9541	5.7	1147
CHAMPAGNE COLD DUCK & SPARKLING WINES	43568	26.0	5104
DINNER/TABLE WINES	59539	35.5	7148
ANY DOMESTIC	52275	31.2	6354
"LIGHT" DOMESTIC/REDUCED CALORIE	7986	4.8	878
DOMESTIC	50609	30.2	6192
IMPORTED	31912	19.0	3898
PORT, SHERRY & DESSERT WINES	30922	18.4	3798
SANGRIA POP/PARTY WINES	22200	13.2	2416
VERMOUTH	8737	5.2	1267

CASE PURCHASES

QUESTIONNAIRE PAGE P-19

2. HOW MANY CASES OF DISTILLED LIQUOR OR WINE HAVE YOU YOURSELF BOUGHT IN THE LAST 12 MONTHS?

	DISTILLED LIQUOR			WINE		
	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
5 OR MORE	2314	1.4	243	1939	1.2	227
4	4933	2.9	561	4696	2.8	526
3	965	.6	118	831	.5	101
2	1774	1.1	218	1500	.9	173
1	3145	1.9	356	3656	2.2	396
NONE	91298	54.4	10513	91805	54.7	10586
DO NOT KNOW	63300	37.7	7101	63300	37.7	7101

LIQUORS OR WINES SERVED IN YOUR HOME & CANNED OR BOTTLED BEER TYPES

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-20 & P-15

LIQUORS OR WINES SERVED IN YOUR HOME

QUESTIONNAIRE PAGE P-20

3. WHO DECIDES WHICH BRANDS OF ANY DISTILLED LIQUORS OR WINES OTHERS DRINK OR ARE SERVED IN YOUR HOME? (MARK AS MANY AS APPLY)	'000	%	UNWEIGHTED
YOURSELF	52615	31.4	6469
YOUR HUSBAND/WIFE	32293	19.3	3608
LIQUOR DEALER	1285	.8	171
OTHER MALE	8797	5.2	791
OTHER FEMALE	7805	4.7	706
DO NOT SERVE ALCOHOLIC BEVERAGES	26054	15.5	2848
DO NOT KNOW	67679	40.4	7634

CANNED OR BOTTLED BEER TYPES

QUESTIONNAIRE PAGE P-15

		'000	%	UNWEIGHTED
6A. DO YOU YOURSELF DRINK CANNED OR BOTTLED BEER?	YES	70856	42.2	8171
	NO	96871	57.8	10929
IF YOU DO				
6B. WHAT TYPES DO YOU DRINK?				
LIGHT/LOW CALORIE DOMESTIC BEER		39319	23.4	4503
REGULAR DOMESTIC BEER		59428	35.4	6779
REGULAR IMPORTED BEER		24767	14.8	2917
DO NOT KNOW				

BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(ADULTS)

	TOTAL U.S.	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL ADULTS	167727	12622	100.0	7.5	100	6635	100.0	4.0	100	5986	100.0	3.6	100				
MALES	79263	6753	53.5	8.5	113	3450	52.0	4.4	110	3303	55.2	4.2	117				
FEMALES	88464	5869	46.5	6.6	88	3185	48.0	3.6	91	2683	44.8	3.0	85				
18 - 24	28671	1500	11.9	5.2	70	913	13.8	3.2	80	*587	9.8	2.0	57				
25 - 34	39536	3030	24.0	7.7	102	1329	20.0	3.4	85	1701	28.4	4.3	121				
35 - 44	28978	2671	21.2	9.2	122	1273	19.2	4.4	111	1398	23.4	4.8	135				
45 - 54	22345	2193	17.4	9.8	130	1119	16.9	5.0	127	1074	17.9	4.8	135				
55 - 64	22224	1721	13.6	7.7	103	1009	15.2	4.5	115	713	11.9	3.2	90				
65 OR OLDER	25973	1507	11.9	5.8	77	993	15.0	3.8	97	514	8.6	2.0	55				
18 - 34	68207	4530	35.9	6.6	88	2242	33.8	3.3	83	2288	38.2	3.4	94				
18 - 49	108058	8305	65.8	7.7	102	4026	60.7	3.7	94	4279	71.5	4.0	111				
25 - 54	90859	7894	62.5	8.7	115	3721	56.1	4.1	104	4173	69.7	4.6	129				
35 - 49	39851	3776	29.9	9.5	126	1785	26.9	4.5	113	1991	33.3	5.0	140				
50 OR OLDER	59669	4317	34.2	7.2	96	2609	39.3	4.4	111	1708	28.5	2.9	80				
GRADUATED COLLEGE	28091	3526	27.9	12.6	167	1624	24.5	5.8	146	1901	31.8	6.8	190				
ATTENDED COLLEGE	28938	2571	20.4	8.9	118	1008	15.2	3.5	88	1563	26.1	5.4	151				
GRADUATED HIGH SCHOOL	65503	4197	33.3	6.4	85	2303	34.7	3.5	89	1894	31.6	2.9	81				
DID NOT GRADUATE HIGH SCHOOL	45195	2328	18.4	5.2	68	1701	25.6	3.8	95	628	10.5	1.4	39				
EMPLOYED MALES	56429	5268	41.7	9.3	124	2627	39.6	4.7	118	2641	44.1	4.7	131				
EMPLOYED FEMALES	43971	3522	27.9	8.0	106	1786	26.9	4.1	103	1737	29.0	4.0	111				
EMPLOYED FULL-TIME	87773	8079	64.0	9.2	122	4033	60.8	4.6	116	4046	67.6	4.6	129				
EMPLOYED PART-TIME	12627	711	5.6	5.6	75	*379	5.7	3.0	76	**332	5.5	2.6	74				
NOT EMPLOYED	67327	3832	30.4	5.7	76	2223	33.5	3.3	83	1609	26.9	2.4	67				
PROFESSIONAL/MANAGER	25845	3317	26.3	12.8	171	1348	20.3	5.2	132	1970	32.9	7.6	214				
TECH/CLERICAL/SALES	30895	2440	19.3	7.9	105	1126	17.0	3.6	92	1314	22.0	4.3	119				
PRECISION/CRAFT	12629	813	6.4	6.4	86	*426	6.4	3.4	85	*387	6.5	3.1	86				
OTHER EMPLOYED	31031	2220	17.6	7.2	95	1513	22.8	4.9	123	707	11.8	2.3	64				
SINGLE	35557	2294	18.2	6.5	86	1321	19.9	3.7	94	973	16.3	2.7	77				
MARRIED	103585	8264	65.5	8.0	106	4077	61.4	3.9	99	4187	69.9	4.0	113				
DIVORCED/SEPARATED/WIDOWED	28585	2064	16.4	7.2	96	1237	18.6	4.3	109	827	13.8	2.9	81				
PARENTS	59295	4292	34.0	7.2	96	1972	29.7	3.3	84	2321	38.8	3.9	110				
WHITE	146081	11012	87.2	7.5	100	5699	85.9	3.9	99	5313	88.8	3.6	102				
BLACK	17974	1305	10.3	7.3	96	845	12.7	4.7	119	461	7.7	2.6	72				
OTHER	3672	**305	2.4	8.3	110	**92	1.4	2.5	63	**213	3.6	5.8	163				
NORTHEAST-CENSUS	37005	3208	25.4	8.7	115	1493	22.5	4.0	102	1715	28.7	4.6	130				
NORTH CENTRAL	42642	3558	28.2	8.3	111	2261	34.1	5.3	134	1297	21.7	3.0	85				
SOUTH	56777	3419	27.1	6.0	80	1771	26.7	3.1	79	1648	27.5	2.9	81				
WEST	31303	2437	19.3	7.8	103	1110	16.7	3.5	90	1327	22.2	4.2	119				
NORTHEAST-MKTG.	38125	3119	24.7	8.2	109	1376	20.7	3.6	91	1743	29.1	4.6	128				
EAST CENTRAL	24794	2013	15.9	8.1	108	1294	19.5	5.2	132	719	12.0	2.9	81				
WEST CENTRAL	28511	2331	18.5	8.2	109	1379	20.8	4.8	122	952	15.9	3.3	94				
SOUTH	48953	2980	23.6	6.1	81	1539	23.2	3.1	79	1441	24.1	2.9	82				
PACIFIC	27344	2180	17.3	8.0	106	1048	15.8	3.8	97	1132	18.9	4.1	116				
COUNTY SIZE A	69301	6057	48.0	8.7	116	2842	42.8	4.1	104	3215	53.7	4.6	130				
COUNTY SIZE B	50633	3746	29.7	7.4	98	2006	30.2	4.0	100	1740	29.1	3.4	96				
COUNTY SIZE C	26259	1717	13.6	6.5	87	1016	15.3	3.9	98	701	11.7	2.7	75				
COUNTY SIZE D	21534	1102	8.7	5.1	68	771	11.6	3.6	91	*331	5.5	1.5	43				
METRO CENTRAL CITY	50014	4511	35.7	9.0	120	2350	35.4	4.7	119	2161	36.1	4.3	121				
METRO SUBURBAN	76832	5709	45.2	7.4	99	2754	41.5	3.6	91	2955	49.4	3.8	108				
NON METRO	40881	2401	19.0	5.9	78	1531	23.1	3.7	95	870	14.5	2.1	60				
TOP 5 ADI'S	39550	3633	28.8	9.2	122	1744	26.3	4.4	111	1889	31.6	4.8	134				
TOP 10 ADI'S	54877	4690	37.2	8.5	114	2262	34.1	4.1	104	2428	40.6	4.4	124				
TOP 20 ADI'S	77516	6520	51.7	8.4	112	3208	48.3	4.1	105	3313	55.3	4.3	120				
HSHLD INC. $50,000 OR MORE	17257	2265	17.9	13.1	174	940	14.2	5.4	138	1325	22.1	7.7	215				
$40,000 OR MORE	33235	4121	32.6	12.4	165	1629	24.6	4.9	124	2492	41.6	7.5	210				
$30,000 OR MORE	59693	6276	49.7	10.5	140	2670	40.2	4.5	113	3606	60.2	6.0	169				
$25,000 OR MORE	76275	7735	61.3	10.1	135	3441	51.9	4.5	114	4294	71.7	5.6	158				
$20,000 - $24,999	18607	1256	10.0	6.8	90	771	11.6	4.1	105	*486	8.1	2.6	73				
$15,000 - $19,999	17175	1120	8.9	6.5	87	776	11.7	4.5	114	*344	5.7	2.0	56				
$10,000 - $14,999	24569	1232	9.8	5.0	67	787	11.9	3.2	81	*445	7.4	1.8	51				
UNDER $10,000	31101	1280	10.1	4.1	55	861	13.0	2.8	70	*418	7.0	1.3	38				
HOUSEHOLD OF 1 PERSON	19441	1304	10.3	6.7	89	754	11.4	3.9	98	550	9.2	2.8	79				
2 PEOPLE	51803	4203	33.3	8.1	108	2405	36.2	4.6	117	1799	30.1	3.5	97				
3 OR 4 PEOPLE	66933	5119	40.6	7.6	102	2424	36.5	3.6	92	2695	45.0	4.0	113				
5 OR MORE PEOPLE	29550	1996	15.8	6.8	90	1053	15.9	3.6	90	943	15.8	3.2	89				
NO CHILD IN HSHLD	96587	7330	58.1	7.6	101	4127	62.2	4.3	108	3203	53.5	3.3	93				
CHILD(REN) UNDER 2 YRS	10844	639	5.1	5.9	78	**214	3.2	2.0	50	*425	7.1	3.9	110				
2 - 5 YEARS	26358	1364	10.8	5.2	69	520	7.8	2.0	50	844	14.1	3.2	90				
6 - 11 YEARS	30453	2136	16.9	7.0	93	1065	16.1	3.5	88	1071	17.9	3.5	99				
12 - 17 YEARS	36575	3217	25.5	8.8	117	1663	25.1	4.5	115	1554	26.0	4.2	119				
RESIDENCE OWNED	117770	9755	77.3	8.3	110	4947	74.6	4.2	106	4807	80.3	4.1	114				
VALUE: $50,000 OR MORE	70166	6962	55.2	9.9	132	3271	49.3	4.7	118	3691	61.7	5.3	147				
VALUE: UNDER $50,000	47604	2793	22.1	5.9	78	1677	25.3	3.5	89	1116	18.6	2.3	66				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(ADULTS)

		TOTAL U.S.	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	12622	100.0	7.5	100	6635	100.0	4.0	100	5986	100.0	3.6	100				
MAGAZINES	QUINTILE 1	34022	3147	24.9	9.2	123	1252	18.9	3.7	93	1895	31.7	5.6	156				
	QUINTILE 2	34800	2880	22.8	8.3	110	1578	23.8	4.5	115	1302	21.8	3.7	105				
	QUINTILE 3	30514	2400	19.0	7.9	105	1199	18.1	3.9	99	1201	20.1	3.9	110				
	QUINTILE 4	33324	2149	17.0	6.4	86	1209	18.2	3.6	92	941	15.7	2.8	79				
	QUINTILE 5	35066	2045	16.2	5.8	77	1397	21.1	4.0	101	648	10.8	1.8	52				
NEWSPAPERS	QUINTILE 1	29107	2966	23.5	10.2	135	1282	19.3	4.4	111	1684	28.1	5.8	162				
	QUINTILE 2	49095	3770	29.9	7.7	102	1836	27.7	3.7	95	1934	32.3	3.9	110				
	QUINTILE 3	23107	1758	13.9	7.6	101	962	14.5	4.2	105	796	13.3	3.4	97				
	QUINTILE 4	33556	2158	17.1	6.4	85	1364	20.6	4.1	103	793	13.2	2.4	66				
	QUINTILE 5	32863	1970	15.6	6.0	80	1191	18.0	3.6	92	779	13.0	2.4	66				
OUTDOOR	QUINTILE 1	33431	3025	24.0	9.0	120	1454	21.9	4.3	110	1570	26.2	4.7	132				
	QUINTILE 2	33478	2765	21.9	8.3	110	1273	19:2	3.8	96	1492	24.9	4.5	125				
	QUINTILE 3	33574	2628	20.8	7.8	104	1375	20.7	4.1	104	1252	20.9	3.7	104				
	QUINTILE 4	33935	2198	17.4	6.5	86	1253	18.9	3.7	93	945	15.8	2.8	78				
	QUINTILE 5	33310	2007	15.9	6.0	80	1280	19.3	3.8	97	727	12.1	2.2	61				
RADIO-DRIVE TIME	QUINTILE 1	33136	2553	20.2	7.7	102	995	15.0	3.0	76	1557	26.0	4.7	132				
	QUINTILE 2	31658	2526	20.0	8.0	106	1448	21.8	4.6	116	1078	18.0	3.4	95				
	QUINTILE 3	32541	2289	18.1	7.0	93	1097	16.5	3.4	85	1191	19.9	3.7	103				
	QUINTILE 4	34247	2657	21.1	7.8	103	1462	22.0	4.3	108	1194	19.9	3.5	98				
	QUINTILE 5	36144	2598	20.6	7.2	96	1633	24.6	4.5	114	965	16.1	2.7	75				
RADIO-MID-DAY	TERCILE 1	45037	3318	26.3	7.4	98	1604	24.2	3.6	90	1715	28.7	3.8	107				
	TERCILE 2	44819	3334	26.4	7.4	99	1884	28.4	4.2	106	1450	24.2	3.2	91				
	TERCILE 3	77872	5970	47.3	7.7	102	3148	47.4	4.0	102	2822	47.1	3.6	102				
RADIO-TOTAL	QUINTILE 1	33763	2556	20.3	7.6	101	1101	16.6	3.3	82	1455	24.3	4.3	121				
	QUINTILE 2	33240	2828	22.4	8.5	113	1487	22.4	4.5	113	1341	22.4	4.0	113				
	QUINTILE 3	33408	2202	17.4	6.6	88	1149	17.3	3.4	87	1053	17.6	3.2	88				
	QUINTILE 4	34792	2719	21.5	7.8	104	1570	23.7	4.5	114	1149	19.2	3.3	93				
	QUINTILE 5	32524	2317	18.4	7.1	95	1328	20.0	4.1	103	989	16.5	3.0	85				
TV-PRIME TIME	QUINTILE 1	33090	2395	19.0	7.2	96	1244	18.7	3.8	95	1152	19.2	3.5	98				
	QUINTILE 2	33357	2291	18.2	6.9	91	1087	16.4	3.3	82	1205	20.1	3.6	101				
	QUINTILE 3	33980	2890	22.9	8.5	113	1564	23.6	4.6	116	1326	22.2	3.9	109				
	QUINTILE 4	33854	2806	22.2	8.3	110	1518	22.9	4.5	113	1288	21.5	3.8	107				
	QUINTILE 5	33444	2240	17.7	6.7	89	1224	18.4	3.7	93	1016	17.0	3.0	85				
TV-DAYTIME	TERCILE 1	49121	2985	23.6	6.1	81	1736	26.2	3.5	89	1249	20.9	2.5	71				
	TERCILE 2	48823	3463	27.4	7.1	94	1977	29.8	4.0	102	1486	24.8	3.0	85				
	TERCILE 3	69782	6174	48.9	8.8	118	2922	44.0	4.2	106	3251	54.3	4.7	131				
TV-TOTAL	QUINTILE 1	33584	2295	18.2	6.8	91	1292	19.5	3.8	97	1004	16.8	3.0	84				
	QUINTILE 2	33441	2330	18.5	7.0	93	1299	19.6	3.9	98	1032	17.2	3.1	86				
	QUINTILE 3	33505	2705	21.4	8.1	107	1391	21.0	4.2	105	1314	22.0	3.9	110				
	QUINTILE 4	33466	2807	22.2	8.4	111	1370	20.6	4.1	103	1437	24.0	4.3	120				
	QUINTILE 5	33731	2484	19.7	7.4	98	1284	19.4	3.8	96	1200	20.0	3.6	100				
MAGAZINES-NEWSPAPERS: DUAL		44503	4074	32.3	9.2	122	1730	26.1	3.9	98	2344	39.2	5.3	148				
MAGAZINE IMPERATIVE		39363	2982	23.6	7.6	101	1610	24.3	4.1	103	1372	22.9	3.5	98				
NEWSPAPER IMPERATIVE		46441	3463	27.4	7.5	99	1848	27.9	4.0	101	1615	27.0	3.5	97				
MAGAZINES-OUTDOOR: DUAL		33726	3172	25.1	9.4	125	1370	20.6	4.1	103	1802	30.1	5.3	150				
MAGAZINE IMPERATIVE		52846	3913	31.0	7.4	98	2026	30.5	3.8	97	1887	31.5	3.6	100				
OUTDOOR IMPERATIVE		52140	4134	32.8	7.9	105	2260	34.1	4.3	110	1874	31.3	3.6	101				
MAGAZINES-RADIO: DUAL		37081	3194	25.3	8.6	114	1338	20.2	3.6	91	1856	31.0	5.0	140				
MAGAZINE IMPERATIVE		49747	4138	32.8	8.3	111	2181	32.9	4.4	111	1957	32.7	3.9	110				
RADIO IMPERATIVE		49208	3349	26.5	6.8	90	1873	28.2	3.8	96	1475	24.6	3.0	84				
MAGAZINES-TELEVISION: DUAL		33103	2650	21.0	8.0	106	1466	22.1	4.4	112	1184	19.8	3.6	100				
MAGAZINE IMPERATIVE		54575	4997	39.6	9.2	122	2201	33.2	4.0	102	2796	46.7	5.1	144				
TELEVISION IMPERATIVE		53249	3368	26.7	6.3	84	2030	30.6	3.8	96	1339	22.4	2.5	70				
NEWSPAPERS-OUTDOOR: DUAL		36255	3532	28.0	9.7	129	1546	23.3	4.3	108	1986	33.2	5.5	153				
NEWSPAPER IMPERATIVE		55591	4136	32.8	7.4	99	2125	32.0	3.8	97	2011	33.6	3.6	101				
OUTDOOR IMPERATIVE		48319	3406	27.0	7.0	94	1890	28.5	3.9	99	1516	25.3	3.1	88				
NEWSPAPERS-RADIO: DUAL		37242	3239	25.7	8.7	116	1379	20.8	3.7	94	1860	31.1	5.0	140				
NEWSPAPER IMPERATIVE		54423	4587	36.3	8.4	112	2364	35.6	4.3	110	2223	37.1	4.1	114				
RADIO IMPERATIVE		46650	3150	25.0	6.8	90	1765	26.6	3.8	96	1385	23.1	3.0	83				
NEWSPAPERS-TELEVISION: DUAL		35974	2782	22.0	7.7	103	1406	21.2	3.9	99	1376	23.0	3.8	107				
NEWSPAPER IMPERATIVE		56095	5000	39.6	8.9	118	2212	33.3	3.9	100	2788	46.6	5.0	139				
TELEVISION IMPERATIVE		47170	2993	23.7	6.3	84	1955	29.5	4.1	105	1038	17.3	2.2	62				
OUTDOOR-RADIO: DUAL		33748	2899	23.0	8.6	114	1299	19.6	3.8	97	1600	26.7	4.7	133				
OUTDOOR IMPERATIVE		52785	4465	35.4	8.5	112	2349	35.4	4.5	112	2117	35.4	4.0	112				
RADIO IMPERATIVE		52882	3638	28.8	6.9	91	1981	29.9	3.7	95	1657	27.7	3.1	88				
OUTDOOR-TELEVISION: DUAL		32030	2797	22.2	8.7	116	1403	21.1	4.4	111	1394	23.3	4.4	122				
OUTDOOR IMPERATIVE		54626	4625	36.6	8.5	113	2118	31.9	3.9	98	2507	41.9	4.6	129				
TELEVISION IMPERATIVE		54874	3263	25.9	5.9	79	1985	29.9	3.6	91	1279	21.4	2.3	65				
RADIO-TELEVISION: DUAL		33386	2337	18.5	7.0	93	1199	18.1	3.6	91	1138	19.0	3.4	96				
RADIO IMPERATIVE		53810	4445	35.2	8.3	110	2088	31.5	3.9	98	2357	39.4	4.4	123				
TELEVISION IMPERATIVE		54023	3740	29.6	6.9	92	2203	33.2	4.1	103	1538	25.7	2.8	80				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(ADULTS)

	TOTAL U.S. '000	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	12622	100.0	7.5	100	6635	100.0	4.0	100	5986	100.0	3.6	100				
ATLANTIC MONTHLY	867	*147	1.2	17.0	225	**38	0.6	4.4	111	**109	1.8	12.6	352				
BARRON'S	1580	*278	2.2	17.6	234	**93	1.4	5.9	149	*185	3.1	11.7	328				
BETTER HOMES & GARDENS	22203	1969	15.6	8.9	118	906	13.7	4.1	103	1062	17.7	4.8	134				
BON APPETIT	3810	569	4.5	14.9	198	*262	3.9	6.9	174	307	5.1	8.1	226				
BUSINESS WEEK	4663	568	4.5	12.2	162	*180	2.7	3.9	98	389	6.5	8.3	234				
CAR AND DRIVER	3102	324	2.6	10.4	139	**166	2.5	5.4	135	*158	2.6	5.1	143				
CBS MAGAZINE NETWORK (GROSS)	7311	638	5.1	8.7	116	277	4.2	3.8	96	361	6.0	4.9	138				
CHANGING TIMES	3400	447	3.5	13.1	175	*160	2.4	4.7	119	*287	4.8	8.4	237				
COLONIAL HOMES	1796	231	1.8	12.9	171	*80	1.2	4.5	113	*151	2.5	8.4	236				
CONDE NAST MAG. PKG. (GROSS)	19924	1643	13.0	8.2	110	588	8.9	3.0	75	1055	17.6	5.3	148				
CONSUMERS DIGEST	3125	275	2.2	8.8	117	*152	2.3	4.9	123	*123	2.1	3.9	110				
COSMOPOLITAN	10577	577	4.6	5.5	72	260	3.9	2.5	62	317	5.3	3.0	84				
COUNTRY LIVING	3746	342	2.7	9.1	121	*210	3.2	5.6	142	*133	2.2	3.6	99				
CUISINE	2214	355	2.8	16.0	213	*172	2.6	7.8	196	*183	3.1	8.3	232				
CYCLE WORLD	2394	*170	1.3	7.1	94	**104	1.6	4.3	110	**66	1.1	2.8	77				
DCI:CREATIVE IDEAS FOR LIV	3068	*136	1.1	4.4	59	**49	0.7	1.6	40	**87	1.5	2.8	79				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	605	4.8	6.3	84	*225	3.4	2.4	60	380	6.3	4.0	111				
DISCOVER	2277	258	2.0	11.3	151	**73	1.1	3.2	81	*185	3.1	8.1	228				
EBONY	7187	659	5.2	9.2	122	375	5.7	5.2	132	284	4.7	4.0	111				
ESQUIRE	2560	248	2.0	9.7	129	**103	1.6	4.0	102	*145	2.4	5.7	159				
ESSENCE	3242	310	2.5	9.6	127	*168	2.5	5.2	131	*142	2.4	4.4	123				
FAMILY CIRCLE	19639	1223	9.7	6.2	83	536	8.1	2.7	69	686	11.5	3.5	98				
THE FAMILY HANDYMAN	3540	328	2.6	9.3	123	*151	2.3	4.3	108	*177	3.0	5.0	140				
FAMILY WEEKLY	23924	1587	12.6	6.6	88	708	10.7	3.0	75	880	14.7	3.7	103				
FIELD & STREAM	9883	702	5.6	7.1	94	400	6.0	4.0	102	303	5.1	3.1	86				
FOOD & WINE	1030	*120	1.0	11.7	155	**45	0.7	4.4	110	**75	1.3	7.3	204				
FORBES	2679	391	3.1	14.6	194	*108	1.6	4.0	102	282	4.7	10.5	295				
FORTUNE	2931	506	4.0	17.3	229	*139	2.1	4.7	120	367	6.1	12.5	351				
GENTLEMEN'S QUARTERLY	3481	368	2.9	10.6	140	*186	2.8	5.3	135	*182	3.0	5.2	146				
GLAMOUR	7163	582	4.6	8.1	108	*213	3.2	3.0	75	*370	6.2	5.2	145				
GOLF DIGEST	2355	318	2.5	13.5	179	*140	2.1	5.9	150	*177	3.0	7.5	211				
GOLF DIGEST/TENNIS (GROSS)	3610	472	3.7	13.1	174	*203	3.1	5.6	142	269	4.5	7.5	209				
GOLF MAGAZINE	2046	282	2.2	13.8	183	*125	1.9	6.1	154	*157	2.6	7.7	215				
GOLF MAGAZINE/SKI (GROSS)	3547	427	3.4	12.0	160	*192	2.9	5.4	137	*235	3.9	6.6	186				
GOOD HOUSEKEEPING	20353	1520	12.0	7.5	99	741	11.2	3.6	92	779	13.0	3.8	107				
HARPER'S BAZAAR	3362	393	3.1	11.7	155	**73	1.1	2.2	55	*320	5.3	9.5	267				
HEALTH	2987	*230	1.8	7.7	102	**66	1.0	2.2	56	**164	2.7	5.5	154				
HEARST MAG CORP. BUY (GROSS)	67928	5404	42.8	8.0	106	2462	37.1	3.6	92	2942	49.1	4.3	121				
HEARST MAN POWER (GROSS)	11282	998	7.9	8.8	118	525	7.9	4.7	118	474	7.9	4.2	118				
HEARST WOMAN POWER (GROSS)	40514	2769	21.9	6.8	91	1296	19.5	3.2	81	1473	24.6	3.6	102				
HOUSE BEAUTIFUL	4885	425	3.4	8.7	116	*170	2.6	3.5	88	*256	4.3	5.2	147				
INC.	1308	*193	1.5	14.8	196	**46	0.7	3.5	89	**147	2.5	11.2	315				
JET	6498	578	4.6	8.9	118	346	5.2	5.3	135	*232	3.9	3.6	100				
LADIES' HOME JOURNAL	14797	1201	9.5	8.1	108	517	7.8	3.5	88	684	11.4	4.6	130				
LHJ FAMILY GRP COMBO(GROSS)	21743	1744	13.8	8.0	107	714	10.8	3.3	83	1031	17.2	4.7	133				
LIFE	9881	748	5.9	7.6	101	288	4.3	2.9	74	460	7.7	4.7	130				
L.A. TIMES HOME MAGAZINE	2775	342	2.7	12.3	164	*161	2.4	5.8	147	*180	3.0	6.5	182				
MADEMOISELLE	4219	*274	2.2	6.5	86	**44	0.7	1.0	26	*231	3.9	5.5	153				
MC CALL'S	16422	1175	9.3	7.2	95	530	8.0	3.2	82	645	10.8	3.9	110				
MC CALL'S/WRK MOTHER (GROSS)	17919	1257	10.0	7.0	93	578	8.7	3.2	82	679	11.3	3.8	106				
MECHANIX ILLUSTRATED	4433	388	3.1	8.8	116	*205	3.1	4.6	117	*183	3.1	4.1	116				
METROPOLITAN HOME	1504	*204	1.6	13.6	180	**41	0.6	2.7	69	*163	2.7	10.8	304				
MONEY	4723	654	5.2	13.8	184	229	3.5	4.8	123	425	7.1	9.0	252				
MOTHER EARTH NEWS	2325	*239	1.9	10.3	137	**94	1.4	4.0	102	*145	2.4	6.2	175				
MS.	1189	*154	1.2	13.0	172	**42	0.6	3.5	89	**111	1.9	9.3	262				
NATIONAL ENQUIRER	18892	1110	8.8	5.9	78	486	7.3	2.6	65	624	10.4	3.3	93				
NATIONAL GEOGRAPHIC	22129	2180	17.3	9.9	131	890	13.4	4.0	102	1290	21.6	5.8	163				
NATIONAL SUNDAY MAGAZINE PKG	103750	8501	67.4	8.2	109	4076	61.4	3.9	99	4425	73.9	4.3	120				
NATURAL HISTORY	1379	*226	1.8	16.4	218	**155	2.3	11.2	284	**72	1.2	5.2	146				
NEW WOMAN	2289	**81	0.6	3.5	47	**51	0.8	2.2	56	**30	0.5	1.3	37				
NEW YORK INCLUDING CUE	1088	*94	0.7	8.6	115	**37	0.6	3.4	86	**57	1.0	5.2	147				
THE NEW YORKER	2459	276	2.2	11.2	149	*135	2.0	5.5	139	*140	2.3	5.7	160				
NEWSWEEK	16527	1643	13.0	9.9	132	742	11.2	4.5	113	901	15.1	5.5	153				
THE N.Y. TIMES DAILY EDITION	2739	514	4.1	18.8	249	*191	2.9	7.0	176	323	5.4	11.8	330				
THE N.Y. TIMES MAGAZINE	4443	728	5.8	16.4	218	274	4.1	6.2	156	454	7.6	10.2	286				
OMNI	2799	306	2.4	10.9	145	**139	2.1	5.0	126	*166	2.8	5.9	166				
ON CABLE	2209	*200	1.6	9.1	120	**159	2.4	7.2	182	**41	0.7	1.9	52				
1001 HOME IDEAS	3959	313	2.5	7.9	105	*131	2.0	3.3	84	*182	3.0	4.6	129				
ORGANIC GARDENING	3111	219	1.7	7.0	94	*104	1.6	3.3	85	*115	1.9	3.7	104				
OUTDOOR LIFE	5024	413	3.3	8.2	109	*196	3.0	3.9	99	*217	3.6	4.3	121				
PARADE MAGAZINE	51292	3840	30.4	7.5	99	1775	26.8	3.5	87	2065	34.5	4.0	113				

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(ADULTS)

	TOTAL U.S.	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	12622	100.0	7.5	100	6635	100.0	4.0	100	5986	100.0	3.6	100				
PARENTS	5298	333	2.6	6.3	84	*132	2.0	2.5	63	*201	3.4	3.8	106				
PENTHOUSE	5129	394	3.1	7.7	102	**101	1.5	2.0	50	293	4.9	5.7	160				
PEOPLE	21070	1518	12.0	7.2	96	651	9.8	3.1	78	867	14.5	4.1	115				
PLAYBOY	10562	898	7.1	8.5	113	343	5.2	3.2	82	555	9.3	5.3	147				
POPULAR HOT RODDING	2498	**150	1.2	6.0	80	**103	1.6	4.1	104	**47	0.8	1.9	53				
POPULAR MECHANICS	5887	537	4.3	9.1	121	*270	4.1	4.6	116	266	4.4	4.5	127				
POPULAR SCIENCE	4317	417	3.3	9.7	128	*243	3.7	5.6	142	*174	2.9	4.0	113				
PREVENTION	5792	477	3.8	8.2	109	235	3.5	4.1	103	*242	4.0	4.2	117				
PSYCHOLOGY TODAY	3284	354	2.8	10.8	143	**141	2.1	4.3	109	213	3.6	6.5	182				
READER'S DIGEST	40046	3314	26.3	8.3	110	1670	25.2	4.2	105	1644	27.5	4.1	115				
REDBOOK	9584	672	5.3	7.0	93	296	4.5	3.1	78	376	6.3	3.9	110				
ROAD & TRACK	2590	*232	1.8	9.0	119	**89	1.3	3.4	87	**143	2.4	5.5	155				
ROLLING STONE	3302	*188	1.5	5.7	76	**45	0.7	1.4	34	**143	2.4	4.3	121				
RUNNER'S WORLD	1229	**115	0.9	9.4	124	**51	0.8	4.1	105	**64	1.1	5.2	146				
SATURDAY EVENING POST	2110	*94	0.7	4.5	59	**38	0.6	1.8	46	**56	0.9	2.7	74				
SCIENCE 84	1543	*163	1.3	10.6	140	**82	1.2	5.3	134	**81	1.4	5.2	147				
SCIENCE DIGEST	1747	*124	1.0	7.1	94	**66	1.0	3.8	96	**58	1.0	3.3	93				
SCIENTIFIC AMERICAN	1994	345	2.7	17.3	230	*143	2.2	7.2	181	*202	3.4	10.1	284				
SELF	3119	*228	1.8	7.3	97	**78	1.2	2.5	63	**150	2.5	4.8	135				
SEVENTEEN	3923	*268	2.1	6.8	91	**82	1.2	2.1	53	**186	3.1	4.7	133				
SKI	1501	*145	1.1	9.7	128	**66	1.0	4.4	111	**78	1.3	5.2	146				
SMITHSONIAN	5976	800	6.3	13.4	178	356	5.4	6.0	151	444	7.4	7.4	208				
SOAP OPERA DIGEST	4228	*251	2.0	5.9	79	*160	2.4	3.8	96	**91	1.5	2.2	60				
SOUTHERN LIVING	6488	469	3.7	7.2	96	*176	2.7	2.7	69	*294	4.9	4.5	127				
SPORT	3500	*253	2.0	7.2	96	**137	2.1	3.9	99	*116	1.9	3.3	93				
THE SPORTING NEWS	2456	*174	1.4	7.1	94	**34	0.5	1.4	35	*141	2.4	5.7	161				
SPORTS AFIELD	3648	338	2.7	9.3	123	*189	2.8	5.2	131	*150	2.5	4.1	115				
SPORTS ILLUSTRATED	14484	1301	10.3	9.0	119	668	10.1	4.6	117	633	10.6	4.4	122				
STAR	12661	790	6.3	6.2	83	373	5.6	2.9	74	416	6.9	3.3	92				
SUNDAY	52799	4915	38.9	9.3	124	2391	36.0	4.5	114	2524	42.2	4.8	134				
SUNSET	3513	464	3.7	13.2	176	*310	4.7	8.8	223	*154	2.6	4.4	123				
TV GUIDE	42766	3043	24.1	7.1	95	1455	21.9	3.4	86	1588	26.5	3.7	104				
TENNIS	1254	**154	1.2	12.3	163	**62	0.9	4.9	125	**92	1.5	7.3	206				
TIME	22054	2308	18.3	10.5	139	1008	15.2	4.6	116	1300	21.7	5.9	165				
TOWN & COUNTRY	1555	*164	1.3	10.5	140	**82	1.2	5.3	133	**82	1.4	5.3	148				
TRAVEL & LEISURE	2173	277	2.2	12.7	169	*110	1.7	5.1	128	*167	2.8	7.7	215				
TRUE STORY	4636	*244	1.9	5.3	70	*155	2.3	3.3	85	**89	1.5	1.9	54				
U.S.NEWS & WORLD REPORT	10353	1157	9.2	11.2	149	486	7.3	4.7	119	671	11.2	6.5	182				
USA TODAY	4994	589	4.7	11.8	157	261	3.9	5.2	132	328	5.5	6.6	184				
US	3528	*220	1.7	6.2	83	**116	1.7	3.3	83	**103	1.7	2.9	82				
VOGUE	5424	558	4.4	10.3	137	*255	3.8	4.7	119	*304	5.1	5.6	157				
WALL STREET JOURNAL	6292	937	7.4	14.9	198	411	6.2	6.5	165	526	8.8	8.4	234				
WEIGHT WATCHERS	2762	*170	1.3	6.2	82	**82	1.2	3.0	75	**88	1.5	3.2	89				
WOMAN'S DAY	16320	1109	8.8	6.8	90	483	7.3	3.0	75	626	10.5	3.8	107				
WORKING MOTHER	1496	**82	0.6	5.5	73	**48	0.7	3.2	81	**35	0.6	2.3	66				
WORKING WOMAN	1851	*241	1.9	13.0	173	**125	1.9	6.8	171	**116	1.9	6.3	176				
WORLD TENNIS	580	**65	0.5	11.2	149	**21	0.3	3.6	92	**44	0.7	7.6	213				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1111	8.8	9.0	119	411	6.2	3.3	84	701	11.7	5.6	158				
BLAIR INSERTS	91671	7901	62.6	8.6	115	3805	57.3	4.2	105	4096	68.4	4.5	125				
DAILY NEWSPAPERS																	
READ ANY	109190	8782	69.6	8.0	107	4321	65.1	4.0	100	4461	74.5	4.1	114				
READ ONE	89587	6765	53.6	7.6	100	3368	50.8	3.8	95	3397	56.7	3.8	106				
READ TWO OR MORE	19602	2017	16.0	10.3	137	953	14.4	4.9	123	1064	17.8	5.4	152				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9169	72.6	8.4	111	4461	67.2	4.1	103	4707	78.6	4.3	120				
READ ONE	95074	7594	60.2	8.0	106	3720	56.1	3.9	99	3874	64.7	4.1	114				
READ TWO OR MORE	14588	1575	12.5	10.8	143	741	11.2	5.1	128	834	13.9	5.7	160				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.19				29.46				33.01							
30 DAY REACH	149706	11579	91.7	7.7	103	5918	89.2	4.0	100	5661	94.6	3.8	106				
50 SHWG - 30 DAY AV FREQ	15.16	16.20				15.34				17.10							
30 DAY REACH	142406	11153	88.4	7.8	104	5694	85.8	4.0	101	5459	91.2	3.8	107				
25 SHWG - 30 DAY AV FREQ	8.23	8.73				8.32				9.15							
30 DAY REACH	131152	10399	82.4	7.9	105	5257	79.2	4.0	101	5142	85.9	3.9	110				
CABLE TV: HOME WIRED	66879	5145	40.8	7.7	102	2549	38.4	3.8	96	2596	43.4	3.9	109				
HOME NOT WIRED	100848	7477	59.2	7.4	99	4087	61.6	4.1	102	3390	56.6	3.4	94				
HAVE PAY CABLE	35024	3180	25.2	9.1	121	1500	22.6	4.3	108	1680	28.1	4.8	134				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(ADULTS)

			BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	12622	100.0	7.5	100	6635	100.0	4.0	100	5986	100.0	3.6	100				
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	7427	58.8	7.8	103	3520	53.1	3.7	93	3907	65.3	4.1	114				
10:00 AM - 3:00 PM		63599	4767	37.8	7.5	100	2477	37.3	3.9	98	2289	38.2	3.6	101				
3:00 PM - 7:00 PM		72097	5851	46.4	8.1	108	2795	42.1	3.9	98	3056	51.1	4.2	119				
7:00 PM - MIDNIGHT		36670	2931	23.2	8.0	106	1439	21.7	3.9	99	1492	24.9	4.1	114				
MIDNIGHT - 6:00 AM		21908	1769	14.0	8.1	107	898	13.5	4.1	104	871	14.6	4.0	111				
6:00 AM - MIDNIGHT		127571	9918	78.6	7.8	103	5031	75.8	3.9	100	4887	81.6	3.8	107				
ENTIRE DAY		129239	10034	79.5	7.8	103	5098	76.8	3.9	100	4935	82.4	3.8	107				
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	2758	21.9	8.1	108	1308	19.7	3.8	97	1450	24.2	4.3	119				
ALL NEWS		6062	694	5.5	11.4	152	302	4.6	5.0	126	392	6.5	6.5	181				
AOR/PROGRESSIVE		11884	767	6.1	6.5	86	415	6.3	3.5	88	352	5.9	3.0	83				
BEAUTIFUL MUSIC		11180	977	7.7	8.7	116	491	7.4	4.4	111	486	8.1	4.3	122				
BLACK		4538	*310	2.5	6.8	91	*175	2.6	3.9	97	**135	2.3	3.0	83				
CLASSICAL		3857	483	3.8	12.5	166	*220	3.3	5.7	144	263	4.4	6.8	191				
CHR/ROCK		21946	1737	13.8	7.9	105	806	12.1	3.7	93	931	15.6	4.2	119				
COUNTRY		27262	2016	16.0	7.4	98	1089	16.4	4.0	101	927	15.5	3.4	95				
GOLDEN OLDIES		3339	262	2.1	7.8	104	*127	1.9	3.8	96	*135	2.3	4.0	113				
MOR/NOSTALGIA		10346	843	6.7	8.1	108	288	4.3	2.8	70	554	9.3	5.4	150				
NEWS/TALK		8929	719	5.7	8.1	107	349	5.3	3.9	99	370	6.2	4.1	116				
RELIGIOUS		5488	322	2.6	5.9	78	*189	2.8	3.4	87	**133	2.2	2.4	68				
SOFT ROCK		1232	*193	1.5	15.7	208	**113	1.7	9.2	232	**80	1.3	6.5	182				
URBAN CONTEMPORARY		3184	277	2.2	8.7	116	*169	2.5	5.3	134	**108	1.8	3.4	95				
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	658	5.2	9.5	127	369	5.6	5.3	135	*289	4.8	4.2	117				
ABC DIRECTION		5212	494	3.9	9.5	126	242	3.6	4.6	117	*252	4.2	4.8	135				
ABC ENTERTAINMENT		10385	620	4.9	6.0	79	276	4.2	2.7	67	344	5.7	3.3	93				
ABC FM		4762	337	2.7	7.1	94	*168	2.5	3.5	89	**169	2.8	3.5	99				
ABC INFORMATION		11339	840	6.7	7.4	98	425	6.4	3.7	95	415	6.9	3.7	103				
ABC ROCK		4878	461	3.7	9.5	126	*252	3.8	5.2	131	*209	3.5	4.3	120				
CBS		10709	995	7.9	9.3	123	543	8.2	5.1	128	452	7.6	4.2	118				
MUTUAL		10251	817	6.5	8.0	106	342	5.2	3.3	84	475	7.9	4.6	130				
NBC		12243	1010	8.0	8.2	110	513	7.7	4.2	106	498	8.3	4.1	114				
RADIORADIO		4606	366	2.9	7.9	106	*179	2.7	3.9	98	*187	3.1	4.1	114				
RKO ONE		5148	356	2.8	6.9	92	*179	2.7	3.5	88	*177	3.0	3.4	96				
RKO TWO		7313	623	4.9	8.5	113	293	4.4	4.0	101	331	5.5	4.5	127				
THE SOURCE		5981	317	2.5	5.3	70	*112	1.7	1.9	47	*205	3.4	3.4	96				
NON-WIRED : BLAIR		19329	1542	12.2	8.0	106	735	11.1	3.8	96	807	13.5	4.2	117				
INTERNET		27139	2383	18.9	8.8	117	1116	16.8	4.1	104	1266	21.1	4.7	131				
KATZ RADIO GROUP		36319	3074	24.4	8.5	112	1423	21.4	3.9	99	1650	27.6	4.5	127				
SUPERNET		22361	1747	13.8	7.8	104	890	13.4	4.0	101	857	14.3	3.8	107				
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	1075	8.5	7.4	98	551	8.3	3.8	96	524	8.8	3.6	101				
WKDAY 9:00 AM - 1:00 PM		18688	1124	8.9	6.0	80	634	9.6	3.4	86	490	8.2	2.6	73				
WKDAY 1:00 PM - 4:30 PM		24061	1440	11.4	6.0	80	872	13.1	3.6	92	568	9.5	2.4	66				
WKDAY 4:30 PM - 7:30 PM		44079	3174	25.1	7.2	96	1852	27.9	4.2	106	1322	22.1	3.0	84				
WKDAY 7:30 PM - 8:00 PM		61979	4447	35.2	7.2	95	2440	36.8	3.9	100	2007	33.5	3.2	91				
WKDAY 11:00 PM - 11:30 PM		49084	3727	29.5	7.6	101	2079	31.3	4.2	107	1648	27.5	3.4	94				
WKDAY 11:30 PM - 1:00 AM		16560	1221	9.7	7.4	98	704	10.6	4.3	107	517	8.6	3.1	87				
M-SAT 8-11 PM+SUN 7-11 PM		66967	4974	39.4	7.4	99	2583	38.9	3.9	98	2392	40.0	3.6	100				
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	529	4.2	5.7	76	288	4.3	3.1	79	242	4.0	2.6	73				
ANOTHER WORLD	N	6138	460	3.6	7.5	100	286	4.3	4.7	118	173	2.9	2.8	79				
AS THE WORLD TURNS	C	7707	382	3.0	5.0	66	245	3.7	3.2	80	138	2.3	1.8	50				
CAPITOL	C	4688	203	1.6	4.3	58	125	1.9	2.7	67	*78	1.3	1.7	47				
CBS MORN. NEWS 1	C	2792	161	1.3	5.8	77	*104	1.6	3.7	94	*57	1.0	2.0	57				
CBS MORN. NEWS 2	C	2071	133	1.1	6.4	85	*91	1.4	4.4	111	**42	0.7	2.0	57				
DAYS OF OUR LIVES	N	8018	581	4.6	7.2	96	328	4.9	4.1	103	253	4.2	3.2	88				
FACTS OF LIFE - DAYTIME	N	3487	223	1.8	6.4	85	139	2.1	4.0	101	*84	1.4	2.4	67				
FAMILY FEUD	A	4817	271	2.1	5.6	75	192	2.9	4.0	101	*79	1.3	1.6	46				
GENERAL HOSPITAL	A	8333	460	3.6	5.5	73	344	5.2	4.1	104	117	2.0	1.4	39				
GOOD MORNING, AMERICA-730	A	5472	379	3.0	6.9	92	188	2.8	3.4	87	190	3.2	3.5	97				
GOOD MORNING, AMERICA-830	A	3965	211	1.7	5.3	71	95	1.4	2.4	61	117	2.0	3.0	83				
GUIDING LIGHT	C	7542	350	2.8	4.6	62	211	3.2	2.8	71	*139	2.3	1.8	52				
ONE LIFE TO LIVE	A	6018	303	2.4	5.0	67	202	3.0	3.4	85	100	1.7	1.7	47				
PRESS YOUR LUCK	C	3589	208	1.6	5.8	77	125	1.9	3.5	88	*83	1.4	2.3	65				
PRICE IS RIGHT 1	C	7418	420	3.3	5.7	75	236	3.6	3.2	80	184	3.1	2.5	70				
PRICE IS RIGHT 2	C	8276	495	3.9	6.0	79	259	3.9	3.1	79	237	4.0	2.9	80				
RYAN'S HOPE	A	4358	256	2.0	5.9	78	141	2.1	3.2	82	*114	1.9	2.6	73				
SALE OF THE CENTURY	N	3749	235	1.9	6.3	83	174	2.6	4.6	117	*61	1.0	1.6	46				
SEARCH FOR TOMORROW	N	2884	*149	1.2	5.2	69	**69	1.0	2.4	60	**80	1.3	2.8	78				
TODAY SHOW 1	N	4869	432	3.4	8.9	118	222	3.3	4.6	115	210	3.5	4.3	121				
TODAY SHOW 2	N	4135	351	2.8	8.5	113	225	3.4	5.4	138	*126	2.1	3.0	85				
$25,000 PYRAMID	C	4361	268	2.1	6.1	82	159	2.4	3.6	92	*109	1.8	2.5	70				
WHEEL OF FORTUNE	N	6187	377	3.0	6.1	81	204	3.1	3.3	83	*173	2.9	2.8	78				
YOUNG AND THE RESTLESS	C	8186	455	3.6	5.6	74	319	4.8	3.9	99	136	2.3	1.7	47				
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	363	2.9	7.7	102	193	2.9	4.1	103	171	2.9	3.6	101				
NBA PLAYOFF GAME -1	C	5127	340	2.7	6.6	88	163	2.5	3.2	80	177	3.0	3.5	97				
NBC MAJOR LEAGUE PRE-GAME	N	3945	*197	1.6	5.0	66	**89	1.3	2.3	57	**108	1.8	2.7	77				
SPORTSWORLD - SUN	N	3370	241	1.9	7.2	95	*96	1.4	2.8	72	*145	2.4	4.3	121				
SUNDAY MORNING	C	4200	241	1.9	5.7	76	*115	1.7	2.7	69	*126	2.1	3.0	84				

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(ADULTS)

		TOTAL U.S.	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	12622	100.0	7.5	100	6635	100.0	4.0	100	5986	100.0	3.6	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3899	30.9	7.5	99	2314	34.9	4.4	112	1585	26.5	3.0	85				
NETWORK AFFILIATES - LATE		39164	2965	23.5	7.6	101	1685	25.4	4.3	109	1281	21.4	3.3	92				
INDEPENDENTS - LATE		5133	515	4.1	10.0	133	259	3.9	5.0	128	256	4.3	5.0	140				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1506	11.9	6.6	88	722	10.9	3.2	80	784	13.1	3.4	96				
ABC MONDAY NIGHT MOVIE	A	11258	803	6.4	7.1	95	382	5.8	3.4	86	421	7.0	3.7	105				
ABC SUNDAY NIGHT MOVIE	A	23600	1589	12.6	6.7	89	788	11.9	3.3	84	801	13.4	3.4	95				
ABC WORLD NEWS TONIGHT	A	12801	774	6.1	6.0	80	478	7.2	3.7	94	296	4.9	2.3	65				
AFTERMASH	C	10966	714	5.7	6.5	87	428	6.5	3.9	99	*286	4.8	2.6	73				
ALICE	C	17050	1305	10.3	7.7	102	734	11.1	4.3	109	571	9.5	3.3	94				
AMERICAN PARADE	C	11998	943	7.5	7.9	104	554	8.3	4.6	117	390	6.5	3.3	91				
BENSON	A	19258	1337	10.6	6.9	92	808	12.2	4.2	106	528	8.8	2.7	77				
BLUE THUNDER	A	11478	763	6.0	6.6	88	375	5.7	3.3	83	389	6.5	3.4	95				
CAGNEY & LACEY	C	18263	1031	8.2	5.6	75	562	8.5	3.1	78	469	7.8	2.6	72				
CBS EVENING NEWS-DEAN	C	7733	558	4.4	7.2	96	300	4.5	3.9	98	258	4.3	3.3	93				
CBS EVENING NEWS-RATHER	C	15653	1081	8.6	6.9	92	666	10.0	4.3	108	415	6.9	2.7	74				
CBS SAT. NEWS-SCHIEFFER	C	8744	664	5.3	7.6	101	438	6.6	5.0	127	226	3.8	2.6	72				
CBS SATURDAY NIGHT MOVIE	C	12000	828	6.6	6.9	92	348	5.2	2.9	73	480	8.0	4.0	112				
CBS WEDNESDAY NIGHT MOVIE	C	11522	805	6.4	7.0	93	450	6.8	3.9	99	355	5.9	3.1	86				
CHEERS	N	16818	1383	11.0	8.2	109	561	8.5	3.3	84	822	13.7	4.9	137				
DALLAS	C	37510	2710	21.5	7.2	96	1468	22.1	3.9	99	1242	20.7	3.3	93				
DIFF'RENT STROKES	N	11258	870	6.9	7.7	103	545	8.2	4.8	122	325	5.4	2.9	81				
DOUBLE TROUBLE	N	12248	935	7.4	7.6	101	554	8.3	4.5	114	382	6.4	3.1	87				
DUCK FACTORY	N	11100	918	7.3	8.3	110	394	5.9	3.5	90	524	8.8	4.7	132				
DUKES OF HAZZARD	C	12353	792	6.3	6.4	85	443	6.7	3.6	91	348	5.8	2.8	79				
DYNASTY	A	33279	2307	18.3	6.9	92	1110	16.7	3.3	84	1197	20.0	3.6	101				
FACTS OF LIFE	N	13410	960	7.6	7.2	95	610	9.2	4.5	115	350	5.8	2.6	73				
FALCON CREST	C	31093	2207	17.5	7.1	94	1165	17.6	3.7	95	1042	17.4	3.4	94				
FALL GUY	A	18649	1382	10.9	7.4	98	728	11.0	3.9	99	654	10.9	3.5	98				
FAMILY TIES	N	13101	1001	7.9	7.6	102	489	7.4	3.7	94	512	8.6	3.9	110				
FANTASY ISLAND	A	13069	984	7.8	7.5	100	560	8.4	4.3	108	425	7.1	3.3	91				
FOULUPS,BLEEPS & BLUNDERS	A	16588	1226	9.7	7.4	98	692	10.4	4.2	105	534	8.9	3.2	90				
FOUR SEASONS	C	9302	563	4.5	6.1	80	293	4.4	3.1	80	*270	4.5	2.9	81				
GIMME A BREAK	N	13955	882	7.0	6.3	84	506	7.6	3.6	92	376	6.3	2.7	75				
HART TO HART	A	15735	1061	8.4	6.7	90	518	7.8	3.3	83	543	9.1	3.5	97				
HILL STREET BLUES	N	18257	1450	11.5	7.9	106	625	9.4	3.4	87	825	13.8	4.5	127				
HOTEL	A	24236	1746	13.8	7.2	96	834	12.6	3.4	87	912	15.2	3.8	105				
JEFFERSONS	C	17010	1218	9.6	7.2	95	739	11.1	4.3	110	480	8.0	2.8	79				
JENNIFER SLEPT HERE	N	9397	748	5.9	8.0	106	527	7.9	5.6	142	*221	3.7	2.4	66				
KATE & ALLIE	C	16762	1123	8.9	6.7	89	664	10.0	4.0	100	458	7.7	2.7	77				
KNIGHT RIDER	N	13164	1005	8.0	7.6	101	582	8.8	4.4	112	424	7.1	3.2	90				
LOVE BOAT	A	20400	1575	12.5	7.7	103	955	14.4	4.7	118	621	10.4	3.0	85				
MAGNUM PI	C	22543	1575	12.5	7.0	93	903	13.6	4.0	101	672	11.2	3.0	84				
MAMA'S FAMILY	N	9852	745	5.9	7.6	100	345	5.2	3.5	89	400	6.7	4.1	114				
MASTER, THE	N	8082	660	5.2	8.2	109	298	4.5	3.7	93	363	6.1	4.5	126				
MATT HOUSTON	A	12881	955	7.6	7.4	99	527	7.9	4.1	103	428	7.2	3.3	93				
NBC MONDAY NIGHT MOVIE	N	23889	1759	13.9	7.4	98	851	12.8	3.6	90	907	15.2	3.8	106				
NBC NIGHTLY NEWS	N	11156	889	7.0	8.0	106	476	7.2	4.3	108	413	6.9	3.7	104				
NBC NIGHTLY NEWS-SAT	N	7363	599	4.7	8.1	108	308	4.6	4.2	106	291	4.9	4.0	111				
NBC NIGHTLY NEWS-SUN	N	6214	479	3.8	7.7	102	257	3.9	4.1	105	*222	3.7	3.6	100				
NBC SUNDAY NIGHT MOVIE	N	17590	1501	11.9	8.5	113	853	12.9	4.8	123	648	10.8	3.7	103				
NEWHART	C	16740	1157	9.2	6.9	92	647	9.8	3.9	98	510	8.5	3.0	85				
ONE DAY AT A TIME	C	11820	833	6.6	7.0	94	477	7.2	4.0	102	356	5.9	3.0	84				
PEOPLE ARE FUNNY	N	9138	724	5.7	7.9	105	371	5.6	4.1	103	354	5.9	3.9	109				
REAL PEOPLE	N	15979	1024	8.1	6.4	85	545	8.2	3.4	86	478	8.0	3.0	84				
REMINGTON STEELE	N	14395	1239	9.8	8.6	114	644	9.7	4.5	113	595	9.9	4.1	116				
RIPLEY'S BELIEVE IT - NOT	A	11362	896	7.1	7.9	105	516	7.8	4.5	115	379	6.3	3.3	93				
RIPTIDE	N	13920	874	6.9	6.3	83	433	6.5	3.1	79	441	7.4	3.2	89				
SCARECROW & MRS. KING	C	17571	1153	9.1	6.6	87	658	9.9	3.7	95-	495	8.3	2.8	79				
SIMON & SIMON	C	20208	1349	10.7	6.7	89	701	10.6	3.5	88	648	10.8	3.2	90				
60 MINUTES	C	27668	1850	14.7	6.7	89	892	13.4	3.2	81	958	16.0	3.5	97				
ST. ELSEWHERE	N	13699	1124	8.9	8.2	109	516	7.8	3.8	95	608	10.2	4.4	124				
THREE'S COMPANY	A	20632	1568	12.4	7.6	101	881	13.3	4.3	108	687	11.5	3.3	93				
T.J. HOOKER	A	17136	1080	8.6	6.3	84	583	8.8	3.4	86	498	8.3	2.9	81				
TONIGHT SHOW	N	4963	368	2.9	7.4	99	210	3.2	4.2	107	158	2.6	3.2	89				
TRAPPER JOHN, M.D.	C	16332	1201	9.5	7.4	98	639	9.6	3.9	99	562	9.4	3.4	96				
TV BLOOPERS & PRAC. JOKES	N	18881	1419	11.2	7.5	100	771	11.6	4.1	103	648	10.8	3.4	96				
20/20	A	18315	1364	10.8	7.4	99	747	11.3	4.1	103	617	10.3	3.4	94				
WEBSTER	A	18722	1268	10.0	6.8	90	764	11.5	4.1	103	504	8.4	2.7	75				
WORLD NEWS - SUN	A	5327	344	2.7	6.5	86	*218	3.3	4.1	103	**126	2.1	2.4	66				
YELLOW ROSE	N	8370	406	3.2	4.9	64	183	2.8	2.2	55	224	3.7	2.7	75				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1728	13.7	6.7	89	731	11.0	2.8	71	997	16.7	3.9	108				
BASKETBALL - COLLEGE GAMES		14468	1139	9.0	7.9	105	*506	7.6	3.5	88	633	10.6	4.4	123				
BASKETBALL - PRO GAMES		12124	709	5.6	5.8	78	*454	6.8	3.7	95	*256	4.3	2.1	59				
BOWLING		9412	619	4.9	6.6	87	*355	5.4	3.8	95	*264	4.4	2.8	79				
BOXING		15409	1258	10.0	8.2	108	*570	8.6	3.7	94	688	11.5	4.5	125				
FOOTBALL - COLLEGE GAMES		21400	1557	12.3	7.3	97	465	7.0	2.2	55	1092	18.2	5.1	143				
FOOTBALL - PRO GAMES		35944	3045	24.1	8.5	113	1110	16.7	3.1	78	1935	32.3	5.4	151				
GOLF		9759	1121	8.9	11.5	153	*512	7.7	5.2	133	609	10.2	6.2	175				
POST-SEASON COLL. FOOTBALL		18123	1654	13.1	9.1	121	696	10.5	3.8	97	959	16.0	5.3	148				
POST-SEASON PRO FOOTBALL		22091	2089	16.6	9.5	126	659	9.9	3.0	75	1430	23.9	6.5	181				
TENNIS		6764	673	5.3	9.9	132	*380	5.7	5.6	142	*293	4.9	4.3	121				
WRESTLING - PROFESSIONAL		9695	*474	3.8	4.9	65	**263	4.0	2.7	69	**212	3.5	2.2	61				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	6753	100.0	8.5	100	3450	100.0	4.4	100	3303	100.0	4.2	100				
HOUSEHOLD HEADS	66405	5844	86.5	8.8	103	2878	83.4	4.3	100	2966	89.8	4.5	107				
18 - 24	13945	899	13.3	6.4	76	*514	14.9	3.7	85	*385	11.7	2.8	66				
25 - 34	19334	1624	24.0	8.4	99	759	22.0	3.9	90	864	26.2	4.5	107				
35 - 44	14196	1399	20.7	9.9	116	681	19.7	4.8	110	718	21.7	5.1	121				
45 - 54	10896	1293	19.1	11.9	139	646	18.7	5.9	136	646	19.6	5.9	142				
55 - 64	10378	829	12.3	8.0	94	*450	13.0	4.3	100	*379	11.5	3.7	88				
65 OR OLDER	10514	711	10.5	6.8	79	400	11.6	3.8	87	*311	9.4	3.0	71				
18 - 34	33279	2522	37.3	7.6	89	1273	36.9	3.8	88	1249	37.8	3.8	90				
18 - 49	52904	4625	68.5	8.7	103	2232	64.7	4.2	97	2393	72.4	4.5	109				
25 - 54	44426	4315	63.9	9.7	114	2086	60.5	4.7	108	2229	67.5	5.0	120				
35 - 49	19625	2103	31.1	10.7	126	959	27.8	4.9	112	1144	34.6	5.8	140				
50 OR OLDER	26359	2128	31.5	8.1	95	1218	35.3	4.6	106	910	27.6	3.5	83				
GRADUATED COLLEGE	15982	2172	32.2	13.6	160	962	27.9	6.0	138	1211	36.7	7.6	182				
ATTENDED COLLEGE	13629	1267	18.8	9.3	109	506	14.7	3.7	85	761	23.0	5.6	134				
GRADUATED HIGH SCHOOL	28591	2086	30.9	7.3	86	1059	30.7	3.7	85	1027	31.1	3.6	86				
DID NOT GRADUATE HIGH SCHOOL	21061	1228	18.2	5.8	68	924	26.8	4.4	101	*304	9.2	1.4	35				
EMPLOYED FULL-TIME	52316	5026	74.4	9.6	113	2482	71.9	4.7	109	2544	77.0	4.9	117				
EMPLOYED PART-TIME	4113	**242	3.6	5.9	69	**145	4.2	3.5	81	**97	2.9	2.4	57				
NOT EMPLOYED	22834	1485	22.0	6.5	76	823	23.9	3.6	83	662	20.0	2.9	70				
PROFESSIONAL/MANAGER	15034	1975	29.2	13.1	154	805	23.3	5.4	123	1170	35.4	7.8	187				
TECH/CLERICAL/SALES	11255	1046	15.5	9.3	109	*442	12.8	3.9	90	604	18.3	5.4	129				
PRECISION/CRAFT	11607	767	11.4	6.6	78	*411	11.9	3.5	81	*356	10.8	3.1	74				
OTHER EMPLOYED	18534	1480	21.9	8.0	94	968	28.1	5.2	120	512	15.5	2.8	66				
SINGLE	19562	1426	21.1	7.3	86	865	25.1	4.4	102	562	17.0	2.9	69				
MARRIED	51896	4558	67.5	8.8	103	2208	64.0	4.3	98	2350	71.1	4.5	109				
DIVORCED/SEPARATED/WIDOWED	7804	769	11.4	9.9	116	*378	11.0	4.8	111	*392	11.9	5.0	121				
PARENTS	25372	2151	31.9	8.5	100	1058	30.7	4.2	96	1093	33.1	4.3	103				
WHITE	69658	5856	86.7	8.4	99	3012	87.3	4.3	99	2845	86.1	4.1	98				
BLACK	7909	697	10.3	8.8	103	*402	11.7	5.1	117	*296	9.0	3.7	90				
OTHER	1696	**199	2.9	11.7	138	**37	1.1	2.2	50	**163	4.9	9.6	231				
NORTHEAST-CENSUS	17202	1769	26.2	10.3	121	790	22.9	4.6	106	979	29.6	5.7	137				
NORTH CENTRAL	20461	1925	28.5	9.4	110	1248	36.2	6.1	140	678	20.5	3.3	80				
SOUTH	26695	1703	25.2	6.4	75	847	24.6	3.2	73	855	25.9	3.2	77				
WEST	14906	1356	20.1	9.1	107	565	16.4	3.8	87	791	23.9	5.3	127				
NORTHEAST-MKTG.	17962	1700	25.2	9.5	111	697	20.2	3.9	89	1003	30.4	5.6	134				
EAST CENTRAL	11741	1068	15.8	9.1	107	701	20.3	6.0	137	*366	11.1	3.1	75				
WEST CENTRAL	13518	1271	18.8	9.4	110	744	21.6	5.5	126	527	16.0	3.9	94				
SOUTH	23168	1553	23.0	6.7	79	785	22.8	3.4	78	768	23.3	3.3	80				
PACIFIC	12874	1162	17.2	9.0	106	523	15.2	4.1	93	638	19.3	5.0	119				
COUNTY SIZE A	32596	3251	48.1	10.0	117	1455	42.2	4.5	103	1796	54.4	5.5	132				
COUNTY SIZE B	23814	2041	30.2	8.6	101	1074	31.1	4.5	104	967	29.3	4.1	97				
COUNTY SIZE C	12663	874	12.9	6.9	81	*507	14.7	4.0	92	*367	11.1	2.9	70				
COUNTY SIZE D	10190	587	8.7	5.8	68	*414	12.0	4.1	93	**173	5.2	1.7	41				
METRO CENTRAL CITY	23190	2441	36.1	10.5	124	1280	37.1	5.5	127	1161	35.1	5.0	120				
METRO SUBURBAN	36920	2995	44.4	8.1	95	1386	40.2	3.8	86	1609	48.7	4.4	105				
NON METRO	19152	1318	19.5	6.9	81	784	22.7	4.1	94	*534	16.2	2.8	67				
TOP 5 ADI'S	18703	1935	28.7	10.3	121	821	23.8	4.4	101	1114	33.7	6.0	143				
TOP 10 ADI'S	26158	2526	37.4	9.7	113	1132	32.8	4.3	99	1394	42.2	5.3	128				
TOP 20 ADI'S	36612	3470	51.4	9.5	111	1649	47.8	4.5	103	1822	55.2	5.0	119				
HSHLD INC. $50,000 OR MORE	9326	1407	20.8	15.1	177	563	16.3	6.0	139	844	25.6	9.0	217				
$40,000 OR MORE	18002	2434	36.0	13.5	159	920	26.7	5.1	117	1514	45.8	8.4	202				
$30,000 OR MORE	31361	3623	53.7	11.6	136	1470	42.6	4.7	108	2153	65.2	6.9	165				
$25,000 OR MORE	39858	4360	64.6	10.9	128	1889	54.8	4.7	109	2470	74.8	6.2	149				
$20,000 - $24,999	8664	509	7.5	5.9	69	*364	10.6	4.2	97	**145	4.4	1.7	40				
$15,000 - $19,999	7964	644	9.5	8.1	95	*469	13.6	5.9	135	**175	5.3	2.2	53				
$10,000 - $14,999	11093	647	9.6	5.8	68	*341	9.9	3.1	71	*306	9.3	2.8	66				
UNDER $10,000	11683	594	8.8	5.1	60	*387	11.2	3.3	76	**207	6.3	1.8	43				
HOUSEHOLD OF 1 PERSON	7453	633	9.4	8.5	100	333	9.7	4.5	103	*300	9.1	4.0	97				
2 PEOPLE	24757	2067	30.6	8.3	98	1134	32.9	4.6	105	933	28.2	3.8	90				
3 OR 4 PEOPLE	32682	2848	42.2	8.7	102	1323	38.3	4.0	93	1525	46.2	4.7	112				
5 OR MORE PEOPLE	14370	1206	17.9	8.4	99	*660	19.1	4.6	106	*546	16.5	3.8	91				
NO CHILD IN HSHLD	46768	3963	58.7	8.5	99	2063	59.8	4.4	101	1899	57.5	4.1	97				
CHILD(REN) UNDER 2 YRS	4799	*404	6.0	8.4	99	**113	3.3	2.4	54	**292	8.8	6.1	146				
2 - 5 YEARS	11125	661	9.8	5.9	70	**279	8.1	2.5	58	*382	11.6	3.4	82				
6 - 11 YEARS	14193	1119	16.6	7.9	93	*575	16.7	4.1	93	544	16.5	3.8	92				
12 - 17 YEARS	17402	1661	24.6	9.5	112	918	26.6	5.3	121	743	22.5	4.3	102				
RESIDENCE OWNED	56398	5117	75.8	9.1	106	2577	74.7	4.6	105	2540	76.9	4.5	108				
VALUE: $50,000 OR MORE	34811	3671	54.4	10.5	124	1654	47.9	4.8	109	2017	61.1	5.8	139				
VALUE: UNDER $50,000	21587	1447	21.4	6.7	79	923	26.8	4.3	98	*523	15.8	2.4	58				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(MALES)

		TOTAL U.S. '000	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL MALES		79263	6753	100.0	8.5	100	3450	100.0	4.4	100	3303	100.0	4.2	100				
MAGAZINES	QUINTILE 1	16033	1684	24.9	10.5	123	680	19.7	4.2	97	1003	30.4	6.3	150				
	QUINTILE 2	15354	1524	22.6	9.9	117	819	23.7	5.3	123	705	21.3	4.6	110				
	QUINTILE 3	15888	1297	19.2	8.2	96	617	17.9	3.9	89	680	20.6	4.3	103				
	QUINTILE 4	17310	1262	18.7	7.3	86	659	19.1	3.8	87	*603	18.3	3.5	84				
	QUINTILE 5	14677	986	14.6	6.7	79	675	19.6	4.6	106	*311	9.4	2.1	51				
NEWSPAPERS	QUINTILE 1	15277	1691	25.0	11.1	130	731	21.2	4.8	110	959	29.0	6.3	151				
	QUINTILE 2	22745	1764	26.1	7.8	91	869	25.2	3.8	88	895	27.1	3.9	94				
	QUINTILE 3	10692	880	13.0	8.2	97	*473	13.7	4.4	102	*408	12.4	3.8	92				
	QUINTILE 4	11646	1053	15.6	9.0	106	645	18.7	5.5	127	*408	12.4	3.5	84				
	QUINTILE 5	18903	1365	20.2	7.2	85	732	21.2	3.9	89	*634	19.2	3.4	80				
OUTDOOR	QUINTILE 1	16620	1785	26.4	10.7	126	857	24.8	5.2	118	929	28.1	5.6	134				
	QUINTILE 2	16377	1336	19.8	8.2	96	575	16.7	3.5	81	761	23.0	4.6	112				
	QUINTILE 3	15995	1394	20.6	8.7	102	769	22.3	4.8	110	625	18.9	3.9	94				
	QUINTILE 4	15592	1160	17.2	7.4	87	601	17.4	3.9	89	559	16.9	3.6	86				
	QUINTILE 5	14679	1078	16.0	7.3	86	648	18.8	4.4	101	*430	13.0	2.9	70				
RADIO-DRIVE TIME	QUINTILE 1	15746	1315	19.5	8.4	98	500	14.5	3.2	73	815	24.7	5.2	124				
	QUINTILE 2	15067	1302	19.3	8.6	101	723	21.0	4.8	110	579	17.5	3.8	92				
	QUINTILE 3	15631	1257	18.6	8.0	94	595	17.2	3.8	87	662	20.0	4.2	102				
	QUINTILE 4	16245	1514	22.4	9.3	109	800	23.2	4.9	113	714	21.6	4.4	105				
	QUINTILE 5	16573	1365	20.2	8.2	97	833	24.1	5.0	115	532	16.1	3.2	77				
RADIO-MID-DAY	TERCILE 1	21788	1772	26.2	8.1	95	856	24.8	3.9	90	916	27.7	4.2	101				
	TERCILE 2	21151	1548	22.9	7.3	86	863	25.0	4.1	94	686	20.8	3.2	78				
	TERCILE 3	36323	3433	50.8	9.5	111	1731	50.2	4.8	109	1702	51.5	4.7	112				
RADIO-TOTAL	QUINTILE 1	15977	1298	19.2	8.1	95	580	16.8	3.6	83	718	21.7	4.5	108				
	QUINTILE 2	15923	1487	22.0	9.3	110	761	22.1	4.8	110	727	22.0	4.6	110				
	QUINTILE 3	14980	1164	17.2	7.8	91	572	16.6	3.8	88	592	17.9	4.0	95				
	QUINTILE 4	17123	1462	21.6	8.5	100	812	23.5	4.7	109	650	19.7	3.8	91				
	QUINTILE 5	15260	1342	19.9	8.8	103	725	21.0	4.8	109	617	18.7	4.0	97				
TV-PRIME TIME	QUINTILE 1	15674	1286	19.0	8.2	96	621	18.0	4.0	91	665	20.1	4.2	102				
	QUINTILE 2	15944	1241	18.4	7.8	91	525	15.2	3.3	76	716	21.7	4.5	108				
	QUINTILE 3	16037	1492	22.1	9.3	109	751	21.8	4.7	108	741	22.4	4.6	111				
	QUINTILE 4	15412	1423	21.1	9.2	108	766	22.2	5.0	114	658	19.9	4.3	102				
	QUINTILE 5	16194	1311	19.4	8.1	95	787	22.8	4.9	112	524	15.9	3.2	78				
TV-DAYTIME	TERCILE 1	19156	1219	18.1	6.4	75	742	21.5	3.9	89	478	14.5	2.5	60				
	TERCILE 2	19343	1597	23.6	8.3	97	852	24.7	4.4	101	745	22.6	3.9	92				
	TERCILE 3	40764	3937	58.3	9.7	113	1856	53.8	4.6	105	2081	63.0	5.1	123				
TV-TOTAL	QUINTILE 1	15844	1172	17.4	7.4	87	622	18.0	3.9	90	549	16.6	3.5	83				
	QUINTILE 2	15767	1314	19.5	8.3	98	651	18.9	4.1	95	662	20.0	4.2	101				
	QUINTILE 3	15775	1377	20.4	8.7	102	710	20.6	4.5	103	667	20.2	4.2	101				
	QUINTILE 4	15903	1501	22.2	9.4	111	686	19.9	4.3	99	815	24.7	5.1	123				
	QUINTILE 5	15974	1390	20.6	8.7	102	781	22.6	4.9	112	610	18.5	3.8	92				
MAGAZINES-NEWSPAPERS: DUAL		21225	2138	31.7	10.1	118	924	26.8	4.4	100	1214	36.8	5.7	137				
MAGAZINE IMPERATIVE		17728	1634	24.2	9.2	108	835	24.2	4.7	108	799	24.2	4.5	108				
NEWSPAPER IMPERATIVE		22987	1720	25.5	7.5	88	903	26.2	3.9	90	817	24.7	3.6	85				
MAGAZINES-OUTDOOR: DUAL		16244	1760	26.1	10.8	127	729	21.1	4.5	103	1031	31.2	6.3	152				
MAGAZINE IMPERATIVE		24016	2043	30.3	8.5	100	1063	30.8	4.4	102	980	29.7	4.1	98				
OUTDOOR IMPERATIVE		26020	2207	32.7	8.5	100	1202	34.8	4.6	106	1004	30.4	3.9	93				
MAGAZINES-RADIO: DUAL		16918	1610	23.8	9.5	112	771	22.3	4.6	105	840	25.4	5.0	119				
MAGAZINE IMPERATIVE		23456	2293	34.0	9.8	115	1053	30.5	4.5	103	1240	37.5	5.3	127				
RADIO IMPERATIVE		23900	1772	26.2	7.4	87	909	26.3	3.8	87	863	26.1	3.6	87				
MAGAZINES-TELEVISION: DUAL		15791	1364	20.2	8.6	101	733	21.2	4.6	107	630	19.1	4.0	96				
MAGAZINE IMPERATIVE		25476	2664	39.4	10.5	123	1230	35.7	4.8	111	1435	43.4	5.6	135				
TELEVISION IMPERATIVE		25744	1880	27.8	7.3	86	1010	29.3	3.9	90	870	26.3	3.4	81				
NEWSPAPERS-OUTDOOR: DUAL		17628	1745	25.8	9.9	116	775	22.5	4.4	101	970	29.4	5.5	132				
NEWSPAPER IMPERATIVE		26414	2149	31.8	8.1	95	1098	31.8	4.2	96	1051	31.8	4.0	95				
OUTDOOR IMPERATIVE		23059	1998	29.6	8.7	102	1035	30.0	4.5	103	962	29.1	4.2	100				
NEWSPAPERS-RADIO: DUAL		17996	1583	23.4	8.8	103	757	21.9	4.2	97	826	25.0	4.6	110				
NEWSPAPER IMPERATIVE		26269	2465	36.5	9.4	110	1182	34.3	4.5	103	1283	38.8	4.9	117				
RADIO IMPERATIVE		21342	1729	25.6	8.1	95	839	24.3	3.9	90	890	26.9	4.2	100				
NEWSPAPERS-TELEVISION: DUAL		17359	1319	19.5	7.6	89	577	16.7	3.3	76	742	22.5	4.3	103				
NEWSPAPER IMPERATIVE		26889	2626	38.9	9.8	115	1235	35.8	4.6	106	1392	42.1	5.2	124				
TELEVISION IMPERATIVE		21698	1764	26.1	8.1	95	1069	31.0	4.9	113	695	21.0	3.2	77				
OUTDOOR-RADIO: DUAL		16456	1496	22.2	9.1	107	747	21.7	4.5	104	749	22.7	4.6	109				
OUTDOOR IMPERATIVE		25870	2442	36.2	9.4	111	1192	34.6	4.6	106	1250	37.8	4.8	116				
RADIO IMPERATIVE		23943	1844	27.3	7.7	90	921	26.7	3.8	88	923	27.9	3.9	93				
OUTDOOR-TELEVISION: DUAL		15918	1498	22.2	9.4	110	723	21.0	4.5	104	775	23.5	4.9	117				
OUTDOOR IMPERATIVE		26398	2481	36.7	9.4	110	1172	34.0	4.4	102	1309	39.6	5.0	119				
TELEVISION IMPERATIVE		24851	1655	24.5	6.7	78	944	27.4	3.8	87	712	21.6	2.9	69				
RADIO-TELEVISION: DUAL		15584	1197	17.7	7.7	90	530	15.4	3.4	78	667	20.2	4.3	103				
RADIO IMPERATIVE		25472	2309	34.2	9.1	106	1154	33.4	4.5	104	1156	35.0	4.5	109				
TELEVISION IMPERATIVE		25578	2076	30.7	8.1	95	1116	32.3	4.4	100	961	29.1	3.8	90				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(MALES)

	TOTAL	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
	U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	6753	100.0	8.5	100	3450	100.0	4.4	100	3303	100.0	4.2	100				
ATLANTIC MONTHLY	452	**115	1.7	25.4	299	**22	0.6	4.9	112	**93	2.8	20.6	494				
BARRON'S	1058	*154	2.3	14.6	171	**69	2.0	6.5	150	**85	2.6	8.0	193				
BETTER HOMES & GARDENS	4773	572	8.5	12.0	141	*261	7.6	5.5	126	311	9.4	6.5	156				
BON APPETIT	1037	*166	2.5	16.0	188	**51	1.5	4.9	113	*115	3.5	11.1	266				
BUSINESS WEEK	3193	408	6.0	12.8	150	*127	3.7	4.0	91	280	8.5	8.8	210				
CAR AND DRIVER	2705	*315	4.7	11.6	137	**161	4.7	6.0	137	*154	4.7	5.7	137				
CBS MAGAZINE NETWORK (GROSS)	5678	454	6.7	8.0	94	*166	4.8	2.9	67	288	8.7	5.1	122				
CHANGING TIMES	1847	*246	3.6	13.3	156	**80	2.3	4.3	100	*166	5.0	9.0	216				
COLONIAL HOMES	492	**62	0.9	12.6	148	**18	0.5	3.7	84	**44	1.3	8.9	215				
CONDE NAST MAG. PKG. (GROSS)	2066	*165	2.4	8.0	94	**81	2.3	3.9	90	**84	2.5	4.1	98				
CONSUMERS DIGEST	1719	*201	3.0	11.7	137	**131	3.8	7.6	175	**69	2.1	4.0	96				
COSMOPOLITAN	1762	*117	1.7	6.6	78	**76	2.2	4.3	99	**41	1.2	2.3	56				
COUNTRY LIVING	1110	*123	1.8	11.1	130	**78	2.3	7.0	161	**45	1.4	4.1	97				
CUISINE	660	*160	2.4	24.2	285	**67	1.9	10.2	233	**93	2.8	14.1	338				
CYCLE WORLD	1924	**98	1.5	5.1	60	**41	1.2	2.1	49	**57	1.7	3.0	71				
DCI:CREATIVE IDEAS FOR LIV	437	**25	0.4	5.7	67	**18	0.5	4.1	95	**6	0.2	1.4	33				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*161	2.4	6.5	76	**54	1.6	2.2	50	**107	3.2	4.3	103				
DISCOVER	1279	**104	1.5	8.1	95	**14	0.4	1.1	25	**90	2.7	7.0	169				
EBONY	2898	353	5.2	12.2	143	**174	5.0	6.0	138	*178	5.4	6.1	147				
ESQUIRE	1384	*94	1.4	6.8	80	**31	0.9	2.2	51	**63	1.9	4.6	109				
ESSENCE	850	**96	1.4	11.3	133	**24	0.7	2.8	65	**72	2.2	8.5	203				
FAMILY CIRCLE	2430	*171	2.5	7.0	83	**62	1.8	2.6	59	*109	3.3	4.5	108				
THE FAMILY HANDYMAN	2356	255	3.8	10.8	127	**103	3.0	4.4	100	*152	4.6	6.5	155				
FAMILY WEEKLY	11533	792	11.7	6.9	81	378	11.0	3.3	75	414	12.5	3.6	86				
FIELD & STREAM	7444	526	7.8	7.1	83	305	8.8	4.1	94	220	6.7	3.0	71				
FOOD & WINE	416	**58	0.9	13.9	164	**28	0.8	6.7	155	**30	0.9	7.2	173				
FORBES	1865	256	3.8	13.7	161	**57	1.7	3.1	70	*200	6.1	10.7	257				
FORTUNE	1849	331	4.9	17.9	210	**86	2.5	4.7	107	*245	7.4	13.3	318				
GENTLEMEN'S QUARTERLY	2284	*286	4.2	12.5	147	**167	4.8	7.3	168	**119	3.6	5.2	125				
GLAMOUR	538	**42	0.6	7.8	92	**13	0.4	2.4	56	**29	0.9	5.4	129				
GOLF DIGEST	1649	226	3.3	13.7	161	**127	3.7	7.7	177	*99	3.0	6.0	144				
GOLF DIGEST/TENNIS (GROSS)	2294	318	4.7	13.9	163	*157	4.6	6.8	157	*161	4.9	7.0	168				
GOLF MAGAZINE	1577	*222	3.3	14.1	165	**116	3.4	7.4	169	**107	3.2	6.8	163				
GOLF MAGAZINE/SKI (GROSS)	2487	333	4.9	13.4	157	*162	4.7	6.5	150	*171	5.2	6.9	165				
GOOD HOUSEKEEPING	2569	*186	2.8	7.2	85	**74	2.1	2.9	66	*112	3.4	4.4	105				
HARPER'S BAZAAR	431	**43	0.6	10.0	117	**3	0.1	0.7	16	**40	1.2	9.3	223				
HEALTH	788	**40	0.6	5.1	60	**7	0.2	0.9	20	**32	1.0	4.1	97				
HEARST MAG CORP. BUY (GROSS)	18781	1661	24.6	8.8	104	818	23.7	4.4	100	843	25.5	4.5	108				
HEARST MAN POWER (GROSS)	9169	839	12.4	9.2	107	444	12.9	4.8	111	395	12.0	4.3	103				
HEARST WOMAN POWER (GROSS)	5452	390	5.8	7.2	84	*170	4.9	3.1	72	*220	6.7	4.0	97				
HOUSE BEAUTIFUL	1020	**91	1.3	8.9	105	**49	1.4	4.8	110	**42	1.3	4.1	99				
INC.	993	*146	2.2	14.7	173	**42	1.2	4.2	97	**104	3.1	10.5	251				
JET	2808	*285	4.2	10.1	119	**139	4.0	5.0	114	*146	4.4	5.2	125				
LADIES' HOME JOURNAL	1868	*153	2.3	8.2	96	**52	1.5	2.8	64	**101	3.1	5.4	130				
LHJ FAMILY GRP COMBO(GROSS)	3582	281	4.2	7.8	92	**103	3.0	2.9	66	*178	5.4	5.0	119				
LIFE	4817	440	6.5	9.1	107	*153	4.4	3.2	73	*287	8.7	6.0	143				
L.A. TIMES HOME MAGAZINE	1465	*203	3.0	13.9	163	*91	2.6	6.2	143	**112	3.4	7.6	183				
MADEMOISELLE	460	**13	0.2	2.8	33	**7	0.2	1.5	35	**6	0.2	1.3	31				
MC CALL'S	1764	*118	1.7	6.7	79	**48	1.4	2.7	63	**70	2.1	4.0	95				
MC CALL'S/WRK MOTHER (GROSS)	2062	*140	2.1	6.8	80	**56	1.6	2.7	62	**84	2.5	4.1	98				
MECHANIX ILLUSTRATED	3625	353	5.2	9.7	114	*198	5.7	5.5	125	*156	4.7	4.3	103				
METROPOLITAN HOME	495	**57	0.8	11.5	135	**29	0.8	5.9	135	**28	0.8	5.7	136				
MONEY	3017	364	5.4	12.1	142	*143	4.1	4.7	109	*221	6.7	7.3	176				
MOTHER EARTH NEWS	1203	*174	2.6	14.5	170	**71	2.1	5.9	136	**103	3.1	8.6	205				
MS.	*257	**55	0.8	21.4	251	**3	0.1	1.2	27	**52	1.6	20.2	486				
NATIONAL ENQUIRER	6921	438	6.5	6.3	74	*159	4.6	2.3	53	*279	8.4	4.0	97				
NATIONAL GEOGRAPHIC	11626	1105	16.4	9.5	112	484	14.0	4.2	96	622	18.8	5.4	128				
NATIONAL SUNDAY MAGAZINE PKG	49424	4477	66.3	9.1	106	2196	63.7	4.4	102	2282	69.1	4.6	111				
NATURAL HISTORY	753	**86	1.3	11.4	134	**57	1.7	7.6	174	**29	0.9	3.9	92				
NEW WOMAN	*296	**8	0.1	2.7	32	**8	0.2	2.7	62	**0	0.0	0.0	0				
NEW YORK INCLUDING CUE	541	**55	0.8	10.2	119	**28	0.8	5.2	119	**28	0.8	5.2	124				
THE NEW YORKER	1078	*111	1.6	10.3	121	**52	1.5	4.8	111	**59	1.8	5.5	131				
NEWSWEEK	9602	1001	14.8	10.4	122	408	11.8	4.2	98	593	18.0	6.2	148				
THE N.Y. TIMES DAILY EDITION	1376	363	5.4	26.4	310	*124	3.6	9.0	207	239	7.2	17.4	417				
THE N.Y. TIMES MAGAZINE	2110	447	6.6	21.2	249	*165	4.8	7.8	180	282	8.5	13.4	321				
OMNI	1927	*197	2.9	10.2	120	**99	2.9	5.1	118	**98	3.0	5.1	122				
ON CABLE	911	**78	1.2	8.6	100	**64	1.9	7.0	161	**14	0.4	1.5	37				
1001 HOME IDEAS	927	**88	1.3	9.5	111	**44	1.3	4.7	109	**44	1.3	4.7	114				
ORGANIC GARDENING	1430	*141	2.1	9.9	116	**69	2.0	4.8	111	**73	2.2	5.1	123				
OUTDOOR LIFE	4064	361	5.3	8.9	104	*172	5.0	4.2	97	*189	5.7	4.7	112				
PARADE MAGAZINE	24538	2077	30.8	8.5	99	935	27.1	3.8	88	1143	34.6	4.7	112				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(MALES)

		BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
	TOTAL U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	6753	100.0	8.5	100	3450	100.0	4.4	100	3303	100.0	4.2	100				
PARENTS	1126	**119	1.8	10.6	124	**58	1.7	5.2	118	**61	1.8	5.4	130				
PENTHOUSE	4157	294	4.4	7.1	83	**89	2.6	2.1	49	*205	6.2	4.9	118				
PEOPLE	7591	557	8.2	7.3	86	266	7.7	3.5	81	291	8.8	3.8	92				
PLAYBOY	8379	646	9.6	7.7	90	255	7.4	3.0	70	392	11.9	4.7	112				
POPULAR HOT RODDING	2110	**119	1.8	5.6	66	**72	2.1	3.4	78	**47	1.4	2.2	53				
POPULAR MECHANICS	4850	465	6.9	9.6	113	*226	6.6	4.7	107	240	7.3	4.9	119				
POPULAR SCIENCE	3397	348	5.2	10.2	120	*182	5.3	5.4	123	*166	5.0	4.9	117				
PREVENTION	1720	*188	2.8	10.9	128	**117	3.4	6.8	156	**71	2.1	4.1	99				
PSYCHOLOGY TODAY	1344	*179	2.7	13.3	156	**65	1.9	4.8	111	*114	3.5	8.5	204				
READER'S DIGEST	16016	1459	21.6	9.1	107	701	20.3	4.4	101	757	22.9	4.7	113				
REDBOOK	1121	**87	1.3	7.8	91	**20	0.6	1.8	41	**67	2.0	6.0	143				
ROAD & TRACK	2161	*202	3.0	9.3	110	**68	2.0	3.1	72	**134	4.1	6.2	149				
ROLLING STONE	1948	**108	1.6	5.5	65	**25	0.7	1.3	29	**82	2.5	4.2	101				
RUNNER'S WORLD	899	**72	1.1	8.0	94	**16	0.5	1.8	41	**57	1.7	6.3	152				
SATURDAY EVENING POST	841	**40	0.6	4.8	56	**14	0.4	1.7	38	**26	0.8	3.1	74				
SCIENCE 84	841	*97	1.4	11.5	135	**44	1.3	5.2	120	**53	1.6	6.3	151				
SCIENCE DIGEST	1194	**88	1.3	7.4	87	**46	1.3	3.9	89	**42	1.3	3.5	84				
SCIENTIFIC AMERICAN	1379	220	3.3	16.0	187	**104	3.0	7.5	173	*115	3.5	8.3	200				
SELF	436	**35	0.5	8.0	94	**17	0.5	3.9	90	**18	0.5	4.1	99				
SEVENTEEN	614	**38	0.6	6.2	73	**5	0.1	0.8	19	**32	1.0	5.2	125				
SKI	910	*110	1.6	12.1	142	**46	1.3	5.1	116	**64	1.9	7.0	169				
SMITHSONIAN	2937	392	5.8	13.3	157	*169	4.9	5.8	132	223	6.8	7.6	182				
SOAP OPERA DIGEST	545	**6	0.1	1.1	13	**0	0.0	0.0	0	**6	0.2	1.1	26				
SOUTHERN LIVING	2054	*136	2.0	6.6	78	**36	1.0	1.8	40	**100	3.0	4.9	117				
SPORT	2799	*225	3.3	8.0	94	**131	3.8	4.7	108	**94	2.8	3.4	81				
THE SPORTING NEWS	1938	*110	1.6	5.7	67	**31	0.9	1.6	37	**79	2.4	4.1	98				
SPORTS AFIELD	3125	286	4.2	9.2	107	**172	5.0	5.5	126	*114	3.5	3.6	88				
SPORTS ILLUSTRATED	11159	1025	15.2	9.2	108	559	16.2	5.0	115	467	14.1	4.2	100				
STAR	4095	279	4.1	6.8	80	**85	2.5	2.1	48	*194	5.9	4.7	114				
SUNDAY	25169	2578	38.2	10.2	120	1318	38.2	5.2	120	1260	38.1	5.0	120				
SUNSET	1294	*207	3.1	16.0	188	**150	4.3	11.6	266	**56	1.7	4.3	104				
TV GUIDE	18508	1561	23.1	8.4	99	684	19.8	3.7	85	877	26.6	4.7	114				
TENNIS	645	**92	1.4	14.3	167	**30	0.9	4.7	107	**62	1.9	9.6	231				
TIME	12124	1479	21.9	12.2	143	711	20.6	5.9	135	768	23.3	6.3	152				
TOWN & COUNTRY	493	**46	0.7	9.3	110	**28	0.8	5.7	130	**18	0.5	3.7	88				
TRAVEL & LEISURE	1122	*153	2.3	13.6	160	**43	1.2	3.8	88	**110	3.3	9.8	235				
TRUE STORY	690	**32	0.5	4.6	54	**21	0.6	3.0	70	**11	0.3	1.6	38				
U.S.NEWS & WORLD REPORT	6571	803	11.9	12.2	143	330	9.6	5.0	115	473	14.3	7.2	173				
USA TODAY	3120	436	6.5	14.0	164	*183	5.3	5.9	135	253	7.7	8.1	195				
US	1315	**119	1.8	9.0	106	**81	2.3	6.2	142	**39	1.2	3.0	71				
VOGUE	632	**76	1.1	12.0	141	**45	1.3	7.1	164	**31	0.9	4.9	118				
WALL STREET JOURNAL	4247	693	10.3	16.3	192	303	8.8	7.1	164	390	11.8	9.2	220				
WEIGHT WATCHERS	398	**13	0.2	3.3	38	**3	0.1	0.8	17	**10	0.3	2.5	60				
WOMAN'S DAY	1139	**96	1.4	8.4	99	**33	1.0	2.9	67	**63	1.9	5.5	133				
WORKING MOTHER	*298	**22	0.3	7.4	87	**8	0.2	2.7	62	**14	0.4	4.7	113				
WORKING WOMAN	327	**40	0.6	12.2	144	**10	0.3	3.1	70	**29	0.9	8.9	213				
WORLD TENNIS	397	**41	0.6	10.3	121	**8	0.2	2.0	46	**33	1.0	8.3	199				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	990	14.7	10.3	121	370	10.7	3.8	88	620	18.8	6.4	154				
BLAIR INSERTS	43762	4232	62.7	9.7	114	2068	59.9	4.7	109	2164	65.5	4.9	119				
DAILY NEWSPAPERS																	
READ ANY	52459	4548	67.3	8.7	102	2255	65.4	4.3	99	2293	69.4	4.4	105				
READ ONE	41891	3376	50.0	8.1	95	1698	49.2	4.1	93	1679	50.8	4.0	96				
READ TWO OR MORE	10568	1171	17.3	11.1	130	557	16.1	5.3	121	614	18.6	5.8	139				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	4744	70.3	9.1	107	2308	66.9	4.4	102	2436	73.8	4.7	113				
READ ONE	44561	3837	56.8	8.6	101	1919	55.6	4.3	99	1918	58.1	4.3	103				
READ TWO OR MORE	7368	907	13.4	12.3	144	389	11.3	5.3	121	518	15.7	7.0	169				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.73				30.85				34.61							
30 DAY REACH	71522	6123	90.7	8.6	100	3052	88.5	4.3	98	3071	93.0	4.3	103				
50 SHWG - 30 DAY AV FREQ	15.55	16.98				15.94				18.03							
30 DAY REACH	68168	5909	87.5	8.7	102	2961	85.8	4.3	100	2948	89.3	4.3	104				
25 SHWG - 30 DAY AV FREQ	8.43	9.03				8.59				9.45							
30 DAY REACH	62898	5573	82.5	8.9	104	2742	79.5	4.4	100	2831	85.7	4.5	108				
CABLE TV: HOME WIRED	31664	2717	40.2	8.6	101	1353	39.2	4.3	98	1364	41.3	4.3	103				
HOME NOT WIRED	47599	4036	59.8	8.5	100	2097	60.8	4.4	101	1939	58.7	4.1	98				
HAVE PAY CABLE	17139	1655	24.5	9.7	113	736	21.3	4.3	99	920	27.9	5.4	129				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(MALES)

		TOTAL U.S. '000	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES		79263	6753	100.0	8.5	100	3450	100.0	4.4	100	3303	100.0	4.2	100				
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	4073	60.3	8.6	100	1901	55.1	4.0	92	2173	65.8	4.6	109				
10:00 AM - 3:00 PM		29926	2453	36.3	8.2	96	1273	36.9	4.3	98	1180	35.7	3.9	95				
3:00 PM - 7:00 PM		37666	3328	49.3	8.8	104	1625	47.1	4.3	99	1703	51.6	4.5	108				
7:00 PM - MIDNIGHT		18909	1788	26.5	9.5	111	854	24.8	4.5	104	935	28.3	4.9	119				
MIDNIGHT - 6:00 AM		11822	1022	15.1	8.6	101	550	15.9	4.7	107	472	14.3	4.0	96				
6:00 AM - MIDNIGHT		63254	5517	81.7	8.7	102	2770	80.3	4.4	101	2747	83.2	4.3	104				
ENTIRE DAY		64057	5559	82.3	8.7	102	2800	81.2	4.4	100	2759	83.5	4.3	103				
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	1580	23.4	9.5	112	782	22.7	4.7	108	799	24.2	4.8	116				
ALL NEWS		3542	439	6.5	12.4	145	*163	4.7	4.6	106	276	8.4	7.8	187				
AOR/PROGRESSIVE		7465	482	7.1	6.5	76	237	6.9	3.2	73	*245	7.4	3.3	79				
BEAUTIFUL MUSIC		5061	564	8.4	11.1	131	335	9.7	6.6	152	*229	6.9	4.5	109				
BLACK		1914	**124	1.8	6.5	76	**63	1.8	3.3	76	**62	1.9	3.2	78				
CLASSICAL		2304	276	4.1	12.0	141	*145	4.2	6.3	145	*131	4.0	5.7	136				
CHR/ROCK		10663	919	13.6	8.6	101	433	12.6	4.1	93	486	14.7	4.6	109				
COUNTRY		13919	1119	16.6	8.0	94	617	17.9	4.4	102	502	15.2	3.6	87				
GOLDEN OLDIES		2040	*164	2.4	8.0	94	**74	2.1	3.6	83	**90	2.7	4.4	106				
MOR/NOSTALGIA		5105	469	6.9	9.2	108	*181	5.2	3.5	81	*287	8.7	5.6	135				
NEWS/TALK		4764	448	6.6	9.4	110	*189	5.5	4.0	91	260	7.9	5.5	131				
RELIGIOUS		2164	*148	2.2	6.8	80	**77	2.2	3.6	82	**71	2.1	3.3	79				
SOFT ROCK		623	**137	2.0	22.0	258	**73	2.1	11.7	269	**65	2.0	10.4	250				
URBAN CONTEMPORARY		1331	**121	1.8	9.1	107	**73	2.1	5.5	126	**48	1.5	3.6	87				
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	333	4.9	10.5	123	*181	5.2	5.7	131	**152	4.6	4.8	114				
ABC DIRECTION		2724	266	3.9	9.8	115	*117	3.4	4.3	99	*149	4.5	5.5	131				
ABC ENTERTAINMENT		5256	368	5.4	7.0	82	*129	3.7	2.5	56	*240	7.3	4.6	110				
ABC FM		2263	*203	3.0	9.0	105	**118	3.4	5.2	120	**85	2.6	3.8	90				
ABC INFORMATION		5618	511	7.6	9.1	107	269	7.8	4.8	110	242	7.3	4.3	103				
ABC ROCK		2857	303	4.5	10.6	124	*177	5.1	6.2	142	*126	3.8	4.4	106				
CBS		5953	631	9.3	10.6	124	318	9.2	5.3	123	312	9.4	5.2	126				
MUTUAL		4979	472	7.0	9.5	111	*201	5.8	4.0	93	271	8.2	5.4	131				
NBC		7279	636	9.4	8.7	103	304	8.8	4.2	96	333	10.1	4.6	110				
RADIORADIO		2389	*175	2.6	7.3	86	**84	2.4	3.5	81	*91	2.8	3.8	91				
RKO ONE		2583	*167	2.5	6.5	76	**83	2.4	3.2	74	**84	2.5	3.3	78				
RKO TWO		3674	390	5.8	10.6	125	*186	5.4	5.1	116	*203	6.1	5.5	133				
THE SOURCE		3514	*187	2.8	5.3	62	**54	1.6	1.5	35	**132	4.0	3.8	90				
NON-WIRED : BLAIR		9864	865	12.8	8.8	103	468	13.6	4.7	109	397	12.0	4.0	97				
INTERNET		13522	1254	18.6	9.3	109	596	17.3	4.4	101	658	19.9	4.9	117				
KATZ RADIO GROUP		19321	1762	26.1	9.1	107	700	20.3	3.6	83	1062	32.2	5.5	132				
SUPERNET		10739	951	14.1	8.9	104	512	14.8	4.8	110	439	13.3	4.1	98				
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	429	6.4	8.4	99	226	6.6	4.4	102	203	6.1	4.0	95				
WKDAY 9:00 AM - 1:00 PM		5383	334	4.9	6.2	73	192	5.6	3.6	82	142	4.3	2.6	63				
WKDAY 1:00 PM - 4:30 PM		6469	375	5.6	5.8	68	229	6.6	3.5	81	145	4.4	2.2	54				
WKDAY 4:30 PM - 7:30 PM		19661	1515	22.4	7.7	90	830	24.1	4.2	97	685	20.7	3.5	84				
WKDAY 7:30 PM - 8:00 PM		27579	2280	33.8	8.3	97	1123	32.6	4.1	94	1157	35.0	4.2	101				
WKDAY 11:00 PM - 11:30 PM		22964	1915	28.4	8.3	98	1010	29.3	4.4	101	905	27.4	3.9	95				
WKDAY 11:30 PM - 1:00 AM		8158	660	9.8	8.1	95	336	9.7	4.1	95	324	9.8	4.0	95				
M-SAT 8-11 PM+SUN 7-11 PM		30140	2520	37.3	8.4	98	1229	35.6	4.1	94	1292	39.1	4.3	103				
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	*57	0.8	2.8	33	**30	0.9	1.5	34	**27	0.8	1.3	32				
ANOTHER WORLD	N	1214	*80	1.2	6.6	77	**63	1.8	5.2	119	**16	0.5	1.3	32				
AS THE WORLD TURNS	C	1740	*81	1.2	4.7	55	*44	1.3	2.5	58	**37	1.1	2.1	51				
CAPITOL	C	1016	**39	0.6	3.8	45	**30	0.9	3.0	68	**9	0.3	0.9	21				
CBS MORN. NEWS 1	C	1203	*89	1.3	7.4	87	**68	2.0	5.7	130	**21	0.6	1.7	42				
CBS MORN. NEWS 2	C	773	**55	0.8	7.1	84	**46	1.3	6.0	137	**9	0.3	1.2	28				
DAYS OF OUR LIVES	N	1629	*117	1.7	7.2	84	*97	2.8	6.0	137	**20	0.6	1.2	29				
FACTS OF LIFE - DAYTIME	N	961	*55	0.8	5.7	67	**35	1.0	3.6	84	**20	0.6	2.1	50				
FAMILY FEUD	A	1390	*91	1.3	6.5	77	**61	1.8	4.4	101	**31	0.9	2.2	54				
GENERAL HOSPITAL	A	1463	*50	0.7	3.4	40	*36	1.0	2.5	57	**14	0.4	1.0	23				
GOOD MORNING, AMERICA-730	A	1705	139	2.1	8.2	96	*80	2.3	4.7	108	*59	1.8	3.5	83				
GOOD MORNING, AMERICA-830	A	889	*48	0.7	5.4	63	**19	0.6	2.1	49	**29	0.9	3.3	78				
GUIDING LIGHT	C	1754	*88	1.3	5.0	59	**51	1.5	2.9	67	**37	1.1	2.1	51				
ONE LIFE TO LIVE	A	1100	*39	0.6	3.5	42	**21	0.6	1.9	44	**18	0.5	1.6	39				
PRESS YOUR LUCK	C	1222	*102	1.5	8.3	98	**60	1.7	4.9	113	**42	1.3	3.4	82				
PRICE IS RIGHT 1	C	2692	185	2.7	6.9	81	*92	2.7	3.4	79	*93	2.8	3.5	83				
PRICE IS RIGHT 2	C	2764	201	3.0	7.3	85	*93	2.7	3.4	77	*108	3.3	3.9	94				
RYAN'S HOPE	A	880	*52	0.8	5.9	69	**31	0.9	3.5	81	**21	0.6	2.4	57				
SALE OF THE CENTURY	N	926	*51	0.8	5.5	65	**39	1.1	4.2	97	**12	0.4	1.3	31				
SEARCH FOR TOMORROW	N	359	**30	0.4	8.4	98	**25	0.7	7.0	160	**5	0.2	1.4	33				
TODAY SHOW 1	N	1890	172	2.5	9.1	107	*93	2.7	4.9	113	*79	2.4	4.2	100				
TODAY SHOW 2	N	1344	*115	1.7	8.6	100	*96	2.8	7.1	164	**20	0.6	1.5	36				
$25,000 PYRAMID	C	1462	*100	1.5	6.8	80	**55	1.6	3.8	86	**45	1.4	3.1	74				
WHEEL OF FORTUNE	N	1497	*89	1.3	5.9	70	**51	1.5	3.4	78	**39	1.2	2.6	63				
YOUNG AND THE RESTLESS	C	1954	108	1.6	5.5	65	*57	1.7	2.9	67	**51	1.5	2.6	63				
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	237	3.5	8.6	101	*118	3.4	4.3	98	*120	3.6	4.4	105				
NBA PLAYOFF GAME -1	C	3881	282	4.2	7.3	85	124	3.6	3.2	73	158	4.8	4.1	98				
NBC MAJOR LEAGUE PRE-GAME	N	2805	*149	2.2	5.3	62	**74	2.1	2.6	61	**75	2.3	2.7	64				
SPORTSWORLD - SUN	N	2041	161	2.4	7.9	93	**80	2.3	3.9	90	*80	2.4	3.9	94				
SUNDAY MORNING	C	2555	*167	2.5	6.5	77	**82	2.4	3.2	74	**85	2.6	3.3	80				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(MALES)

		TOTAL U.S.	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	6753	100.0	8.5	100	3450	100.0	4.4	100	3303	100.0	4.2	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	1964	29.1	8.1	95	1085	31.4	4.5	102	878	26.6	3.6	87				
NETWORK AFFILIATES - LATE		17197	1398	20.7	8.1	95	771	22.3	4.5	103	627	19.0	3.6	87				
INDEPENDENTS - LATE		2887	322	4.8	11.2	131	149	4.3	5.2	119	173	5.2	6.0	144				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	789	11.7	7.0	82	365	10.6	3.2	74	424	12.8	3.8	90				
ABC MONDAY NIGHT MOVIE	A	4379	347	5.1	7.9	93	184	5.3	4.2	97	*163	4.9	3.7	89				
ABC SUNDAY NIGHT MOVIE	A	9910	655	9.7	6.6	78	304	8.8	3.1	70	351	10.6	3.5	85				
ABC WORLD NEWS TONIGHT	A	6212	357	5.3	5.7	67	235	6.8	3.8	87	123	3.7	2.0	48				
AFTERMASH	C	4575	275	4.1	6.0	71	*189	5.5	4.1	95	**87	2.6	1.9	46				
ALICE	C	6777	517	7.7	7.6	90	289	8.4	4.3	98	*228	6.9	3.4	81				
AMERICAN PARADE	C	4868	440	6.5	9.0	106	239	6.9	4.9	113	*201	6.1	4.1	99				
BENSON	A	7593	589	8.7	7.8	91	338	9.8	4.5	102	*250	7.6	3.3	79				
BLUE THUNDER	A	6036	534	7.9	8.8	104	*243	7.0	4.0	92	291	8.8	4.8	116				
CAGNEY & LACEY	C	7698	523	7.7	6.8	80	277	8.0	3.6	83	246	7.4	3.2	77				
CBS EVENING NEWS-DEAN	C	4066	315	4.7	7.7	91	*140	4.1	3.4	79	*176	5.3	4.3	104				
CBS EVENING NEWS-RATHER	C	8092	531	7.9	6.6	77	275	8.0	3.4	78	256	7.8	3.2	76				
CBS SAT. NEWS-SCHIEFFER	C	4795	392	5.8	8.2	96	229	6.6	4.8	110	*163	4.9	3.4	82				
CBS SATURDAY NIGHT MOVIE	C	6034	528	7.8	8.8	103	229	6.6	3.8	87	*299	9.1	5.0	119				
CBS WEDNESDAY NIGHT MOVIE	C	4993	350	5.2	7.0	82	152	4.4	3.0	70	198	6.0	4.0	95				
CHEERS	N	6976	643	9.5	9.2	108	289	8.4	4.1	95	354	10.7	5.1	122				
DALLAS	C	13575	858	12.7	6.3	74	426	12.3	3.1	72	433	13.1	3.2	77				
DIFF'RENT STROKES	N	3684	338	5.0	9.2	108	*227	6.6	6.2	142	**111	3.4	3.0	72				
DOUBLE TROUBLE	N	4462	391	5.8	8.8	103	*217	6.3	4.9	112	*174	5.3	3.9	94				
DUCK FACTORY	N	4810	405	6.0	8.4	99	*212	6.1	4.4	101	*193	5.8	4.0	96				
DUKES OF HAZZARD	C	5951	474	7.0	8.0	93	274	7.9	4.6	106	*200	6.1	3.4	81				
DYNASTY	A	11325	897	13.3	7.9	93	374	10.8	3.3	76	524	15.9	4.6	111				
FACTS OF LIFE	N	4512	315	4.7	7.0	82	*218	6.3	4.8	111	**98	3.0	2.2	52				
FALCON CREST	C	9215	666	9.9	7.2	85	355	10.3	3.9	89	312	9.4	3.4	81				
FALL GUY	A	8604	656	9.7	7.6	89	323	9.4	3.8	86	333	10.1	3.9	93				
FAMILY TIES	N	4179	384	5.7	9.2	108	*205	5.9	4.9	113	*178	5.4	4.3	102				
FANTASY ISLAND	A	4781	405	6.0	8.5	99	*182	5.3	3.8	87	*223	6.8	4.7	112				
FOULUPS,BLEEPS & BLUNDERS	A	6697	583	8.6	8.7	102	*320	9.3	4.8	110	263	8.0	3.9	94				
FOUR SEASONS	C	3873	*224	3.3	5.8	68	*162	4.7	4.2	96	**62	1.9	1.6	38				
GIMME A BREAK	N	4310	287	4.2	6.7	78	*165	4.8	3.8	88	*122	3.7	2.8	68				
HART TO HART	A	5751	382	5.7	6.6	78	*151	4.4	2.6	60	231	7.0	4.0	96				
HILL STREET BLUES	N	8568	736	10.9	8.6	101	311	9.0	3.6	83	425	12.9	5.0	119				
HOTEL	A	8801	735	10.9	8.4	98	283	8.2	3.2	74	452	13.7	5.1	123				
JEFFERSONS	C	6978	464	6.9	6.6	78	313	9.1	4.5	103	*151	4.6	2.2	52				
JENNIFER SLEPT HERE	N	3021	297	4.4	9.8	115	*217	6.3	7.2	165	**80	2.4	2.6	64				
KATE & ALLIE	C	6811	579	8.6	8.5	100	302	8.8	4.4	102	277	8.4	4.1	98				
KNIGHT RIDER	N	5256	489	7.2	9.3	109	*286	8.3	5.4	125	203	6.1	3.9	93				
LOVE BOAT	A	7174	595	8.8	8.3	97	303	8.8	4.2	97	293	8.9	4.1	98				
MAGNUM PI	C	10438	843	12.5	8.1	95	445	12.9	4.3	98	398	12.0	3.8	92				
MAMA'S FAMILY	N	3488	265	3.9	7.6	89	*140	4.1	4.0	92	*124	3.8	3.6	85				
MASTER, THE	N	4127	406	6.0	9.8	115	*189	5.5	4.6	105	*217	6.6	5.3	126				
MATT HOUSTON	A	5978	529	7.8	8.8	104	*190	5.5	3.2	73	339	10.3	5.7	136				
NBC MONDAY NIGHT MOVIE	N	10446	852	12.6	8.2	96	386	11.2	3.7	85	467	14.1	4.5	107				
NBC NIGHTLY NEWS	N	5571	498	7.4	8.9	105	241	7.0	4.3	99	258	7.8	4.6	111				
NBC NIGHTLY NEWS-SAT	N	3675	211	3.1	5.7	67	*102	3.0	2.8	64	*109	3.3	3.0	71				
NBC NIGHTLY NEWS-SUN	N	2905	208	3.1	7.2	84	*109	3.2	3.8	86	**99	3.0	3.4	82				
NBC SUNDAY NIGHT MOVIE	N	8352	916	13.6	11.0	129	556	16.1	6.7	153	360	10.9	4.3	103				
NEWHART	C	6864	610	9.0	8.9	104	308	8.9	4.5	103	302	9.1	4.4	106				
ONE DAY AT A TIME	C	3866	313	4.6	8.1	95	*175	5.1	4.5	104	*138	4.2	3.6	86				
PEOPLE ARE FUNNY	N	3956	322	4.8	8.1	96	*195	5.7	4.9	113	*126	3.8	3.2	76				
REAL PEOPLE	N	6305	450	6.7	7.1	84	269	7.8	4.3	98	*181	5.5	2.9	69				
REMINGTON STEELE	N	5884	652	9.7	11.1	130	*263	7.6	4.5	103	388	11.7	6.6	158				
RIPLEY'S BELIEVE IT - NOT	A	5706	508	7.5	8.9	104	248	7.2	4.3	100	*260	7.9	4.6	109				
RIPTIDE	N	6202	535	7.9	8.6	101	254	7.4	4.1	94	*280	8.5	4.5	108				
SCARECROW & MRS. KING	C	6513	590	8.7	9.1	106	289	8.4	4.4	102	301	9.1	4.6	111				
SIMON & SIMON	C	8593	602	8.9	7.0	82	263	7.6	3.1	70	339	10.3	3.9	95				
60 MINUTES	C	13342	925	13.7	6.9	81	424	12.3	3.2	73	502	15.2	3.8	90				
ST. ELSEWHERE	N	6029	542	8.0	9.0	106	257	7.4	4.3	98	284	8.6	4.7	113				
THREE'S COMPANY	A	8565	711	10.5	8.3	97	379	11.0	4.4	102	332	10.1	3.9	93				
T.J. HOOKER	A	7400	608	9.0	8.2	96	333	9.7	4.5	103	275	8.3	3.7	89				
TONIGHT SHOW	N	2433	184	2.7	7.6	89	84	2.4	3.5	79	101	3.1	4.2	100				
TRAPPER JOHN, M.D.	C	5958	514	7.6	8.6	101	265	7.7	4.4	102	249	7.5	4.2	100				
TV BLOOPERS & PRAC. JOKES	N	9086	722	10.7	7.9	93	400	11.6	4.4	101	322	9.7	3.5	85				
20/20	A	8306	654	9.7	7.9	92	348	10.1	4.2	96	307	9.3	3.7	89				
WEBSTER	A	6788	541	8.0	8.0	94	281	8.1	4.1	95	*259	7.8	3.8	92				
WORLD NEWS - SUN	A	2036	*122	1.8	6.0	70	**63	1.8	3.1	71	**59	1.8	2.9	70				
YELLOW ROSE	N	3174	208	3.1	6.6	77	*89	2.6	2.8	64	*118	3.6	3.7	89				
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	1078	16.0	6.6	78	*466	13.5	2.9	66	612	18.5	3.8	90				
BASKETBALL - COLLEGE GAMES		10054	718	10.6	7.1	84	*397	11.5	3.9	91	*320	9.7	3.2	76				
BASKETBALL - PRO GAMES		8248	479	7.1	5.8	68	*328	9.5	4.0	91	**152	4.6	1.8	44				
BOWLING		5356	*434	6.4	8.1	95	*274	7.9	5.1	118	**161	4.9	3.0	72				
BOXING		11255	970	14.4	8.6	101	*408	11.8	3.6	83	*562	17.0	5.0	120				
FOOTBALL - COLLEGE GAMES		14647	1114	16.5	7.6	89	*311	9.0	2.1	49	803	24.3	5.5	132				
FOOTBALL - PRO GAMES		23581	1952	28.9	8.3	97	807	23.4	3.4	79	1145	34.7	4.9	117				
GOLF		6145	659	9.8	10.7	126	*336	9.7	5.5	126	*323	9.8	5.3	126				
POST-SEASON COLL. FOOTBALL		12828	1194	17.7	9.3	109	495	14.3	3.9	89	699	21.2	5.4	131				
POST-SEASON PRO FOOTBALL		15397	1424	21.1	9.2	109	532	15.4	3.5	79	892	27.0	5.8	139				
TENNIS		3483	*271	4.0	7.8	91	**154	4.5	4.4	102	**117	3.5	3.4	81				
WRESTLING - PROFESSIONAL		6023	**254	3.8	4.2	49	**117	3.4	1.9	45	**136	4.1	2.3	54				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(FEMALES)

	TOTAL U.S.	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
	'000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	5869	100.0	6.6	100	3185	100.0	3.6	100	2683	100.0	3.0	100				
FEMALE HOMEMAKERS	80986	5404	92.1	6.7	101	2943	92.4	3.6	101	2461	91.7	3.0	100				
EMPLOYED MOTHERS	18702	1420	24.2	7.6	114	572	18.0	3.1	85	848	31.6	4.5	150				
18 - 24	14726	*601	10.2	4.1	62	**399	12.5	2.7	75	**202	7.5	1.4	45				
25 - 34	20202	1406	24.0	7.0	105	570	17.9	2.8	78	836	31.2	4.1	136				
35 - 44	14781	1272	21.7	8.6	130	592	18.6	4.0	111	*680	25.3	4.6	152				
45 - 54	11449	900	15.3	7.9	118	*473	14.9	4.1	115	*428	16.0	3.7	123				
55 - 64	11846	892	15.2	7.5	113	*558	17.5	4.7	131	**334	12.4	2.8	93				
65 OR OLDER	15459	796	13.6	5.1	78	594	18.6	3.8	107	**203	7.6	1.3	43				
18 - 34	34928	2007	34.2	5.7	87	969	30.4	2.8	77	1039	38.7	3.0	98				
18 - 49	55154	3680	62.7	6.7	101	1794	56.3	3.3	90	1886	70.3	3.4	113				
25 - 54	46433	3579	61.0	7.7	116	1634	51.3	3.5	98	1944	72.5	4.2	138				
35 - 49	20226	1673	28.5	8.3	125	826	25.9	4.1	113	847	31.6	4.2	138				
50 OR OLDER	33310	2189	37.3	6.6	99	1391	43.7	4.2	116	798	29.7	2.4	79				
GRADUATED COLLEGE	12110	1353	23.1	11.2	168	663	20.8	5.5	152	690	25.7	5.7	188				
ATTENDED COLLEGE	15309	1304	22.2	8.5	128	*502	15.8	3.3	91	802	29.9	5.2	173				
GRADUATED HIGH SCHOOL	36912	2110	36.0	5.7	86	1244	39.1	3.4	94	867	32.3	2.3	77				
DID NOT GRADUATE HIGH SCHOOL	24134	1101	18.8	4.6	69	777	24.4	3.2	89	**324	12.1	1.3	44				
EMPLOYED FULL-TIME	35457	3053	52.0	8.6	130	1552	48.7	4.4	122	1502	56.0	4.2	140				
EMPLOYED PART-TIME	8514	*469	8.0	5.5	83	**234	7.3	2.7	76	**235	8.8	2.8	91				
NOT EMPLOYED	44494	2347	40.0	5.3	80	1400	44.0	3.1	87	947	35.3	2.1	70				
PROFESSIONAL/MANAGER	10811	1342	22.9	12.4	187	*542	17.0	5.0	139	*800	29.8	7.4	244				
TECH/CLERICAL/SALES	19640	1394	23.8	7.1	107	683	21.4	3.5	97	710	26.5	3.6	119				
PRECISION/CRAFT	1023	**47	0.8	4.6	69	**15	0.5	1.5	41	**32	1.2	3.1	103				
OTHER EMPLOYED	12498	739	12.6	5.9	89	*545	17.1	4.4	121	**195	7.3	1.6	51				
SINGLE	15995	868	14.8	5.4	82	*456	14.3	2.9	79	*411	15.3	2.6	85				
MARRIED	51689	3706	63.1	7.2	108	1870	58.7	3.6	100	1836	68.4	3.6	117				
DIVORCED/SEPARATED/WIDOWED	20780	1295	22.1	6.2	94	860	27.0	4.1	115	*436	16.3	2.1	69				
PARENTS	33922	2141	36.5	6.3	95	914	28.7	2.7	75	1227	45.7	3.6	119				
WHITE	76422	5155	87.8	6.7	102	2687	84.4	3.5	98	2468	92.0	3.2	106				
BLACK	10066	608	10.4	6.0	91	443	13.9	4.4	122	**165	6.1	1.6	54				
OTHER	1976	**106	1.8	5.4	81	**55	1.7	2.8	77	**50	1.9	2.5	83				
NORTHEAST-CENSUS	19803	1439	24.5	7.3	110	702	22.0	3.5	98	736	27.4	3.7	123				
NORTH CENTRAL	22181	1632	27.8	7.4	111	1013	31.8	4.6	127	619	23.1	2.8	92				
SOUTH	30082	1717	29.3	5.7	86	924	29.0	3.1	85	*792	29.5	2.6	87				
WEST	16398	1081	18.4	6.6	99	*545	17.1	3.3	92	*536	20.0	3.3	108				
NORTHEAST-MKTG.	20163	1419	24.2	7.0	106	680	21.4	3.4	94	740	27.6	3.7	121				
EAST CENTRAL	13054	945	16.1	7.2	109	592	18.6	4.5	126	*353	13.2	2.7	89				
WEST CENTRAL	14993	1060	18.1	7.1	107	635	19.9	4.2	118	*425	15.8	2.8	93				
SOUTH	25785	1426	24.3	5.5	83	754	23.7	2.9	81	*673	25.1	2.6	86				
PACIFIC	14470	1019	17.4	7.0	106	*525	16.5	3.6	101	*494	18.4	3.4	113				
COUNTY SIZE A	36705	2806	47.8	7.6	115	1387	43.5	3.8	105	1419	52.9	3.9	127				
COUNTY SIZE B	26819	1705	29.1	6.4	96	932	29.3	3.5	97	772	28.8	2.9	95				
COUNTY SIZE C	13597	843	14.4	6.2	93	*509	16.0	3.7	104	**334	12.4	2.5	81				
COUNTY SIZE D	11344	*515	8.8	4.5	68	*357	11.2	3.1	87	**158	5.9	1.4	46				
METRO CENTRAL CITY	26825	2070	35.3	7.7	116	1070	33.6	4.0	111	1001	37.3	3.7	123				
METRO SUBURBAN	39912	2715	46.3	6.8	103	1368	43.0	3.4	95	1347	50.2	3.4	111				
NON METRO	21728	1084	18.5	5.0	75	748	23.5	3.4	96	**336	12.5	1.5	51				
TOP 5 ADI'S	20847	1698	28.9	8.1	123	922	28.9	4.4	123	776	28.9	3.7	123				
TOP 10 ADI'S	28719	2164	36.9	7.5	114	1131	35.5	3.9	109	1034	38.5	3.6	119				
TOP 20 ADI'S	40904	3050	52.0	7.5	112	1559	48.9	3.8	106	1491	55.6	3.6	120				
HSHLD INC. $50,000 OR MORE	7931	858	14.6	10.8	163	*377	11.8	4.8	132	*481	17.9	6.1	200				
$40,000 OR MORE	15233	1686	28.7	11.1	167	*709	22.3	4.7	129	977	36.4	6.4	211				
$30,000 OR MORE	28333	2653	45.2	9.4	141	1200	37.7	4.2	118	1453	54.2	5.1	169				
$25,000 OR MORE	36417	3375	57.5	9.3	140	1552	48.7	4.3	118	1823	67.9	5.0	165				
$20,000 - $24,999	9943	747	12.7	7.5	113	*406	12.7	4.1	113	**341	12.7	3.4	113				
$15,000 - $19,999	9211	476	8.1	5.2	78	*307	9.6	3.3	93	**169	6.3	1.8	60				
$10,000 - $14,999	13477	585	10.0	4.3	65	*446	14.0	3.3	92	**139	5.2	1.0	34				
UNDER $10,000	19418	686	11.7	3.5	53	474	14.9	2.4	68	**212	7.9	1.1	36				
HOUSEHOLD OF 1 PERSON	11987	672	11.4	5.6	85	421	13.2	3.5	98	*250	9.3	2.1	69				
2 PEOPLE	27046	2136	36.4	7.9	119	1271	39.9	4.7	131	865	32.2	3.2	105				
3 OR 4 PEOPLE	34251	2271	38.7	6.6	100	1101	34.6	3.2	89	1170	43.6	3.4	113				
5 OR MORE PEOPLE	15180	*790	13.5	5.2	78	**393	12.3	2.6	72	**398	14.8	2.6	86				
NO CHILD IN HSHLD	49819	3367	57.4	6.8	102	2064	64.8	4.1	115	1303	48.6	2.6	86				
CHILD(REN) UNDER 2 YRS	6045	**234	4.0	3.9	58	**101	3.2	1.7	46	**133	5.0	2.2	73				
2 - 5 YEARS	15233	703	12.0	4.6	70	*241	7.6	1.6	44	*462	17.2	3.0	100				
6 - 11 YEARS	16260	1018	17.3	6.3	94	*490	15.4	3.0	84	*527	19.6	3.2	107				
12 - 17 YEARS	19173	1556	26.5	8.1	122	745	23.4	3.9	108	811	30.2	4.2	139				
RESIDENCE OWNED	61371	4637	79.0	7.6	114	2370	74.4	3.9	107	2267	84.5	3.7	122				
VALUE: $50,000 OR MORE	35355	3291	56.1	9.3	140	1617	50.8	4.6	127	1674	62.4	4.7	156				
VALUE: UNDER $50,000	26016	1347	23.0	5.2	78	754	23.7	2.9	80	*593	22.1	2.3	75				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(FEMALES)

		TOTAL U.S.	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	5869	100.0	6.6	100	3185	100.0	3.6	100	2683	100.0	3.0	100				
MAGAZINES	QUINTILE 1	17988	1463	24.9	8.1	123	572	18.0	3.2	88	892	33.2	5.0	164				
	QUINTILE 2	19446	1356	23.1	7.0	105	759	23.8	3.9	108	*597	22.3	3.1	101				
	QUINTILE 3	14626	1103	18.8	7.5	114	*582	18.3	4.0	111	*520	19.4	3.6	117				
	QUINTILE 4	16014	887	15.1	5.5	83	550	17.3	3.4	95	*338	12.6	2.1	70				
	QUINTILE 5	20389	1060	18.1	5.2	78	722	22.7	3.5	98	*337	12.6	1.7	54				
NEWSPAPERS	QUINTILE 1	13830	1275	21.7	9.2	139	*551	17.3	4.0	111	725	27.0	5.2	173				
	QUINTILE 2	26350	2006	34.2	7.6	115	967	30.4	3.7	102	1039	38.7	3.9	130				
	QUINTILE 3	12415	878	15.0	7.1	107	*490	15.4	3.9	110	*389	14.5	3.1	103				
	QUINTILE 4	21911	1105	18.8	5.0	76	719	22.6	3.3	91	*386	14.4	1.8	58				
	QUINTILE 5	13960	*605	10.3	4.3	65	*459	14.4	3.3	91	**145	5.4	1.0	34				
OUTDOOR	QUINTILE 1	16810	1239	21.1	7.4	111	598	18.8	3.6	99	642	23.9	3.8	126				
	QUINTILE 2	17101	1429	24.3	8.4	126	698	21.9	4.1	113	731	27.2	4.3	141				
	QUINTILE 3	17579	1234	21.0	7.0	106	606	19.0	3.4	96	*628	23.4	3.6	118				
	QUINTILE 4	18343	1038	17.7	5.7	85	652	20.5	3.6	99	*386	14.4	2.1	69				
	QUINTILE 5	18631	929	15.8	5.0	75	632	19.8	3.4	94	**297	11.1	1.6	53				
RADIO-DRIVE TIME	QUINTILE 1	17390	1238	21.1	7.1	107	*496	15.6	2.9	79	742	27.7	4.3	141				
	QUINTILE 2	16591	1224	20.9	7.4	111	725	22.8	4.4	121	*499	18.6	3.0	99				
	QUINTILE 3	16910	1031	17.6	6.1	92	502	15.8	3.0	82	*529	19.7	3.1	103				
	QUINTILE 4	18002	1143	19.5	6.3	96	662	20.8	3.7	102	*481	17.9	2.7	88				
	QUINTILE 5	19572	1233	21.0	6.3	95	800	25.1	4.1	114	*433	16.1	2.2	73				
RADIO-MID-DAY	TERCILE 1	23248	1546	26.3	6.7	100	748	23.5	3.2	89	799	29.8	3.4	113				
	TERCILE 2	23667	1786	30.4	7.5	114	1021	32.1	4.3	120	764	28.5	3.2	106				
	TERCILE 3	41549	2537	43.2	6.1	92	1417	44.5	3.4	95	1120	41.7	2.7	89				
RADIO-TOTAL	QUINTILE 1	17786	1258	21.4	7.1	107	*521	16.4	2.9	81	737	27.5	4.1	137				
	QUINTILE 2	17316	1341	22.8	7.7	117	727	22.8	4.2	117	*614	22.9	3.5	117				
	QUINTILE 3	18428	1038	17.7	5.6	85	577	18.1	3.1	87	*461	17.2	2.5	82				
	QUINTILE 4	17669	1258	21.4	7.1	107	759	23.8	4.3	119	*499	18.6	2.8	93				
	QUINTILE 5	17265	975	16.6	5.6	85	603	18.9	3.5	97	*372	13.9	2.2	71				
TV-PRIME TIME	QUINTILE 1	17416	1110	18.9	6.4	96	623	19.6	3.6	99	*487	18.2	2.8	92				
	QUINTILE 2	17413	1050	17.9	6.0	91	561	17.6	3.2	89	*489	18.2	2.8	93				
	QUINTILE 3	17943	1398	23.8	7.8	117	813	25.5	4.5	126	*585	21.8	3.3	107				
	QUINTILE 4	18442	1382	23.5	7.5	113	752	23.6	4.1	113	*631	23.5	3.4	113				
	QUINTILE 5	17250	929	15.8	5.4	81	*437	13.7	2.5	70	*492	18.3	2.9	94				
TV-DAYTIME	TERCILE 1	29966	1766	30.1	5.9	89	995	31.2	3.3	92	771	28.7	2.6	85				
	TERCILE 2	29480	1866	31.8	6.3	95	1124	35.3	3.8	106	741	27.6	2.5	83				
	TERCILE 3	29018	2237	38.1	7.7	116	1066	33.5	3.7	102	1171	43.6	4.0	133				
TV-TOTAL	QUINTILE 1	17740	1124	19.2	6.3	96	669	21.0	3.8	105	*454	16.9	2.6	84				
	QUINTILE 2	17674	1017	17.3	5.8	87	648	20.3	3.7	102	*369	13.8	2.1	69				
	QUINTILE 3	17730	1328	22.6	7.5	113	681	21.4	3.8	107	*647	24.1	3.6	120				
	QUINTILE 4	17563	1306	22.3	7.4	112	684	21.5	3.9	108	*622	23.2	3.5	117				
	QUINTILE 5	17757	1094	18.6	6.2	93	*503	15.8	2.8	79	*591	22.0	3.3	110				
MAGAZINES-NEWSPAPERS: DUAL		23278	1937	33.0	8.3	125	807	25.3	3.5	96	1130	42.1	4.9	160				
MAGAZINE IMPERATIVE		21634	1348	23.0	6.2	94	775	24.3	3.6	99	*573	21.4	2.6	87				
NEWSPAPER IMPERATIVE		23455	1743	29.7	7.4	112	945	29.7	4.0	112	798	29.7	3.4	112				
MAGAZINES-OUTDOOR: DUAL		17482	1412	24.1	8.1	122	641	20.1	3.7	102	771	28.7	4.4	145				
MAGAZINE IMPERATIVE		28830	1870	31.9	6.5	98	963	30.2	3.3	93	907	33.8	3.1	104				
OUTDOOR IMPERATIVE		26119	1927	32.8	7.4	111	1058	33.2	4.1	113	870	32.4	3.3	110				
MAGAZINES-RADIO: DUAL		20162	1584	27.0	7.9	118	567	17.8	2.8	78	1017	37.9	5.0	166				
MAGAZINE IMPERATIVE		26292	1846	31.5	7.0	106	1129	35.4	4.3	119	717	26.7	2.7	90				
RADIO IMPERATIVE		25308	1577	26.9	6.2	94	964	30.3	3.8	106	*612	22.8	2.4	80				
MAGAZINES-TELEVISION: DUAL		17312	1287	21.9	7.4	112	733	23.0	4.2	118	*554	20.6	3.2	106				
MAGAZINE IMPERATIVE		29099	2333	39.8	8.0	121	971	30.5	3.3	93	1361	50.7	4.7	154				
TELEVISION IMPERATIVE		27505	1489	25.4	5.4	82	1020	32.0	3.7	103	*469	17.5	1.7	56				
NEWSPAPERS-OUTDOOR: DUAL		18628	1786	30.4	9.6	145	771	24.2	4.1	115	1016	37.9	5.5	180				
NEWSPAPER IMPERATIVE		29178	1987	33.9	6.8	103	1027	32.2	3.5	98	960	35.8	3.3	108				
OUTDOOR IMPERATIVE		25260	1408	24.0	5.6	84	855	26.8	3.4	94	554	20.6	2.2	72				
NEWSPAPERS-RADIO: DUAL		19246	1656	28.2	8.6	130	622	19.5	3.2	90	1034	38.5	5.4	177				
NEWSPAPER IMPERATIVE		28155	2122	36.2	7.5	114	1182	37.1	4.2	117	940	35.0	3.3	110				
RADIO IMPERATIVE		25308	1422	24.2	5.6	85	926	29.1	3.7	102	*495	18.4	2.0	64				
NEWSPAPERS-TELEVISION: DUAL		18615	1463	24.9	7.9	118	829	26.0	4.5	124	634	23.6	3.4	112				
NEWSPAPER IMPERATIVE		29207	2373	40.4	8.1	122	977	30.7	3.3	93	1396	52.0	4.8	158				
TELEVISION IMPERATIVE		25472	1229	20.9	4.8	73	886	27.8	3.5	97	*343	12.8	1.3	44				
OUTDOOR-RADIO: DUAL		17292	1403	23.9	8.1	122	551	17.3	3.2	89	851	31.7	4.9	162				
OUTDOOR IMPERATIVE		26915	2024	34.5	7.5	113	1157	36.3	4.3	119	867	32.3	3.2	106				
RADIO IMPERATIVE		28938	1794	30.6	6.2	93	1060	33.3	3.7	102	734	27.4	2.5	84				
OUTDOOR-TELEVISION: DUAL		16112	1299	22.1	8.1	122	680	21.4	4.2	117	*620	23.1	3.8	127				
OUTDOOR IMPERATIVE		28228	2144	36.5	7.6	114	946	29.7	3.4	93	1198	44.7	4.2	140				
TELEVISION IMPERATIVE		30024	1608	27.4	5.4	81	1041	32.7	3.5	96	*567	21.1	1.9	62				
RADIO-TELEVISION: DUAL		17803	1140	19.4	6.4	97	669	21.0	3.8	104	*470	17.5	2.6	87				
RADIO IMPERATIVE		28338	2136	36.4	7.5	114	934	29.3	3.3	92	1202	44.8	4.2	140				
TELEVISION IMPERATIVE		28445	1664	28.4	5.8	88	1087	34.1	3.8	106	577	21.5	2.0	67				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(FEMALES)

	TOTAL	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	5869	100.0	6.6	100	3185	100.0	3.6	100	2683	100.0	3.0	100				
ATLANTIC MONTHLY	415	**32	0.5	7.7	116	**16	0.5	3.9	107	**16	0.6	3.9	127				
BARRON'S	522	**125	2.1	23.9	361	**24	0.8	4.6	128	**101	3.8	19.3	638				
BETTER HOMES & GARDENS	17429	1397	23.8	8.0	121	645	20.3	3.7	103	752	28.0	4.3	142				
BON APPETIT	2772	403	6.9	14.5	219	*211	6.6	7.6	211	*192	7.2	6.9	228				
BUSINESS WEEK	1469	**161	2.7	11.0	165	**52	1.6	3.5	98	**108	4.0	7.4	242				
CAR AND DRIVER	397	**9	0.2	2.3	34	**5	0.2	1.3	35	**4	0.1	1.0	33				
CBS MAGAZINE NETWORK (GROSS)	1633	*184	3.1	11.3	170	**110	3.5	6.7	187	**73	2.7	4.5	147				
CHANGING TIMES	1554	*201	3.4	12.9	195	**80	2.5	5.1	143	**121	4.5	7.8	257				
COLONIAL HOMES	1304	*169	2.9	13.0	195	**62	1.9	4.8	132	**108	4.0	8.3	273				
CONDE NAST MAG. PKG. (GROSS)	17858	1478	25.2	8.3	125	507	15.9	2.8	79	971	36.2	5.4	179				
CONSUMERS DIGEST	1406	**74	1.3	5.3	79	**20	0.6	1.4	40	**54	2.0	3.8	127				
COSMOPOLITAN	8815	460	7.8	5.2	79	*184	5.8	2.1	58	*276	10.3	3.1	103				
COUNTRY LIVING	2636	*219	3.7	8.3	125	**132	4.1	5.0	139	**88	3.3	3.3	110				
CUISINE	1554	*195	3.3	12.5	189	**105	3.3	6.8	188	**91	3.4	5.9	193				
CYCLE WORLD	469	**73	1.2	15.6	235	**63	2.0	13.4	373	**9	0.3	1.9	63				
DCI:CREATIVE IDEAS FOR LIV	2631	*111	1.9	4.2	64	**31	1.0	1.2	33	**80	3.0	3.0	100				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	444	7.6	6.3	95	*170	5.3	2.4	67	*274	10.2	3.9	128				
DISCOVER	998	*155	2.6	15.5	234	**59	1.9	5.9	164	**96	3.6	9.6	317				
EBONY	4289	307	5.2	7.2	108	*201	6.3	4.7	130	*106	4.0	2.5	81				
ESQUIRE	1176	*154	2.6	13.1	197	**72	2.3	6.1	170	**82	3.1	7.0	230				
ESSENCE	2392	*215	3.7	9.0	135	*144	4.5	6.0	167	**70	2.6	2.9	96				
FAMILY CIRCLE	17209	1052	17.9	6.1	92	475	14.9	2.8	77	577	21.5	3.4	111				
THE FAMILY HANDYMAN	1184	**73	1.2	6.2	93	**48	1.5	4.1	113	**25	0.9	2.1	70				
FAMILY WEEKLY	12391	795	13.5	6.4	97	330	10.4	2.7	74	465	17.3	3.8	124				
FIELD & STREAM	2438	*177	3.0	7.3	109	**95	3.0	3.9	108	**82	3.1	3.4	111				
FOOD & WINE	614	**62	1.1	10.1	152	**17	0.5	2.8	77	**45	1.7	7.3	242				
FORBES	813	**134	2.3	16.5	248	**52	1.6	6.4	178	**83	3.1	10.2	337				
FORTUNE	1083	*175	3.0	16.2	244	**53	1.7	4.9	136	**122	4.5	11.3	371				
GENTLEMEN'S QUARTERLY	1197	**83	1.4	6.9	105	**20	0.6	1.7	46	**63	2.3	5.3	174				
GLAMOUR	6625	540	9.2	8.2	123	*200	6.3	3.0	84	*341	12.7	5.1	170				
GOLF DIGEST	707	**92	1.6	13.0	196	**13	0.4	1.8	51	**78	2.9	11.0	364				
GOLF DIGEST/TENNIS (GROSS)	1316	*154	2.6	11.7	176	**45	1.4	3.4	95	**108	4.0	8.2	271				
GOLF MAGAZINE	469	**60	1.0	12.8	193	**10	0.3	2.1	59	**50	1.9	10.7	352				
GOLF MAGAZINE/SKI (GROSS)	1060	**94	1.6	8.9	134	**30	0.9	2.8	79	**64	2.4	6.0	199				
GOOD HOUSEKEEPING	17784	1334	22.7	7.5	113	666	20.9	3.7	104	668	24.9	3.8	124				
HARPER'S BAZAAR	2931	*350	6.0	11.9	180	**69	2.2	2.4	65	*281	10.5	9.6	316				
HEALTH	2199	*191	3.3	8.7	131	**59	1.9	2.7	75	**132	4.9	6.0	198				
HEARST MAG CORP. BUY (GROSS)	49148	3743	63.8	7.6	115	1644	51.6	3.3	93	2099	78.2	4.3	141				
HEARST MAN POWER (GROSS)	2113	*159	2.7	7.5	113	**81	2.5	3.8	106	**78	2.9	3.7	122				
HEARST WOMAN POWER (GROSS)	35062	2379	40.5	6.8	102	1126	35.4	3.2	89	1253	46.7	3.6	118				
HOUSE BEAUTIFUL	3865	335	5.7	8.7	131	*121	3.8	3.1	87	*214	8.0	5.5	183				
INC.	315	**47	0.8	14.9	225	**4	0.1	1.3	35	**43	1.6	13.7	450				
JET	3690	293	5.0	7.9	120	*207	6.5	5.6	156	**86	3.2	2.3	77				
LADIES' HOME JOURNAL	12930	1048	17.9	8.1	122	465	14.6	3.6	100	583	21.7	4.5	149				
LHJ FAMILY GRP COMBO(GROSS)	18161	1463	24.9	8.1	121	611	19.2	3.4	93	853	31.8	4.7	155				
LIFE	5065	309	5.3	6.1	92	*135	4.2	2.7	74	*173	6.4	3.4	113				
L.A. TIMES HOME MAGAZINE	1310	**139	2.4	10.6	160	**70	2.2	5.3	148	**69	2.6	5.3	174				
MADEMOISELLE	3759	*261	4.4	6.9	105	**37	1.2	1.0	27	*225	8.4	6.0	197				
MC CALL'S	14658	1057	18.0	7.2	109	482	15.1	3.3	91	575	21.4	3.9	129				
MC CALL'S/WRK MOTHER (GROSS)	15857	1118	19.0	7.1	106	522	16.4	3.3	91	596	22.2	3.8	124				
MECHANIX ILLUSTRATED	809	**34	0.6	4.2	63	**7	0.2	0.9	24	**27	1.0	3.3	110				
METROPOLITAN HOME	1009	**147	2.5	14.6	220	**12	0.4	1.2	33	**135	5.0	13.4	441				
MONEY	1707	*290	4.9	17.0	256	**87	2.7	5.1	142	*203	7.6	11.9	392				
MOTHER EARTH NEWS	1123	**65	1.1	5.8	87	**23	0.7	2.0	57	**42	1.6	3.7	123				
MS.	932	**99	1.7	10.6	160	**40	1.3	4.3	119	**60	2.2	6.4	212				
NATIONAL ENQUIRER	11971	671	11.4	5.6	84	326	10.2	2.7	76	345	12.9	2.9	95				
NATIONAL GEOGRAPHIC	10503	1075	18.3	10.2	154	407	12.8	3.9	108	668	24.9	6.4	210				
NATIONAL SUNDAY MAGAZINE PKG	54325	4024	68.6	7.4	112	1881	59.1	3.5	96	2143	79.9	3.9	130				
NATURAL HISTORY	626	**140	2.4	22.4	337	**98	3.1	15.7	435	**43	1.6	6.9	226				
NEW WOMAN	1992	**73	1.2	3.7	55	**43	1.4	2.2	60	**30	1.1	1.5	50				
NEW YORK INCLUDING CUE	547	**39	0.7	7.1	107	**10	0.3	1.8	51	**29	1.1	5.3	175				
THE NEW YORKER	1380	*165	2.8	12.0	180	**83	2.6	6.0	167	**81	3.0	5.9	194				
NEWSWEEK	6925	642	10.9	9.3	140	333	10.5	4.8	134	309	11.5	4.5	147				
THE N.Y. TIMES DAILY EDITION	1363	*150	2.6	11.0	166	**67	2.1	4.9	137	**84	3.1	6.2	203				
THE N.Y. TIMES MAGAZINE	2333	281	4.8	12.0	182	**108	3.4	4.6	129	*172	6.4	7.4	243				
OMNI	872	**109	1.9	12.5	188	**40	1.3	4.6	127	**68	2.5	7.8	257				
ON CABLE	1298	**122	2.1	9.4	142	**95	3.0	7.3	203	**27	1.0	2.1	69				
1001 HOME IDEAS	3032	*225	3.8	7.4	112	**87	2.7	2.9	80	**138	5.1	4.6	150				
ORGANIC GARDENING	1680	**78	1.3	4.6	70	**35	1.1	2.1	58	**43	1.6	2.6	84				
OUTDOOR LIFE	960	**52	0.9	5.4	82	**24	0.8	2.5	69	**27	1.0	2.8	93				
PARADE MAGAZINE	26755	1762	30.0	6.6	99	840	26.4	3.1	87	922	34.4	3.4	114				

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	5869	100.0	6.6	100	3185	100.0	3.6	100	2683	100.0	3.0	100				
PARENTS	4173	*214	3.6	5.1	77	**74	2.3	1.8	49	**140	5.2	3.4	111				
PENTHOUSE	973	**100	1.7	10.3	155	**13	0.4	1.3	37	**88	3.3	9.0	298				
PEOPLE	13479	961	16.4	7.1	107	385	12.1	2.9	79	576	21.5	4.3	141				
PLAYBOY	2183	*252	4.3	11.5	174	**89	2.8	4.1	113	*163	6.1	7.5	246				
POPULAR HOT RODDING	388	**31	0.5	8.0	120	**31	1.0	8.0	222	**0	0.0	0.0	0				
POPULAR MECHANICS	1037	**71	1.2	6.8	103	**45	1.4	4.3	121	**27	1.0	2.6	86				
POPULAR SCIENCE	920	**69	1.2	7.5	113	**60	1.9	6.5	181	**9	0.3	1.0	32				
PREVENTION	4071	288	4.9	7.1	107	*118	3.7	2.9	81	**171	6.4	4.2	138				
PSYCHOLOGY TODAY	1940	*175	3.0	9.0	136	**76	2.4	3.9	109	**99	3.7	5.1	168				
READER'S DIGEST	24031	1855	31.6	7.7	116	968	30.4	4.0	112	887	33.1	3.7	122				
REDBOOK	8464	585	10.0	6.9	104	*276	8.7	3.3	91	*309	11.5	3.7	120				
ROAD & TRACK	429	**30	0.5	7.0	105	**21	0.7	4.9	136	**8	0.3	1.9	61				
ROLLING STONE	1355	**80	1.4	5.9	89	**20	0.6	1.5	41	**61	2.3	4.5	148				
RUNNER'S WORLD	329	**43	0.7	13.1	197	**35	1.1	10.6	295	**8	0.3	2.4	80				
SATURDAY EVENING POST	1268	**55	0.9	4.3	65	**24	0.8	1.9	53	**31	1.2	2.4	81				
SCIENCE 84	702	**66	1.1	9.4	142	**38	1.2	5.4	150	**29	1.1	4.1	136				
SCIENCE DIGEST	553	**36	0.6	6.5	98	**20	0.6	3.6	100	**16	0.6	2.9	95				
SCIENTIFIC AMERICAN	615	**126	2.1	20.5	309	**38	1.2	6.2	172	**87	3.2	14.1	466				
SELF	2683	*193	3.3	7.2	108	**61	1.9	2.3	63	**133	5.0	5.0	163				
SEVENTEEN	3309	*231	3.9	7.0	105	**77	2.4	2.3	65	**154	5.7	4.7	153				
SKI	591	**34	0.6	5.8	87	**20	0.6	3.4	94	**14	0.5	2.4	78				
SMITHSONIAN	3039	408	7.0	13.4	202	**187	5.9	6.2	171	*221	8.2	7.3	240				
SOAP OPERA DIGEST	3683	*245	4.2	6.7	100	*160	5.0	4.3	121	**85	3.2	2.3	76				
SOUTHERN LIVING	4434	333	5.7	7.5	113	*140	4.4	3.2	88	**193	7.2	4.4	144				
SPORT	701	**29	0.5	4.1	62	**6	0.2	0.9	24	**22	0.8	3.1	103				
THE SPORTING NEWS	518	**64	1.1	12.4	186	**3	0.1	0.6	16	**61	2.3	11.8	388				
SPORTS AFIELD	523	**52	0.9	9.9	150	**17	0.5	3.3	90	**35	1.3	6.7	221				
SPORTS ILLUSTRATED	3325	*276	4.7	8.3	125	**110	3.5	3.3	92	**166	6.2	5.0	165				
STAR	8567	511	8.7	6.0	90	288	9.0	3.4	93	*223	8.3	2.6	86				
SUNDAY	27630	2337	39.8	8.5	127	1072	33.7	3.9	108	1264	47.1	4.6	151				
SUNSET	2219	*257	4.4	11.6	175	**160	5.0	7.2	200	**98	3.7	4.4	146				
TV GUIDE	24258	1482	25.3	6.1	92	771	24.2	3.2	88	711	26.5	2.9	97				
TENNIS	609	**62	1.1	10.2	153	**32	1.0	5.3	146	**30	1.1	4.9	162				
TIME	9929	829	14.1	8.3	126	297	9.3	3.0	83	531	19.8	5.3	176				
TOWN & COUNTRY	1062	*118	2.0	11.1	167	**54	1.7	5.1	141	**64	2.4	6.0	199				
TRAVEL & LEISURE	1051	*124	2.1	11.8	178	**67	2.1	6.4	177	**57	2.1	5.4	179				
TRUE STORY	3946	*212	3.6	5.4	81	**134	4.2	3.4	94	**78	2.9	2.0	65				
U.S.NEWS & WORLD REPORT	3782	354	6.0	9.4	141	*156	4.9	4.1	115	*198	7.4	5.2	173				
USA TODAY	1874	*153	2.6	8.2	123	**78	2.4	4.2	116	**75	2.8	4.0	132				
US	2213	**101	1.7	4.6	69	**36	1.1	1.6	45	**65	2.4	2.9	97				
VOGUE	4792	483	8.2	10.1	152	*210	6.6	4.4	122	*273	10.2	5.7	188				
WALL STREET JOURNAL	2045	*244	4.2	11.9	180	**108	3.4	5.3	147	**135	5.0	6.6	218				
WEIGHT WATCHERS	2364	*158	2.7	6.7	101	**80	2.5	3.4	94	**78	2.9	3.3	109				
WOMAN'S DAY	15182	1013	17.3	6.7	101	450	14.1	3.0	82	563	21.0	3.7	122				
WORKING MOTHER	1198	**61	1.0	5.1	77	**40	1.3	3.3	93	**21	0.8	1.8	58				
WORKING WOMAN	1523	*202	3.4	13.3	200	**115	3.6	7.6	210	**87	3.2	5.7	188				
WORLD TENNIS	*183	**24	0.4	13.1	198	**13	0.4	7.1	197	**10	0.4	5.5	180				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*121	2.1	4.4	66	**41	1.3	1.5	41	**80	3.0	2.9	95				
BLAIR INSERTS	47909	3669	62.5	7.7	115	1737	54.5	3.6	101	1932	72.0	4.0	133				
DAILY NEWSPAPERS																	
READ ANY	56731	4234	72.1	7.5	112	2066	64.9	3.6	101	2168	80.8	3.8	126				
READ ONE	47696	3389	57.7	7.1	107	1671	52.5	3.5	97	1718	64.0	3.6	119				
READ TWO OR MORE	9034	846	14.4	9.4	141	396	12.4	4.4	122	450	16.8	5.0	164				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	4425	75.4	7.7	116	2154	67.6	3.7	104	2271	84.6	3.9	130				
READ ONE	50513	3757	64.0	7.4	112	1802	56.6	3.6	99	1955	72.9	3.9	128				
READ TWO OR MORE	7219	668	11.4	9.3	139	352	11.1	4.9	135	316	11.8	4.4	144				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.46				27.97				31.11							
30 DAY REACH	78184	5456	93.0	7.0	105	2866	90.0	3.7	102	2590	96.5	3.3	109				
50 SHWG - 30 DAY AV FREQ	14.80	15.33				14.70				16.01							
30 DAY REACH	74239	5244	89.4	7.1	106	2733	85.8	3.7	102	2511	93.6	3.4	112				
25 SHWG - 30 DAY AV FREQ	8.05	8.38				8.02				8.77							
30 DAY REACH	68254	4825	82.2	7.1	107	2514	78.9	3.7	102	2311	86.1	3.4	112				
CABLE TV: HOME WIRED	35215	2428	41.4	6.9	104	1196	37.6	3.4	94	1233	46.0	3.5	115				
HOME NOT WIRED	53250	3440	58.6	6.5	97	1990	62.5	3.7	104	1451	54.1	2.7	90				
HAVE PAY CABLE	17885	1525	26.0	8.5	129	764	24.0	4.3	119	760	28.3	4.2	140				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	5869	100.0	6.6	100	3185	100.0	3.6	100	2683	100.0	3.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	3354	57.1	7.0	105	1620	50.9	3.4	94	1734	64.6	3.6	119				
10:00 AM - 3:00 PM	33674	2313	39.4	6.9	104	1204	37.8	3.6	99	1109	41.3	3.3	109				
3:00 PM - 7:00 PM	34431	2523	43.0	7.3	110	1170	36.7	3.4	94	1353	50.4	3.9	130				
7:00 PM - MIDNIGHT	17761	1143	19.5	6.4	97	585	18.4	3.3	91	557	20.8	3.1	103				
MIDNIGHT - 6:00 AM	10087	747	12.7	7.4	112	349	11.0	3.5	96	399	14.9	4.0	130				
6:00 AM - MIDNIGHT	64318	4401	75.0	6.8	103	2261	71.0	3.5	98	2140	79.8	3.3	110				
ENTIRE DAY	65181	4475	76.2	6.9	103	2298	72.2	3.5	98	2177	81.1	3.3	110				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1178	20.1	6.8	102	527	16.5	3.0	84	652	24.3	3.7	123				
ALL NEWS	2520	*255	4.3	10.1	153	*139	4.4	5.5	153	**116	4.3	4.6	152				
AOR/PROGRESSIVE	4419	*285	4.9	6.4	97	*178	5.6	4.0	112	**107	4.0	2.4	80				
BEAUTIFUL MUSIC	6119	412	7.0	6.7	101	*156	4.9	2.5	71	*257	9.6	4.2	138				
BLACK	2623	*186	3.2	7.1	107	**113	3.5	4.3	120	**73	2.7	2.8	92				
CLASSICAL	1553	*207	3.5	13.3	201	**74	2.3	4.8	132	**132	4.9	8.5	280				
CHR/ROCK	11282	818	13.9	7.3	109	372	11.7	3.3	92	445	16.6	3.9	130				
COUNTRY	13343	897	15.3	6.7	101	472	14.8	3.5	98	424	15.8	3.2	105				
GOLDEN OLDIES	1299	**97	1.7	7.5	113	**53	1.7	4.1	113	**44	1.6	3.4	112				
MOR/NOSTALGIA	5241	*374	6.4	7.1	108	**107	3.4	2.0	57	*267	10.0	5.1	168				
NEWS/TALK	4165	270	4.6	6.5	98	*160	5.0	3.8	107	**110	4.1	2.6	87				
RELIGIOUS	3324	*173	2.9	5.2	78	**112	3.5	3.4	94	**61	2.3	1.8	61				
SOFT ROCK	609	**55	0.9	9.0	136	**40	1.3	6.6	182	**15	0.6	2.5	81				
URBAN CONTEMPORARY	1853	*157	2.7	8.5	128	**96	3.0	5.2	144	**61	2.3	3.3	109				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	*325	5.5	8.7	132	**188	5.9	5.0	140	**137	5.1	3.7	121				
ABC DIRECTION	2488	*227	3.9	9.1	138	**124	3.9	5.0	138	**103	3.8	4.1	136				
ABC ENTERTAINMENT	5129	*252	4.3	4.9	74	*148	4.6	2.9	80	**104	3.9	2.0	67				
ABC FM	2498	**134	2.3	5.4	81	**51	1.6	2.0	57	**84	3.1	3.4	111				
ABC INFORMATION	5721	329	5.6	5.8	87	*156	4.9	2.7	76	*173	6.4	3.0	100				
ABC ROCK	2021	**158	2.7	7.8	118	**74	2.3	3.7	102	**83	3.1	4.1	135				
CBS	4756	365	6.2	7.7	116	*225	7.1	4.7	131	*140	5.2	2.9	97				
MUTUAL	5272	345	5.9	6.5	99	**141	4.4	2.7	74	*204	7.6	3.9	128				
NBC	4964	374	6.4	7.5	114	*209	6.6	4.2	117	*165	6.1	3.3	110				
RADIORADIO	2218	*191	3.3	8.6	130	**95	3.0	4.3	119	**96	3.6	4.3	143				
RKO ONE	2565	*189	3.2	7.4	111	**96	3.0	3.7	104	**93	3.5	3.6	120				
RKO TWO	3640	*234	4.0	6.4	97	**107	3.4	2.9	82	**127	4.7	3.5	115				
THE SOURCE	2467	**130	2.2	5.3	79	**57	1.8	2.3	64	**73	2.7	3.0	98				
NON-WIRED : BLAIR	9466	677	11.5	7.2	108	267	8.4	2.8	78	410	15.3	4.3	143				
INTERNET	13616	1129	19.2	8.3	125	521	16.4	3.8	106	608	22.7	4.5	147				
KATZ RADIO GROUP	16998	1311	22.3	7.7	116	723	22.7	4.3	118	588	21.9	3.5	114				
SUPERNET	11622	797	13.6	6.9	103	378	11.9	3.3	90	418	15.6	3.6	119				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	645	11.0	6.8	103	325	10.2	3.4	96	321	12.0	3.4	112				
WKDAY 9:00 AM - 1:00 PM	13304	790	13.5	5.9	90	442	13.9	3.3	92	348	13.0	2.6	86				
WKDAY 1:00 PM - 4:30 PM	17591	1065	18.1	6.1	91	642	20.2	3.6	101	422	15.7	2.4	79				
WKDAY 4:30 PM - 7:30 PM	24418	1659	28.3	6.8	102	1022	32.1	4.2	116	637	23.7	2.6	86				
WKDAY 7:30 PM - 8:00 PM	34400	2167	36.9	6.3	95	1316	41.3	3.8	106	851	31.7	2.5	82				
WKDAY 11:00 PM - 11:30 PM	26120	1812	30.9	6.9	105	1069	33.6	4.1	114	743	27.7	2.8	94				
WKDAY 11:30 PM - 1:00 AM	8402	561	9.6	6.7	101	368	11.6	4.4	122	193	7.2	2.3	76				
M-SAT 8-11 PM+SUN 7-11 PM	36828	2454	41.8	6.7	100	1354	42.5	3.7	102	1100	41.0	3.0	98				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	473	8.1	6.6	99	258	8.1	3.6	99	215	8.0	3.0	98				
ANOTHER WORLD N	4924	380	6.5	7.7	116	223	7.0	4.5	126	*157	5.9	3.2	105				
AS THE WORLD TURNS C	5966	301	5.1	5.0	76	201	6.3	3.4	94	*100	3.7	1.7	55				
CAPITOL C	3672	164	2.8	4.5	67	*96	3.0	2.6	73	*69	2.6	1.9	62				
CBS MORN. NEWS 1 C	1590	*72	1.2	4.5	68	**36	1.1	2.3	63	**36	1.3	2.3	75				
CBS MORN. NEWS 2 C	1298	*78	1.3	6.0	91	*44	1.4	3.4	94	**33	1.2	2.5	84				
DAYS OF OUR LIVES N	6389	464	7.9	7.3	109	231	7.3	3.6	100	233	8.7	3.6	120				
FACTS OF LIFE - DAYTIME N	2526	168	2.9	6.7	100	*104	3.3	4.1	114	**64	2.4	2.5	84				
FAMILY FEUD A	3427	180	3.1	5.3	79	*131	4.1	3.8	106	**49	1.8	1.4	47				
GENERAL HOSPITAL A	6870	410	7.0	6.0	90	308	9.7	4.5	125	*102	3.8	1.5	49				
GOOD MORNING, AMERICA-730 A	3767	240	4.1	6.4	96	108	3.4	2.9	80	*132	4.9	3.5	116				
GOOD MORNING, AMERICA-830 A	3076	164	2.8	5.3	80	*76	2.4	2.5	69	*88	3.3	2.9	94				
GUIDING LIGHT C	5789	262	4.5	4.5	68	*160	5.0	2.8	77	*102	3.8	1.8	58				
ONE LIFE TO LIVE A	4918	263	4.5	5.3	81	181	5.7	3.7	102	*82	3.1	1.7	55				
PRESS YOUR LUCK C	2367	106	1.8	4.5	68	*65	2.0	2.7	76	**41	1.5	1.7	57				
PRICE IS RIGHT 1 C	4727	235	4.0	5.0	75	144	4.5	3.0	85	*91	3.4	1.9	63				
PRICE IS RIGHT 2 C	5511	295	5.0	5.4	81	166	5.2	3.0	84	*129	4.8	2.3	77				
RYAN'S HOPE A	3479	204	3.5	5.9	88	*110	3.5	3.2	88	*93	3.5	2.7	88				
SALE OF THE CENTURY N	2823	184	3.1	6.5	98	*135	4.2	4.8	133	**49	1.8	1.7	57				
SEARCH FOR TOMORROW N	2525	*119	2.0	4.7	71	**44	1.4	1.7	48	**75	2.8	3.0	98				
TODAY SHOW 1 N	2979	260	4.4	8.7	132	*129	4.1	4.3	120	*132	4.9	4.4	146				
TODAY SHOW 2 N	2792	236	4.0	8.5	127	*129	4.1	4.6	128	*107	4.0	3.8	126				
$25,000 PYRAMID C	2899	168	2.9	5.8	87	*104	3.3	3.6	100	*64	2.4	2.2	73				
WHEEL OF FORTUNE N	4689	288	4.9	6.1	93	153	4.8	3.3	91	*135	5.0	2.9	95				
YOUNG AND THE RESTLESS C	6231	347	5.9	5.6	84	262	8.2	4.2	117	*85	3.2	1.4	45				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	*126	2.1	6.4	96	**75	2.4	3.8	106	**51	1.9	2.6	85				
NBA PLAYOFF GAME -1 C	1246	*58	1.0	4.7	70	**39	1.2	3.1	87	**19	0.7	1.5	50				
NBC MAJOR LEAGUE PRE-GAME N	1140	**48	0.8	4.2	63	**15	0.5	1.3	37	**33	1.2	2.9	95				
SPORTSWORLD - SUN N	1328	**80	1.4	6.0	91	**15	0.5	1.1	31	**65	2.4	4.9	161				
SUNDAY MORNING C	1645	**74	1.3	4.5	68	**33	1.0	2.0	56	**41	1.5	2.5	82				

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BOUGHT WINE BY THE CASE IN LAST 12 MONTHS
(FEMALES)

		TOTAL U.S.	BOUGHT WINE BY THE CASE IN THE LAST 12 MONTHS				FOUR OR MORE CASES				ONE - THREE CASES							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	5869	100.0	6.6	100	3185	100.0	3.6	100	2683	100.0	3.0	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	1936	33.0	6.9	104	1228	38.6	4.4	122	707	26.4	2.5	83				
NETWORK AFFILIATES - LATE		21966	1568	26.7	7.1	108	914	28.7	4.2	116	654	24.4	3.0	98				
INDEPENDENTS - LATE		2247	193	3.3	8.6	129	110	3.5	4.9	136	*83	3.1	3.7	122				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	717	12.2	6.2	94	357	11.2	3.1	86	360	13.4	3.1	103				
ABC MONDAY NIGHT MOVIE	A	6879	456	7.8	6.6	100	198	6.2	2.9	80	*258	9.6	3.8	124				
ABC SUNDAY NIGHT MOVIE	A	13690	934	15.9	6.8	103	484	15.2	3.5	98	450	16.8	3.3	108				
ABC WORLD NEWS TONIGHT	A	6589	417	7.1	6.3	95	244	7.7	3.7	103	173	6.4	2.6	87				
AFTERMASH	C	6391	439	7.5	6.9	104	*239	7.5	3.7	104	**200	7.5	3.1	103				
ALICE	C	10273	788	13.4	7.7	116	445	14.0	4.3	120	343	12.8	3.3	110				
AMERICAN PARADE	C	7130	503	8.6	7.1	106	314	9.9	4.4	122	*189	7.0	2.7	87				
BENSON	A	11665	748	12.7	6.4	97	470	14.8	4.0	112	*278	10.4	2.4	79				
BLUE THUNDER	A	5442	229	3.9	4.2	63	*131	4.1	2.4	67	**98	3.7	1.8	59				
CAGNEY & LACEY	C	10565	508	8.7	4.8	72	285	8.9	2.7	75	*222	8.3	2.1	69				
CBS EVENING NEWS-DEAN	C	3668	*242	4.1	6.6	99	*160	5.0	4.4	121	**82	3.1	2.2	74				
CBS EVENING NEWS-RATHER	C	7561	550	9.4	7.3	110	391	12.3	5.2	144	159	5.9	2.1	69				
CBS SAT. NEWS-SCHIEFFER	C	3948	272	4.6	6.9	104	209	6.6	5.3	147	*63	2.3	1.6	53				
CBS SATURDAY NIGHT MOVIE	C	5966	300	5.1	5.0	76	120	3.8	2.0	56	*180	6.7	3.0	99				
CBS WEDNESDAY NIGHT MOVIE	C	6529	455	7.8	7.0	105	298	9.4	4.6	127	*157	5.9	2.4	79				
CHEERS	N	9842	741	12.6	7.5	113	272	8.5	2.8	77	469	17.5	4.8	157				
DALLAS	C	23935	1851	31.5	7.7	117	1042	32.7	4.4	121	809	30.2	3.4	111				
DIFF'RENT STROKES	N	7574	532	9.1	7.0	106	318	10.0	4.2	117	*214	8.0	2.8	93				
DOUBLE TROUBLE	N	7786	544	9.3	7.0	105	336	10.5	4.3	120	*208	7.8	2.7	88				
DUCK FACTORY	N	6290	513	8.7	8.2	123	*182	5.7	2.9	80	*331	12.3	5.3	174				
DUKES OF HAZZARD	C	6402	318	5.4	5.0	75	*170	5.3	2.7	74	*149	5.6	2.3	77				
DYNASTY	A	21955	1410	24.0	6.4	97	736	23.1	3.4	93	674	25.1	3.1	101				
FACTS OF LIFE	N	8898	644	11.0	7.2	109	392	12.3	4.4	122	*252	9.4	2.8	93				
FALCON CREST	C	21877	1541	26.3	7.0	106	811	25.5	3.7	103	730	27.2	3.3	110				
FALL GUY	A	10045	727	12.4	7.2	109	406	12.7	4.0	112	321	12.0	3.2	105				
FAMILY TIES	N	8922	617	10.5	6.9	104	283	8.9	3.2	88	*334	12.4	3.7	123				
FANTASY ISLAND	A	8288	579	9.9	7.0	105	377	11.8	4.5	126	*202	7.5	2.4	80				
FOULUPS,BLEEPS & BLUNDERS	A	9891	643	11.0	6.5	98	371	11.6	3.8	104	*271	10.1	2.7	90				
FOUR SEASONS	C	5429	339	5.8	6.2	94	*131	4.1	2.4	67	**208	7.8	3.8	126				
GIMME A BREAK	N	9646	595	10.1	6.2	93	341	10.7	3.5	98	*254	9.5	2.6	87				
HART TO HART	A	9983	678	11.6	6.8	102	367	11.5	3.7	102	311	11.6	3.1	103				
HILL STREET BLUES	N	9688	714	12.2	7.4	111	314	9.9	3.2	90	401	14.9	4.1	136				
HOTEL	A	15435	1010	17.2	6.5	99	551	17.3	3.6	99	459	17.1	3.0	98				
JEFFERSONS	C	10031	755	12.9	7.5	113	426	13.4	4.2	118	329	12.3	3.3	108				
JENNIFER SLEPT HERE	N	6376	451	7.7	7.1	107	310	9.7	4.9	135	**141	5.3	2.2	73				
KATE & ALLIE	C	9951	544	9.3	5.5	82	362	11.4	3.6	101	*181	6.7	1.8	60				
KNIGHT RIDER	N	7908	517	8.8	6.5	99	295	9.3	3.7	104	*221	8.2	2.8	92				
LOVE BOAT	A	13226	980	16.7	7.4	112	652	20.5	4.9	137	328	12.2	2.5	82				
MAGNUM PI	C	12105	732	12.5	6.0	91	458	14.4	3.8	105	274	10.2	2.3	75				
MAMA'S FAMILY	N	6364	480	8.2	7.5	114	*205	6.4	3.2	89	*276	10.3	4.3	143				
MASTER, THE	N	3955	254	4.3	6.4	97	*108	3.4	2.7	76	*146	5.4	3.7	122				
MATT HOUSTON	A	6903	426	7.3	6.2	93	338	10.6	4.9	136	**89	3.3	1.3	43				
NBC MONDAY NIGHT MOVIE	N	13443	906	15.4	6.7	102	466	14.6	3.5	96	441	16.4	3.3	108				
NBC NIGHTLY NEWS	N	5585	391	6.7	7.0	106	236	7.4	4.2	117	*155	5.8	2.8	92				
NBC NIGHTLY NEWS-SAT	N	3688	389	6.6	10.5	159	*206	6.5	5.6	155	**183	6.8	5.0	164				
NBC NIGHTLY NEWS-SUN	N	3310	*271	4.6	8.2	123	**148	4.6	4.5	124	**123	4.6	3.7	123				
NBC SUNDAY NIGHT MOVIE	N	9238	585	10.0	6.3	95	*297	9.3	3.2	89	*288	10.7	3.1	103				
NEWHART	C	9876	548	9.3	5.5	84	340	10.7	3.4	96	*208	7.8	2.1	69				
ONE DAY AT A TIME	C	7954	520	8.9	6.5	99	302	9.5	3.8	105	*218	8.1	2.7	90				
PEOPLE ARE FUNNY	N	5182	403	6.9	7.8	117	*175	5.5	3.4	94	*227	8.5	4.4	144				
REAL PEOPLE	N	9674	574	9.8	5.9	89	277	8.7	2.9	80	*297	11.1	3.1	101				
REMINGTON STEELE	N	8511	587	10.0	6.9	104	380	11.9	4.5	124	*207	7.7	2.4	80				
RIPLEY'S BELIEVE IT - NOT	A	5656	388	6.6	6.9	103	*268	8.4	4.7	132	*119	4.4	2.1	69				
RIPTIDE	N	7718	340	5.8	4.4	66	*179	5.6	2.3	64	*160	6.0	2.1	68				
SCARECROW & MRS. KING	C	11058	563	9.6	5.1	77	369	11.6	3.3	93	*194	7.2	1.8	58				
SIMON & SIMON	C	11615	746	12.7	6.4	97	438	13.8	3.8	105	309	11.5	2.7	88				
60 MINUTES	C	14326	924	15.7	6.4	97	468	14.7	3.3	91	456	17.0	3.2	105				
ST. ELSEWHERE	N	7670	582	9.9	7.6	114	259	8.1	3.4	94	*323	12.0	4.2	139				
THREE'S COMPANY	A	12068	857	14.6	7.1	107	503	15.8	4.2	116	*355	13.2	2.9	97				
T.J. HOOKER	A	9735	473	8.1	4.9	73	250	7.8	2.6	71	*223	8.3	2.3	76				
TONIGHT SHOW	N	2531	184	3.1	7.3	110	127	4.0	5.0	139	*58	2.2	2.3	76				
TRAPPER JOHN, M.D.	C	10374	687	11.7	6.6	100	374	11.7	3.6	100	313	11.7	3.0	99				
TV BLOOPERS & PRAC. JOKES	N	9795	697	11.9	7.1	107	371	11.6	3.8	105	*326	12.2	3.3	110				
20/20	A	10009	710	12.1	7.1	107	399	12.5	4.0	111	311	11.6	3.1	102				
WEBSTER	A	11934	727	12.4	6.1	92	483	15.2	4.0	112	*245	9.1	2.1	68				
WORLD NEWS - SUN	A	3291	*222	3.8	6.7	102	*156	4.9	4.7	132	**66	2.5	2.0	66				
YELLOW ROSE	N	5196	*199	3.4	3.8	58	**93	2.9	1.8	50	**105	3.9	2.0	67				
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	*651	11.1	6.8	103	**265	8.3	2.8	77	*385	14.3	4.0	133				
BASKETBALL - COLLEGE GAMES		4414	*421	7.2	9.5	144	**108	3.4	2.4	68	**313	11.7	7.1	234				
BASKETBALL - PRO GAMES		3876	**230	3.9	5.9	89	**126	4.0	3.3	90	**104	3.9	2.7	88				
BOWLING		4056	**185	3.2	4.6	69	**81	2.5	2.0	55	**104	3.9	2.6	85				
BOXING		4154	**288	4.9	6.9	105	**162	5.1	3.9	108	**125	4.7	3.0	99				
FOOTBALL - COLLEGE GAMES		6754	*443	7.5	6.6	99	**154	4.8	2.3	63	**289	10.8	4.3	141				
FOOTBALL - PRO GAMES		12364	1093	18.6	8.8	133	*303	9.5	2.5	68	*790	29.4	6.4	211				
GOLF		3615	*462	7.9	12.8	193	**176	5.5	4.9	135	**286	10.7	7.9	261				
POST-SEASON COLL. FOOTBALL		5296	*460	7.8	8.7	131	**200	6.3	3.8	105	**260	9.7	4.9	162				
POST-SEASON PRO FOOTBALL		6693	666	11.3	10.0	150	**127	4.0	1.9	53	*538	20.1	8.0	265				
TENNIS		3281	*403	6.9	12.3	185	**227	7.1	6.9	192	**176	6.6	5.4	177				
WRESTLING - PROFESSIONAL		3672	**221	3.8	6.0	91	**145	4.6	3.9	110	**75	2.8	2.0	67				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECISION MAKERS FOR BRANDS OF ANY DISTILLED LIQUORS OR WINES OTHERS DRINK OR ARE SERVED IN THE HOME
(ADULTS)

	TOTAL U.S. '000	YOURSELF A '000	YOURSELF B % DOWN	YOURSELF C % ACROSS	YOURSELF D INDX	YOUR HUSBAND/WIFE A '000	YOUR HUSBAND/WIFE B % DOWN	YOUR HUSBAND/WIFE C % ACROSS	YOUR HUSBAND/WIFE D INDX	OTHER MALE A '000	OTHER MALE B % DOWN	OTHER MALE C % ACROSS	OTHER MALE D INDX	OTHER FEMALE A '000	OTHER FEMALE B % DOWN	OTHER FEMALE C % ACROSS	OTHER FEMALE D INDX
TOTAL ADULTS	167727	52615	100.0	31.4	100	32293	100.0	19.3	100	8797	100.0	5.2	100	7805	100.0	4.7	100
MALES	79263	26801	50.9	33.8	108	14880	46.1	18.8	98	3833	43.6	4.8	92	3846	49.3	4.9	104
FEMALES	88464	25814	49.1	29.2	93	17412	53.9	19.7	102	4964	56.4	5.6	107	3959	50.7	4.5	96
18 - 24	28671	8712	16.6	30.4	97	1956	6.1	6.8	35	4205	47.8	14.7	280	3659	46.9	12.8	274
25 - 34	39536	14846	28.2	37.6	120	9874	30.6	25.0	130	1864	21.2	4.7	90	1567	20.1	4.0	85
35 - 44	28978	10685	20.3	36.9	118	7728	23.9	26.7	139	757	8.6	2.6	50	772	9.9	2.7	57
45 - 54	22345	7038	13.4	31.5	100	5506	17.1	24.6	128	751	8.5	3.4	64	622	8.0	2.8	60
55 - 64	22224	6438	12.2	29.0	92	4682	14.5	21.1	109	521	5.9	2.3	45	*589	7.5	2.7	57
65 OR OLDER	25973	4896	9.3	18.9	60	2547	7.9	9.8	51	699	7.9	2.7	51	597	7.6	2.3	49
18 - 34	68207	23558	44.8	34.5	110	11830	36.6	17.3	90	6069	69.0	8.9	170	5225	66.9	7.7	165
18 - 49	108058	37908	72.0	35.1	112	22279	69.0	20.6	107	7158	81.4	6.6	126	6314	80.9	5.8	126
25 - 54	90859	32569	61.9	35.8	114	23108	71.6	25.4	132	3372	38.3	3.7	71	2961	37.9	3.3	70
35 - 49	39851	14350	27.3	36.0	115	10448	32.4	26.2	136	1089	12.4	2.7	52	1089	14.0	2.7	59
50 OR OLDER	59669	14707	28.0	24.6	79	10014	31.0	16.8	87	1639	18.6	2.7	52	1492	19.1	2.5	54
GRADUATED COLLEGE	28091	12872	24.5	45.8	146	7903	24.5	28.1	146	1457	16.6	5.2	99	1226	15.7	4.4	94
ATTENDED COLLEGE	28938	11682	22.2	40.4	129	6816	21.1	23.6	122	2192	24.9	7.6	144	1883	24.1	6.5	140
GRADUATED HIGH SCHOOL	65503	20022	38.1	30.6	97	12939	40.1	19.8	103	3316	37.7	5.1	97	3221	41.3	4.9	106
DID NOT GRADUATE HIGH SCHOOL	45195	8039	15.3	17.8	57	4634	14.3	10.3	53	1832	20.8	4.1	77	1476	18.9	3.3	70
EMPLOYED MALES	56429	21398	40.7	37.9	121	12317	38.1	21.8	113	2691	30.6	4.8	91	2749	35.2	4.9	105
EMPLOYED FEMALES	43971	15956	30.3	36.3	116	10264	31.8	23.3	121	3194	36.3	7.3	138	2398	30.7	5.5	117
EMPLOYED FULL-TIME	87773	33234	63.2	37.9	121	19921	61.7	22.7	118	4428	50.3	5.0	96	3950	50.6	4.5	97
EMPLOYED PART-TIME	12627	4120	7.8	32.6	104	2659	8.2	21.1	109	1458	16.6	11.5	220	1196	15.3	9.5	204
NOT EMPLOYED	67327	15261	29.0	22.7	72	9712	30.1	14.4	75	2911	33.1	4.3	82	2659	34.1	3.9	85
PROFESSIONAL/MANAGER	25845	12431	23.6	48.1	153	7557	23.4	29.2	152	1407	16.0	5.4	104	893	11.4	3.5	74
TECH/CLERICAL/SALES	30895	11897	22.6	38.5	123	7480	23.2	24.2	126	1906	21.7	6.2	118	1861	23.8	6.0	129
PRECISION/CRAFT	12629	4134	7.9	32.7	104	2488	7.7	19.7	102	*558	6.3	4.4	84	614	7.9	4.9	104
OTHER EMPLOYED	31031	8892	16.9	28.7	91	5056	15.7	16.3	85	2015	22.9	6.5	124	1779	22.8	5.7	123
SINGLE	35557	12695	24.1	35.7	114	**0	0.0	0.0	0	5242	59.6	14.7	281	4482	57.4	12.6	271
MARRIED	103585	30755	58.5	29.7	95	32293	100.0	31.2	162	2138	24.3	2.1	39	2110	27.0	2.0	44
DIVORCED/SEPARATED/WIDOWED	28585	9165	17.4	32.1	102	**0	0.0	0.0	0	1416	16.1	5.0	94	1214	15.6	4.2	91
PARENTS	59295	18745	35.6	31.6	101	16920	52.4	28.5	148	1793	20.4	3.0	58	1646	21.1	2.8	60
WHITE	146081	47505	90.3	32.5	104	30067	93.1	20.6	107	7807	88.7	5.3	102	7002	89.7	4.8	103
BLACK	17974	4052	7.7	22.5	72	1508	4.7	8.4	44	783	8.9	4.4	83	736	9.4	4.1	88
OTHER	3672	1057	2.0	28.8	92	*718	2.2	19.6	102	**207	2.4	5.6	107	**67	0.9	1.8	39
NORTHEAST-CENSUS	37005	13901	26.4	37.6	120	8138	25.2	22.0	114	2581	29.3	7.0	133	2377	30.5	6.4	138
NORTH CENTRAL	42642	14311	27.2	33.6	107	9915	30.7	23.3	121	2372	27.0	5.6	106	2302	29.5	5.4	116
SOUTH	56777	12808	24.3	22.6	72	7434	23.0	13.1	68	2043	23.2	3.6	69	1821	23.3	3.2	69
WEST	31303	11595	22.0	37.0	118	6806	21.1	21.7	113	1801	20.5	5.8	110	1306	16.7	4.2	90
NORTHEAST-MKTG.	38125	14141	26.9	37.1	118	7898	24.5	20.7	108	2647	30.1	6.9	132	2367	30.3	6.2	133
EAST CENTRAL	24794	7352	14.0	29.7	95	5013	15.5	20.2	105	1451	16.5	5.9	112	1413	18.1	5.7	122
WEST CENTRAL	28511	9973	19.0	35.0	112	7092	22.0	24.9	129	1451	16.5	5.1	97	1365	17.5	4.8	103
SOUTH	48953	10847	20.6	22.2	71	6465	20.0	13.2	69	1638	18.6	3.3	64	1464	18.8	3.0	64
PACIFIC	27344	10301	19.6	37.7	120	5825	18.0	21.3	111	1610	18.3	5.9	112	1196	15.3	4.4	94
COUNTY SIZE A	69301	25001	47.5	36.1	115	14047	43.5	20.3	105	4596	52.2	6.6	126	4057	52.0	5.9	126
COUNTY SIZE B	50633	15662	29.8	30.9	99	9965	30.9	19.7	102	2658	30.2	5.2	100	2212	28.3	4.4	94
COUNTY SIZE C	26259	7584	14.4	28.9	92	5171	16.0	19.7	102	914	10.4	3.5	66	861	11.0	3.3	70
COUNTY SIZE D	21534	4368	8.3	20.3	65	3110	9.6	14.4	75	*629	7.2	2.9	56	*675	8.6	3.1	67
METRO CENTRAL CITY	50014	17483	33.2	35.0	111	8365	25.9	16.7	87	3016	34.3	6.0	115	2317	29.7	4.6	100
METRO SUBURBAN	76832	25667	48.8	33.4	106	17381	53.8	22.6	117	4496	51.1	5.9	112	4027	51.6	5.2	113
NON METRO	40881	9465	18.0	23.2	74	6547	20.3	16.0	83	1285	14.6	3.1	60	1462	18.7	3.6	77
TOP 5 ADI'S	39550	15312	29.1	38.7	123	8307	25.7	21.0	109	2642	30.0	6.7	127	2399	30.7	6.1	130
TOP 10 ADI'S	54877	19346	36.8	35.3	112	10960	33.9	20.0	104	3543	40.3	6.5	123	3015	38.6	5.5	118
TOP 20 ADI'S	77516	27300	51.9	35.2	112	15561	48.2	20.1	104	4886	55.5	6.3	120	4216	54.0	5.4	117
HSHLD INC. $50,000 OR MORE	17257	6952	13.2	40.3	128	5110	15.8	29.6	154	1678	19.1	9.7	185	1320	16.9	7.6	164
$40,000 OR MORE	33235	13643	25.9	41.1	131	9502	29.4	28.6	148	3103	35.3	9.3	178	2405	30.8	7.2	156
$30,000 OR MORE	59693	22801	43.3	38.2	122	16681	51.7	27.9	145	4377	49.8	7.3	140	3586	45.9	6.0	129
$25,000 OR MORE	76275	29017	55.1	38.0	121	20887	64.7	27.4	142	5239	59.6	6.9	131	4472	57.3	5.9	126
$20,000 - $24,999	18607	5799	11.0	31.2	99	3685	11.4	19.8	103	1009	11.5	5.4	103	833	10.7	4.5	96
$15,000 - $19,999	17175	5460	10.4	31.8	101	2913	9.0	17.0	88	677	7.7	3.9	75	622	8.0	3.6	78
$10,000 - $14,999	24569	6376	12.1	26.0	83	2938	9.1	12.0	62	964	11.0	3.9	75	885	11.3	3.6	77
UNDER $10,000	31101	5964	11.3	19.2	61	1869	5.8	6.0	31	908	10.3	2.9	56	993	12.7	3.2	69
HOUSEHOLD OF 1 PERSON	19441	7285	13.8	37.5	119	**49	0.2	0.3	1	668	7.6	3.4	66	592	7.6	3.0	65
2 PEOPLE	51803	16028	30.5	30.9	99	10796	33.4	20.8	108	1880	21.4	3.6	69	1675	21.5	3.2	69
3 OR 4 PEOPLE	66933	20898	39.7	31.2	100	15445	47.8	23.1	120	3662	41.6	5.5	104	3557	45.6	5.3	114
5 OR MORE PEOPLE	29550	8404	16.0	28.4	91	6003	18.6	20.3	106	2587	29.4	8.8	167	1981	25.4	6.7	144
NO CHILD IN HSHLD	96587	30609	58.2	31.7	101	14410	44.6	14.9	77	5132	58.3	5.3	101	4791	61.4	5.0	107
CHILD(REN) UNDER 2 YRS	10844	2872	5.5	26.5	84	2967	9.2	27.4	142	*347	3.9	3.2	61	*379	4.9	3.5	75
2 - 5 YEARS	26358	7563	14.4	28.7	91	6997	21.7	26.5	138	1005	11.4	3.8	73	1032	13.2	3.9	84
6 - 11 YEARS	30453	9124	17.3	30.0	96	7779	24.1	25.5	133	1093	12.4	3.6	68	916	11.7	3.0	65
12 - 17 YEARS	36575	11557	22.0	31.6	101	8582	26.6	23.5	122	2495	28.4	6.8	130	2014	25.8	5.5	118
RESIDENCE OWNED	117770	35303	67.1	30.0	96	26410	81.8	22.4	116	5971	67.9	5.1	97	5419	69.4	4.6	99
VALUE: $50,000 OR MORE	70166	24086	45.8	34.3	109	18924	58.6	27.0	140	4273	48.6	6.1	116	3592	46.0	5.1	110
VALUE: UNDER $50,000	47604	11217	21.3	23.6	75	7486	23.2	15.7	82	1698	19.3	3.6	68	1827	23.4	3.8	82

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECISION MAKERS FOR BRANDS OF ANY DISTILLED LIQUORS OR WINES OTHERS DRINK OR ARE SERVED IN THE HOME
(ADULTS)

		TOTAL U.S.	YOURSELF				YOUR HUSBAND/WIFE				OTHER MALE				OTHER FEMALE			
			A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	52615	100.0	31.4	100	32293	100.0	19.3	100	8797	100.0	5.2	100	7805	100.0	4.7	100
MAGAZINES	QUINTILE 1	34022	13401	25.5	39.4	126	8113	25.1	23.8	124	2206	25.1	6.5	124	2194	28.1	6.4	139
	QUINTILE 2	34800	12759	24.2	36.7	117	7439	23.0	21.4	111	2133	24.2	6.1	117	1803	23.1	5.2	111
	QUINTILE 3	30514	9883	18.8	32.4	103	6278	19.4	20.6	107	1663	18.9	5.4	104	1274	16.3	4.2	90
	QUINTILE 4	33324	9338	17.7	28.0	89	6067	18.8	18.2	95	1636	18.6	4.9	94	1540	19.7	4.6	99
	QUINTILE 5	35066	7233	13.7	20.6	66	4396	13.6	12.5	65	1159	13.2	3.3	63	994	12.7	2.8	61
NEWSPAPERS	QUINTILE 1	29107	11326	21.5	38.9	124	7186	22.3	24.7	128	1939	22.0	6.7	127	1845	23.6	6.3	136
	QUINTILE 2	49095	16991	32.3	34.6	110	10745	33.3	21.9	114	2608	29.6	5.3	101	2218	28.4	4.5	97
	QUINTILE 3	23107	7314	13.9	31.7	101	4578	14.2	19.8	103	1377	15.7	6.0	114	1275	16.3	5.5	119
	QUINTILE 4	33556	9758	18.5	29.1	93	5846	18.1	17.4	90	1592	18.1	4.7	90	1346	17.2	4.0	86
	QUINTILE 5	32863	7225	13.7	22.0	70	3939	12.2	12.0	62	1280	14.6	3.9	74	1120	14.3	3.4	73
OUTDOOR	QUINTILE 1	33431	12480	23.7	37.3	119	6904	21.4	20.7	107	2429	27.6	7.3	139	1849	23.7	5.5	119
	QUINTILE 2	33478	11133	21.2	33.3	106	6867	21.3	20.5	107	1721	19.6	5.1	98	1614	20.7	4.8	104
	QUINTILE 3	33574	10668	20.3	31.8	101	7262	22.5	21.6	112	1577	17.9	4.7	90	1567	20.1	4.7	100
	QUINTILE 4	33935	9848	18.7	29.0	93	5967	18.5	17.6	91	1585	18.0	4.7	89	1547	19.8	4.6	98
	QUINTILE 5	33310	8486	16.1	25.5	81	5292	16.4	15.9	83	1485	16.9	4.5	85	1229	15.7	3.7	79
RADIO-DRIVE	QUINTILE 1	33136	11069	21.0	33.4	106	6700	20.7	20.2	105	1678	19.1	5.1	97	1614	20.7	4.9	105
TIME	QUINTILE 2	31658	10462	19.9	33.0	105	6734	20.9	21.3	110	1719	19.5	5.4	104	1461	18.7	4.6	99
	QUINTILE 3	32541	10909	20.7	33.5	107	6351	19.7	19.5	101	2089	23.7	6.4	122	1684	21.6	5.2	111
	QUINTILE 4	34247	10739	20.4	31.4	100	6928	21.5	20.2	105	1780	20.2	5.2	99	1668	21.4	4.9	105
	QUINTILE 5	36144	9435	17.9	26.1	83	5580	17.3	15.4	80	1531	17.4	4.2	81	1379	17.7	3.8	82
RADIO-MID-	TERCILE 1	45037	14148	26.9	31.4	100	8972	27.8	19.9	103	2055	23.4	4.6	87	2117	27.1	4.7	101
DAY	TERCILE 2	44819	14408	27.4	32.1	102	8480	26.3	18.9	98	2555	29.0	5.7	109	2437	31.2	5.4	117
	TERCILE 3	77872	24059	45.7	30.9	98	14841	46.0	19.1	99	4186	47.6	5.4	102	3252	41.7	4.2	90
RADIO-TOTAL	QUINTILE 1	33763	11168	21.2	33.1	105	6844	21.2	20.3	105	1780	20.2	5.3	101	1744	22.3	5.2	111
	QUINTILE 2	33240	10449	19.9	31.4	100	5974	18.5	18.0	93	1760	20.0	5.3	101	1463	18.7	4.4	95
	QUINTILE 3	33408	11807	22.4	35.3	113	6880	21.3	20.6	107	1942	22.1	5.8	111	1854	23.8	5.5	119
	QUINTILE 4	34792	10917	20.7	31.4	100	7108	22.0	20.4	106	2096	23.8	6.0	115	1710	21.9	4.9	106
	QUINTILE 5	32524	8274	15.7	25.4	81	5486	17.0	16.9	88	1219	13.9	3.7	71	1036	13.3	3.2	68
TV-PRIME	QUINTILE 1	33090	9512	18.1	28.7	92	5843	18.1	17.7	92	1415	16.1	4.3	82	1426	18.3	4.3	93
TIME	QUINTILE 2	33357	10710	20.4	32.1	102	6954	21.5	20.8	108	1485	16.9	4.5	85	1497	19.2	4.5	96
	QUINTILE 3	33980	11511	21.9	33.9	108	7560	23.4	22.2	116	1813	20.6	5.3	102	1654	21.2	4.9	105
	QUINTILE 4	33854	11034	21.0	32.6	104	6388	19.8	18.9	98	2213	25.2	6.5	125	1874	24.0	5.5	119
	QUINTILE 5	33444	9847	18.7	29.4	94	5548	17.2	16.6	86	1871	21.3	5.6	107	1355	17.4	4.1	87
TV-DAYTIME	TERCILE 1	49121	12691	24.1	25.8	82	7839	24.3	16.0	83	2191	24.9	4.5	85	2125	27.2	4.3	93
	TERCILE 2	48823	15276	29.0	31.3	100	9908	30.7	20.3	105	2722	30.9	5.6	106	2396	30.7	4.9	105
	TERCILE 3	69782	24647	46.8	35.3	113	14546	45.0	20.8	108	3883	44.1	5.6	106	3285	42.1	4.7	101
TV-TOTAL	QUINTILE 1	33584	8901	16.9	26.5	84	5231	16.2	15.6	81	1365	15.5	4.1	77	1619	20.7	4.8	104
	QUINTILE 2	33441	10100	19.2	30.2	96	6664	20.6	19.9	104	1627	18.5	4.9	93	1523	19.5	4.6	98
	QUINTILE 3	33505	11139	21.2	33.2	106	7059	21.9	21.1	109	1448	16.5	4.3	82	1225	15.7	3.7	79
	QUINTILE 4	33466	11696	22.2	34.9	111	7453	23.1	22.3	116	2267	25.8	6.8	129	1924	24.7	5.7	124
	QUINTILE 5	33731	10778	20.5	32.0	102	5886	18.2	17.4	91	2089	23.7	6.2	118	1515	19.4	4.5	97
MAGAZINES-NEWSPAPERS: DUAL		44503	17615	33.5	39.6	126	10788	33.4	24.2	126	2877	32.7	6.5	123	2674	34.3	6.0	129
MAGAZINE IMPERATIVE		39363	12973	24.7	33.0	105	7608	23.6	19.3	100	2214	25.2	5.6	107	1917	24.6	4.9	105
NEWSPAPER IMPERATIVE		46441	14267	27.1	30.7	98	9462	29.3	20.4	106	2303	26.2	5.0	95	1916	24.5	4.1	89
MAGAZINES-OUTDOOR: DUAL		33726	13564	25.8	40.2	128	7944	24.6	23.6	122	2350	26.7	7.0	133	1929	24.7	5.7	123
MAGAZINE IMPERATIVE		52846	17835	33.9	33.7	108	11068	34.3	20.9	109	2910	33.1	5.5	105	2742	35.1	5.2	112
OUTDOOR IMPERATIVE		52140	14864	28.3	28.5	91	9441	29.2	18.1	94	2404	27.3	4.6	88	2140	27.4	4.1	88
MAGAZINES-RADIO: DUAL		37081	13885	26.4	37.4	119	8329	25.8	22.5	117	2112	24.0	5.7	109	1812	23.2	4.9	105
MAGAZINE IMPERATIVE		49747	18324	34.8	36.8	117	11142	34.5	22.4	116	3131	35.6	6.3	120	2876	36.8	5.8	124
RADIO IMPERATIVE		49208	13997	26.6	28.4	91	8104	25.1	16.5	86	2394	27.2	4.9	93	2252	28.9	4.6	98
MAGAZINES-TELEVISION: DUAL		33103	11854	22.5	35.8	114	7162	22.2	21.6	112	1888	21.5	5.7	109	1872	24.0	5.7	122
MAGAZINE IMPERATIVE		54575	20899	39.7	38.3	122	12653	39.2	23.2	120	3541	40.3	6.5	124	2908	37.3	5.3	115
TELEVISION IMPERATIVE		53249	12833	24.4	24.1	77	8474	26.2	15.9	83	1816	20.6	3.4	65	1671	21.4	3.1	67
NEWSPAPERS-OUTDOOR: DUAL		36255	13843	26.3	38.2	122	8552	26.5	23.6	123	2309	26.2	6.4	121	2177	27.9	6.0	129
NEWSPAPER IMPERATIVE		55591	18281	34.7	32.9	105	11893	36.8	21.4	111	2916	33.1	5.2	100	2549	32.7	4.6	99
OUTDOOR IMPERATIVE		48319	14361	27.3	29.7	95	8305	25.7	17.2	89	2528	28.7	5.2	100	2149	27.5	4.4	96
NEWSPAPERS-RADIO: DUAL		37242	13246	25.2	35.6	113	8287	25.7	22.3	116	2393	27.2	6.4	123	2116	27.1	5.7	122
NEWSPAPER IMPERATIVE		54423	19383	36.8	35.6	114	12481	38.6	22.9	119	3126	35.5	5.7	110	2769	35.5	5.1	109
RADIO IMPERATIVE		46650	13768	26.2	29.5	94	7405	22.9	15.9	82	2110	24.0	4.5	86	2070	26.5	4.4	95
NEWSPAPERS-TELEVISION: DUAL		35974	12165	23.1	33.8	108	7815	24.2	21.7	113	1864	21.2	5.2	99	1750	22.4	4.9	105
NEWSPAPER IMPERATIVE		56095	20965	39.8	37.4	119	13023	40.3	23.2	121	3632	41.3	6.5	123	3038	38.9	5.4	116
TELEVISION IMPERATIVE		47170	11774	22.4	25.0	80	6934	21.5	14.7	76	1880	21.4	4.0	76	1940	24.9	4.1	88
OUTDOOR-RADIO: DUAL		33748	11824	22.5	35.0	112	7047	21.8	20.9	108	2038	23.2	6.0	115	1741	22.3	5.2	111
OUTDOOR IMPERATIVE		52785	17791	33.8	33.7	107	11148	34.5	21.1	110	2940	33.4	5.6	106	2500	32.0	4.7	102
RADIO IMPERATIVE		52882	16086	30.6	30.4	97	9883	30.6	18.7	97	2625	29.8	5.0	95	2511	32.2	4.7	102
OUTDOOR-TELEVISION: DUAL		32030	10512	20.0	32.8	105	6757	20.9	21.1	110	1494	17.0	4.7	89	1511	19.4	4.7	101
OUTDOOR IMPERATIVE		54626	19805	37.6	36.3	116	11604	35.9	21.2	110	3646	41.4	6.7	127	2815	36.1	5.2	111
TELEVISION IMPERATIVE		54874	14480	27.5	26.4	84	9153	28.3	16.7	87	2282	25.9	4.2	79	2354	30.2	4.3	92
RADIO-TELEVISION: DUAL		33386	9893	18.8	29.6	94	6110	18.9	18.3	95	1644	18.7	4.9	94	1617	20.7	4.8	104
RADIO IMPERATIVE		53810	19170	36.4	35.6	114	11022	34.1	20.5	106	3135	35.6	5.8	111	2622	33.6	4.9	105
TELEVISION IMPERATIVE		54023	15712	29.9	29.1	93	10069	31.2	18.6	97	2306	26.2	4.3	81	2396	30.7	4.4	95

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DECISION MAKERS FOR BRANDS OF ANY DISTILLED LIQUORS OR WINES OTHERS DRINK OR ARE SERVED IN THE HOME
(ADULTS)

	TOTAL U.S. '000	YOURSELF				YOUR HUSBAND/WIFE				OTHER MALE				OTHER FEMALE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	52615	100.0	31.4	100	32293	100.0	19.3	100	8797	100.0	5.2	100	7805	100.0	4.7	100
ATLANTIC MONTHLY	867	483	0.9	55.7	178	*296	0.9	34.1	177	**58	0.7	6.7	128	**39	0.5	4.5	97
BARRON'S	1580	784	1.5	49.6	158	421	1.3	26.6	138	**70	0.8	4.4	84	**29	0.4	1.8	39
BETTER HOMES & GARDENS	22203	7215	13.7	32.5	104	5732	17.7	25.8	134	1090	12.4	4.9	94	986	12.6	4.4	95
BON APPETIT	3810	1935	3.7	50.8	162	1045	3.2	27.4	142	*238	2.7	6.2	119	*209	2.7	5.5	118
BUSINESS WEEK	4663	2106	4.0	45.2	144	920	2.8	19.7	102	*333	3.8	7.1	136	*216	2.8	4.6	100
CAR AND DRIVER	3102	1220	2.3	39.3	125	447	1.4	14.4	75	*285	3.2	9.2	175	*284	3.6	9.2	197
CBS MAGAZINE NETWORK (GROSS)	7311	3080	5.9	42.1	134	1408	4.4	19.3	100	875	9.9	12.0	228	721	9.2	9.9	212
CHANGING TIMES	3400	1372	2.6	40.4	129	934	2.9	27.5	143	*287	3.3	8.4	161	**92	1.2	2.7	58
COLONIAL HOMES	1796	717	1.4	39.9	127	513	1.6	28.6	148	**83	0.9	4.6	88	**62	0.8	3.5	74
CONDE NAST MAG. PKG. (GROSS)	19924	7945	15.1	39.9	127	3814	11.8	19.1	99	2101	23.9	10.5	201	1714	22.0	8.6	185
CONSUMERS DIGEST	3125	1127	2.1	36.1	115	683	2.1	21.9	114	*195	2.2	6.2	119	**152	1.9	4.9	105
COSMOPOLITAN	10577	4433	8.4	41.9	134	1845	5.7	17.4	91	964	11.0	9.1	174	904	11.6	8.5	184
COUNTRY LIVING	3746	1334	2.5	35.6	114	1002	3.1	26.7	139	**162	1.8	4.3	82	**159	2.0	4.2	91
CUISINE	2214	1039	2.0	46.9	150	593	1.8	26.8	139	**116	1.3	5.2	100	**138	1.8	6.2	134
CYCLE WORLD	2394	832	1.6	34.8	111	385	1.2	16.1	84	**269	3.1	11.2	214	**215	2.8	9.0	193
DCI:CREATIVE IDEAS FOR LIV	3068	886	1.7	28.9	92	647	2.0	21.1	110	**134	1.5	4.4	83	**106	1.4	3.5	74
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2954	5.6	30.9	99	2044	6.3	21.4	111	470	5.3	4.9	94	*233	3.0	2.4	52
DISCOVER	2277	883	1.7	38.8	124	348	1.1	15.3	79	*244	2.8	10.7	204	**105	1.3	4.6	99
EBONY	7187	1918	3.6	26.7	85	704	2.2	9.8	51	462	5.3	6.4	123	379	4.9	5.3	113
ESQUIRE	2560	998	1.9	39.0	124	357	1.1	13.9	72	**104	1.2	4.1	77	**88	1.1	3.4	74
ESSENCE	3242	839	1.6	25.9	82	372	1.2	11.5	60	**165	1.9	5.1	97	*176	2.3	5.4	117
FAMILY CIRCLE	19639	6805	12.9	34.7	110	4866	15.1	24.8	129	868	9.9	4.4	84	826	10.6	4.2	90
THE FAMILY HANDYMAN	3540	1185	2.3	33.5	107	942	2.9	26.6	138	*240	2.7	6.8	129	*158	2.0	4.5	96
FAMILY WEEKLY	23924	7170	13.6	30.0	96	5118	15.8	21.4	111	1131	12.9	4.7	90	946	12.1	4.0	85
FIELD & STREAM	9883	3094	5.9	31.3	100	2080	6.4	21.0	109	645	7.3	6.5	124	535	6.9	5.4	116
FOOD & WINE	1030	458	0.9	44.5	142	225	0.7	21.8	113	**34	0.4	3.3	63	**113	1.4	11.0	236
FORBES	2679	1426	2.7	53.2	170	853	2.6	31.8	165	**136	1.5	5.1	97	**86	1.1	3.2	69
FORTUNE	2931	1522	2.9	51.9	166	736	2.3	25.1	130	*202	2.3	6.9	131	*128	1.6	4.4	94
GENTLEMEN'S QUARTERLY	3481	1540	2.9	44.2	141	332	1.0	9.5	50	634	7.2	18.2	347	422	5.4	12.1	261
GLAMOUR	7163	2781	5.3	38.8	124	1408	4.4	19.7	102	793	9.0	11.1	211	586	7.5	8.2	176
GOLF DIGEST	2355	1072	2.0	45.5	145	705	2.2	29.9	155	**82	0.9	3.5	66	**94	1.2	4.0	86
GOLF DIGEST/TENNIS (GROSS)	3610	1669	3.2	46.2	147	1017	3.1	28.2	146	*146	1.7	4.0	77	*130	1.7	3.6	77
GOLF MAGAZINE	2046	961	1.8	47.0	150	540	1.7	26.4	137	**151	1.7	7.4	141	**91	1.2	4.4	96
GOLF MAGAZINE/SKI (GROSS)	3547	1589	3.0	44.8	143	773	2.4	21.8	113	*248	2.8	7.0	133	*207	2.7	5.8	125
GOOD HOUSEKEEPING	20353	6706	12.7	32.9	105	5325	16.5	26.2	136	978	11.1	4.8	92	957	12.3	4.7	101
HARPER'S BAZAAR	3362	1392	2.6	41.4	132	587	1.8	17.5	91	*236	2.7	7.0	134	*297	3.8	8.8	190
HEALTH	2987	1055	2.0	35.3	113	599	1.9	20.1	104	**83	0.9	2.8	53	**96	1.2	3.2	69
HEARST MAG CORP. BUY (GROSS)	67928	25126	47.8	37.0	118	16163	50.1	23.8	124	4060	46.2	6.0	114	3755	48.1	5.5	119
HEARST MAN POWER (GROSS)	11282	4137	7.9	36.7	117	2807	8.7	24.9	129	687	7.8	6.1	116	545	7.0	4.8	104
HEARST WOMAN POWER (GROSS)	40514	14626	27.8	36.1	115	9622	29.8	23.7	123	2511	28.5	6.2	118	2397	30.7	5.9	127
HOUSE BEAUTIFUL	4885	1734	3.3	35.5	113	1135	3.5	23.2	121	*236	2.7	4.8	92	*165	2.1	3.4	73
INC.	1308	684	1.3	52.3	167	*261	0.8	20.0	104	**109	1.2	8.3	159	**29	0.4	2.2	48
JET	6498	1700	3.2	26.2	83	662	2.0	10.2	53	403	4.6	6.2	118	360	4.6	5.5	119
LADIES' HOME JOURNAL	14797	5088	9.7	34.4	110	3349	10.4	22.6	118	789	9.0	5.3	102	724	9.3	4.9	105
LHJ FAMILY GRP COMBO(GROSS)	21743	7598	14.4	34.9	111	5045	15.6	23.2	121	1061	12.1	4.9	93	1011	13.0	4.6	100
LIFE	9881	3749	7.1	37.9	121	1824	5.6	18.5	96	815	9.3	8.2	157	738	9.5	7.5	161
L.A. TIMES HOME MAGAZINE	2775	1333	2.5	48.0	153	848	2.6	30.6	159	*212	2.4	7.6	146	**106	1.4	3.8	82
MADEMOISELLE	4219	1703	3.2	40.4	129	701	2.2	16.6	86	447	5.1	10.6	202	*393	5.0	9.3	200
MC CALL'S	16422	5497	10.4	33.5	107	3894	12.1	23.7	123	981	11.2	6.0	114	771	9.9	4.7	101
MC CALL'S/WRK MOTHER (GROSS)	17919	6167	11.7	34.4	110	4257	13.2	23.8	123	1117	12.7	6.2	119	869	11.1	4.8	104
MECHANIX ILLUSTRATED	4433	1222	2.3	27.6	88	1145	3.5	25.8	134	*226	2.6	5.1	97	*168	2.2	3.8	81
METROPOLITAN HOME	1504	641	1.2	42.6	136	343	1.1	22.8	118	*87	1.0	5.8	110	**67	0.9	4.5	96
MONEY	4723	2133	4.1	45.2	144	1026	3.2	21.7	113	*325	3.7	6.9	131	*227	2.9	4.8	103
MOTHER EARTH NEWS	2325	961	1.8	41.3	132	650	2.0	28.0	145	**157	1.8	6.8	129	**73	0.9	3.1	67
MS.	1189	628	1.2	52.8	168	232	0.7	19.5	101	**69	0.8	5.8	111	**99	1.3	8.3	179
NATIONAL ENQUIRER	18892	5504	10.5	29.1	93	2929	9.1	15.5	81	1084	12.3	5.7	109	999	12.8	5.3	114
NATIONAL GEOGRAPHIC	22129	9268	17.6	41.9	134	5907	18.3	26.7	139	1293	14.7	5.8	111	1090	14.0	4.9	106
NATIONAL SUNDAY MAGAZINE PKG	103750	36344	69.1	35.0	112	22833	70.7	22.0	114	6195	70.4	6.0	114	5511	70.6	5.3	114
NATURAL HISTORY	1379	600	1.1	43.5	139	281	0.9	20.4	106	**172	2.0	12.5	238	**103	1.3	7.5	161
NEW WOMAN	2289	997	1.9	43.6	139	383	1.2	16.7	87	**168	1.9	7.3	140	**127	1.6	5.5	119
NEW YORK INCLUDING CUE	1088	531	1.0	48.8	156	*147	0.5	13.5	70	**42	0.5	3.9	74	**9	0.1	0.8	18
THE NEW YORKER	2459	1391	2.6	56.6	180	628	1.9	25.5	133	*98	1.1	4.0	76	**95	1.2	3.9	83
NEWSWEEK	16527	6901	13.1	41.8	133	4034	12.5	24.4	127	974	11.1	5.9	112	919	11.8	5.6	119
THE N.Y. TIMES DAILY EDITION	2739	1390	2.6	50.7	162	649	2.0	23.7	123	*214	2.4	7.8	149	**125	1.6	4.6	98
THE N.Y. TIMES MAGAZINE	4443	2427	4.6	54.6	174	1009	3.1	22.7	118	409	4.6	9.2	176	*287	3.7	6.5	139
OMNI	2799	1267	2.4	45.3	144	586	1.8	20.9	109	*256	2.9	9.1	174	*221	2.8	7.9	170
ON CABLE	2209	749	1.4	33.9	108	452	1.4	20.5	106	*196	2.2	8.9	169	**69	0.9	3.1	67
1001 HOME IDEAS	3959	1455	2.8	36.8	117	1098	3.4	27.7	144	*188	2.1	4.7	91	*191	2.4	4.8	104
ORGANIC GARDENING	3111	1051	2.0	33.8	108	679	2.1	21.8	113	*156	1.8	5.0	96	**88	1.1	2.8	61
OUTDOOR LIFE	5024	1657	3.1	33.0	105	1191	3.7	23.7	123	*330	3.8	6.6	125	*212	2.7	4.2	91
PARADE MAGAZINE	51292	18099	34.4	35.3	112	10563	32.7	20.6	107	3143	35.7	6.1	117	2828	36.2	5.5	118

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECISION MAKERS FOR BRANDS OF ANY DISTILLED LIQUORS OR WINES OTHERS DRINK OR ARE SERVED IN THE HOME
(ADULTS)

	TOTAL	YOURSELF				YOUR HUSBAND/WIFE				OTHER MALE				OTHER FEMALE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	52615	100.0	31.4	100	32293	100.0	19.3	100	8797	100.0	5.2	100	7805	100.0	4.7	100
PARENTS	5298	1774	3.4	33.5	107	1737	5.4	32.8	170	*298	3.4	5.6	107	*210	2.7	4.0	85
PENTHOUSE	5129	2102	4.0	41.0	131	981	3.0	19.1	99	504	5.7	9.8	187	*428	5.5	8.3	179
PEOPLE	21070	8050	15.3	38.2	122	4498	13.9	21.3	111	1647	18.7	7.8	149	1506	19.3	7.1	154
PLAYBOY	10562	4449	8.5	42.1	134	2058	6.4	19.5	101	775	8.8	7.3	140	869	11.1	8.2	177
POPULAR HOT RODDING	2498	784	1.5	31.4	100	332	1.0	13.3	69	**221	2.5	8.8	169	**164	2.1	6.6	141
POPULAR MECHANICS	5887	1986	3.8	33.7	108	1579	4.9	26.8	139	*358	4.1	6.1	116	*329	4.2	5.6	120
POPULAR SCIENCE	4317	1664	3.2	38.5	123	1223	3.8	28.3	147	*237	2.7	5.5	105	**202	2.6	4.7	101
PREVENTION	5792	1937	3.7	33.4	107	987	3.1	17.0	89	*215	2.4	3.7	71	**120	1.5	2.1	45
PSYCHOLOGY TODAY	3284	1429	2.7	43.5	139	620	1.9	18.9	98	*200	2.3	6.1	116	*177	2.3	5.4	116
READER'S DIGEST	40046	13254	25.2	33.1	106	8972	27.8	22.4	116	1744	19.8	4.4	83	1626	20.8	4.1	87
REDBOOK	9584	3487	6.6	36.4	116	2451	7.6	25.6	133	569	6.5	5.9	113	537	6.9	5.6	120
ROAD & TRACK	2590	1130	2.1	43.6	139	507	1.6	19.6	102	**289	3.3	11.2	213	*270	3.5	10.4	224
ROLLING STONE	3302	1562	3.0	47.3	151	353	1.1	10.7	56	450	5.1	13.6	260	*464	5.9	14.1	302
RUNNER'S WORLD	1229	485	0.9	39.5	126	*290	0.9	23.6	123	**66	0.8	5.4	102	**87	1.1	7.1	152
SATURDAY EVENING POST	2110	714	1.4	33.8	108	355	1.1	16.8	87	**155	1.8	7.3	140	**75	1.0	3.6	76
SCIENCE 84	1543	753	1.4	48.8	156	380	1.2	24.6	128	**145	1.6	9.4	179	**47	0.6	3.0	65
SCIENCE DIGEST	1747	749	1.4	42.9	137	342	1.1	19.6	102	**118	1.3	6.8	129	**51	0.7	2.9	63
SCIENTIFIC AMERICAN	1994	1049	2.0	52.6	168	549	1.7	27.5	143	*244	2.8	12.2	233	**111	1.4	5.6	120
SELF	3119	1320	2.5	42.3	135	624	1.9	20.0	104	*390	4.4	12.5	238	*246	3.2	7.9	169
SEVENTEEN	3923	1366	2.6	34.8	111	702	2.2	17.9	93	*359	4.1	9.2	174	*386	4.9	9.8	211
SKI	1501	627	1.2	41.8	133	233	0.7	15.5	81	**97	1.1	6.5	123	**116	1.5	7.7	166
SMITHSONIAN	5976	2925	5.6	48.9	156	1440	4.5	24.1	125	397	4.5	6.6	127	*266	3.4	4.5	96
SOAP OPERA DIGEST	4228	1260	2.4	29.8	95	769	2.4	18.2	94	*241	2.7	5.7	109	*294	3.8	7.0	149
SOUTHERN LIVING	6488	2068	3.9	31.9	102	1398	4.3	21.5	112	*336	3.8	5.2	99	**127	1.6	2.0	42
SPORT	3500	1383	2.6	39.5	126	657	2.0	18.8	97	*311	3.5	8.9	169	*167	2.1	4.8	103
THE SPORTING NEWS	2456	936	1.8	38.1	121	424	1.3	17.3	90	**155	1.8	6.3	120	*267	3.4	10.9	234
SPORTS AFIELD	3648	1402	2.7	38.4	123	886	2.7	24.3	126	*211	2.4	5.8	110	*165	2.1	4.5	97
SPORTS ILLUSTRATED	14484	5601	10.6	38.7	123	2759	8.5	19.0	99	986	11.2	6.8	130	914	11.7	6.3	136
STAR	12661	3609	6.9	28.5	91	2078	6.4	16.4	85	805	9.2	6.4	121	890	11.4	7.0	151
SUNDAY	52799	19389	36.9	36.7	117	11734	36.3	22.2	115	3455	39.3	6.5	125	3163	40.5	6.0	129
SUNSET	3513	1891	3.6	53.8	172	1215	3.8	34.6	180	*179	2.0	5.1	97	**177	2.3	5.0	108
TV GUIDE	42766	13893	26.4	32.5	104	7815	24.2	18.3	95	2563	29.1	6.0	114	2489	31.9	5.8	125
TENNIS	1254	597	1.1	47.6	152	312	1.0	24.9	129	**65	0.7	5.2	99	**36	0.5	2.9	62
TIME	22054	8868	16.9	40.2	128	5090	15.8	23.1	120	1571	17.9	7.1	136	1442	18.5	6.5	141
TOWN & COUNTRY	1555	807	1.5	51.9	165	329	1.0	21.2	110	**100	1.1	6.4	123	**76	1.0	4.9	105
TRAVEL & LEISURE	2173	1218	2.3	56.1	179	613	1.9	28.2	147	**76	0.9	3.5	67	**99	1.3	4.6	98
TRUE STORY	4636	1159	2.2	25.0	80	661	2.0	14.3	74	*348	4.0	7.5	143	*249	3.2	5.4	115
U.S.NEWS & WORLD REPORT	10353	4008	7.6	38.7	123	2306	7.1	22.3	116	586	6.7	5.7	108	423	5.4	4.1	88
USA TODAY	4994	2360	4.5	47.3	151	1567	4.9	31.4	163	276	3.1	5.5	105	*235	3.0	4.7	101
US	3528	1512	2.9	42.9	137	631	2.0	17.9	93	*308	3.5	8.7	166	*265	3.4	7.5	161
VOGUE	5424	2141	4.1	39.5	126	1080	3.3	19.9	103	470	5.3	8.7	165	489	6.3	9.0	194
WALL STREET JOURNAL	6292	2949	5.6	46.9	149	1811	5.6	28.8	149	330	3.8	5.2	100	311	4.0	4.9	106
WEIGHT WATCHERS	2762	978	1.9	35.4	113	581	1.8	21.0	109	*263	3.0	9.5	182	**191	2.4	6.9	149
WOMAN'S DAY	16320	5326	10.1	32.6	104	3942	12.2	24.2	125	886	10.1	5.4	104	816	10.5	5.0	107
WORKING MOTHER	1496	670	1.3	44.8	143	363	1.1	24.3	126	**136	1.5	9.1	173	**98	1.3	6.6	141
WORKING WOMAN	1851	777	1.5	42.0	134	381	1.2	20.6	107	**186	2.1	10.0	192	**107	1.4	5.8	124
WORLD TENNIS	580	*265	0.5	45.7	146	*163	0.5	28.1	146	**23	0.3	4.0	76	**22	0.3	3.8	82
ZIFF-DAVIS MAG NETWK (GROSS)	12412	5064	9.6	40.8	130	2075	6.4	16.7	87	1084	12.3	8.7	167	933	12.0	7.5	162
BLAIR INSERTS	91671	33592	63.8	36.6	117	20573	63.7	22.4	117	5580	63.4	6.1	116	5042	64.6	5.5	118
DAILY NEWSPAPERS																	
READ ANY	109190	36866	70.1	33.8	108	23159	71.7	21.2	110	6027	68.5	5.5	105	5489	70.3	5.0	108
READ ONE	89587	29398	55.9	32.8	105	18420	57.0	20.6	107	4950	56.3	5.5	105	4503	57.7	5.0	108
READ TWO OR MORE	19602	7469	14.2	38.1	121	4739	14.7	24.2	126	1076	12.2	5.5	105	987	12.6	5.0	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	38576	73.3	35.2	112	24231	75.0	22.1	115	6434	73.1	5.9	112	5756	73.7	5.2	113
READ ONE	95074	32448	61.7	34.1	109	20380	63.1	21.4	111	5414	61.5	5.7	109	4863	62.3	5.1	110
READ TWO OR MORE	14588	6128	11.6	42.0	134	3851	11.9	26.4	137	1020	11.6	7.0	133	893	11.4	6.1	132
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.59				29.25				35.34				32.86			
30 DAY REACH	149706	48079	91.4	32.1	102	29470	91.3	19.7	102	7986	90.8	5.3	102	7162	91.8	4.8	103
50 SHWG - 30 DAY AV FREQ	15.16	16.44				15.27				18.33				17.20			
30 DAY REACH	142406	46241	87.9	32.5	104	28243	87.5	19.8	103	7696	87.5	5.4	103	6845	87.7	4.8	103
25 SHWG - 30 DAY AV FREQ	8.23	8.80				8.18				9.97				9.27			
30 DAY REACH	131152	43206	82.1	32.9	105	26388	81.7	20.1	105	7089	80.6	5.4	103	6333	81.1	4.8	104
CABLE TV: HOME WIRED	66879	22856	43.4	34.2	109	15096	46.7	22.6	117	4069	46.3	6.1	116	3786	48.5	5.7	122
HOME NOT WIRED	100848	29759	56.6	29.5	94	17197	53.3	17.1	89	4728	53.7	4.7	89	4019	51.5	4.0	86
HAVE PAY CABLE	35024	13180	25.0	37.6	120	9084	28.1	25.9	135	2558	29.1	7.3	139	2502	32.1	7.1	154

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DECISION MAKERS FOR BRANDS OF ANY DISTILLED LIQUORS OR WINES OTHERS DRINK OR ARE SERVED IN THE HOME
(ADULTS)

			YOURSELF				YOUR HUSBAND/WIFE				OTHER MALE				OTHER FEMALE			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	52615	100.0	31.4	100	32293	100.0	19.3	100	8797	100.0	5.2	100	7805	100.0	4.7	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	32104	61.0	33.6	107	20082	62.2	21.0	109	5366	61.0	5.6	107	4638	59.4	4.9	104
10:00 AM - 3:00 PM		63599	20416	38.8	32.1	102	12509	38.7	19.7	102	3158	35.9	5.0	95	3105	39.8	4.9	105
3:00 PM - 7:00 PM		72097	25351	48.2	35.2	112	15241	47.2	21.1	110	4079	46.4	5.7	108	3506	44.9	4.9	105
7:00 PM - MIDNIGHT		36670	12391	23.6	33.8	108	6222	19.3	17.0	88	2490	28.3	6.8	129	2368	30.3	6.5	139
MIDNIGHT - 6:00 AM		21908	7856	14.9	35.9	114	4229	13.1	19.3	100	1350	15.3	6.2	117	1333	17.1	6.1	131
6:00 AM - MIDNIGHT		127571	42458	80.7	33.3	106	25994	80.5	20.4	106	7055	80.2	5.5	105	6392	81.9	5.0	108
ENTIRE DAY		129239	42990	81.7	33.3	106	26276	81.4	20.3	106	7227	82.2	5.6	107	6545	83.9	5.1	109
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	11585	22.0	34.1	109	8084	25.0	23.8	123	1917	21.8	5.6	107	1726	22.1	5.1	109
ALL NEWS		6062	2477	4.7	40.9	130	1339	4.1	22.1	115	*196	2.2	3.2	62	317	4.1	5.2	112
AOR/PROGRESSIVE		11884	4474	8.5	37.6	120	2062	6.4	17.4	90	1102	12.5	9.3	177	862	11.0	7.3	156
BEAUTIFUL MUSIC		11180	3766	7.2	33.7	107	2532	7.8	22.6	118	406	4.6	3.6	69	489	6.3	4.4	94
BLACK		4538	1190	2.3	26.2	84	635	2.0	14.0	73	*203	2.3	4.5	85	*226	2.9	5.0	107
CLASSICAL		3857	1713	3.3	44.4	142	819	2.5	21.2	110	*238	2.7	6.2	118	**177	2.3	4.6	99
CHR/ROCK		21946	8166	15.5	37.2	119	4526	14.0	20.6	107	1703	19.4	7.8	148	1378	17.7	6.3	135
COUNTRY		27262	7851	14.9	28.8	92	5515	17.1	20.2	105	912	10.4	3.3	64	948	12.1	3.5	75
GOLDEN OLDIES		3339	1169	2.2	35.0	112	652	2.0	19.5	101	*210	2.4	6.3	120	**166	2.1	5.0	107
MOR/NOSTALGIA		10346	3660	7.0	35.4	113	2094	6.5	20.2	105	529	6.0	5.1	97	537	6.9	5.2	112
NEWS/TALK		8929	3402	6.5	38.1	121	2037	6.3	22.8	118	425	4.8	4.8	91	477	6.1	5.3	115
RELIGIOUS		5488	1335	2.5	24.3	78	726	2.2	13.2	69	*233	2.6	4.2	81	*221	2.8	4.0	87
SOFT ROCK		1232	496	0.9	40.3	128	292	0.9	23.7	123	**109	1.2	8.8	169	**91	1.2	7.4	159
URBAN CONTEMPORARY		3184	1051	2.0	33.0	105	335	1.0	10.5	55	*161	1.8	5.1	96	*261	3.3	8.2	176
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	2317	4.4	33.5	107	1424	4.4	20.6	107	511	5.8	7.4	141	*426	5.5	6.2	132
ABC DIRECTION		5212	1715	3.3	32.9	105	1117	3.5	21.4	111	*210	2.4	4.0	77	*261	3.3	5.0	108
ABC ENTERTAINMENT		10385	3210	6.1	30.9	99	2163	6.7	20.8	108	465	5.3	4.5	85	316	4.0	3.0	65
ABC FM		4762	1621	3.1	34.0	109	806	2.5	16.9	88	*226	2.6	4.7	90	*326	4.2	6.8	147
ABC INFORMATION		11339	3885	7.4	34.3	109	2838	8.8	25.0	130	544	6.2	4.8	91	529	6.8	4.7	100
ABC ROCK		4878	1753	3.3	35.9	115	861	2.7	17.7	92	492	5.6	10.1	192	377	4.8	7.7	166
CBS		10709	3999	7.6	37.3	119	2327	7.2	21.7	113	454	5.2	4.2	81	552	7.1	5.2	111
MUTUAL		10251	3329	6.3	32.5	104	2188	6.8	21.3	111	329	3.7	3.2	61	454	5.8	4.4	95
NBC		12243	4271	8.1	34.9	111	2797	8.7	22.8	119	379	4.3	3.1	59	465	6.0	3.8	82
RADIORADIO		4606	1690	3.2	36.7	117	894	2.8	19.4	101	*227	2.6	4.9	94	*259	3.3	5.6	121
RKO ONE		5148	2045	3.9	39.7	127	986	3.1	19.2	99	461	5.2	9.0	171	316	4.0	6.1	132
RKO TWO		7313	2333	4.4	31.9	102	1516	4.7	20.7	108	354	4.0	4.8	92	342	4.4	4.7	100
THE SOURCE		5981	1976	3.8	33.0	105	993	3.1	16.6	86	534	6.1	8.9	170	344	4.4	5.8	124
NON-WIRED : BLAIR		19329	6212	11.8	32.1	102	4131	12.8	21.4	111	953	10.8	4.9	94	919	11.8	4.8	102
INTERNET		27139	9781	18.6	36.0	115	5909	18.3	21.8	113	1601	18.2	5.9	112	1303	16.7	4.8	103
KATZ RADIO GROUP		36319	12999	24.7	35.8	114	7882	24.4	21.7	113	1976	22.5	5.4	104	1974	25.3	5.4	117
SUPERNET		22361	7564	14.4	33.8	108	4441	13.8	19.9	103	1308	14.9	5.8	112	1096	14.0	4.9	105
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	4173	7.9	28.7	92	2470	7.6	17.0	88	668	7.6	4.6	88	636	8.1	4.4	94
WKDAY 9:00 AM - 1:00 PM		18688	4754	9.0	25.4	81	2954	9.1	15.8	82	837	9.5	4.5	85	877	11.2	4.7	101
WKDAY 1:00 PM - 4:30 PM		24061	6079	11.6	25.3	81	3863	12.0	16.1	83	1019	11.6	4.2	81	1037	13.3	4.3	93
WKDAY 4:30 PM - 7:30 PM		44079	12643	24.0	28.7	91	7840	24.3	17.8	92	2010	22.8	4.6	87	2022	25.9	4.6	99
WKDAY 7:30 PM - 8:00 PM		61979	18081	34.4	29.2	93	11332	35.1	18.3	95	2824	32.1	4.6	87	2801	35.9	4.5	97
WKDAY 11:00 PM - 11:30 PM		49084	15133	28.8	30.8	98	9421	29.2	19.2	100	2431	27.6	5.0	94	2305	29.5	4.7	101
WKDAY 11:30 PM - 1:00 AM		16560	5141	9.8	31.0	99	2974	9.2	18.0	93	913	10.4	5.5	105	907	11.6	5.5	118
M-SAT 8-11 PM+SUN 7-11 PM		66967	20805	39.5	31.1	99	13127	40.6	19.6	102	3266	37.1	4.9	93	3108	39.8	4.6	100
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	2491	4.7	26.9	86	1642	5.1	17.7	92	497	5.6	5.4	102	515	6.6	5.6	119
ANOTHER WORLD	N	6138	1289	2.4	21.0	67	884	2.7	14.4	75	171	1.9	2.8	53	182	2.3	3.0	64
AS THE WORLD TURNS	C	7707	1815	3.4	23.6	75	1143	3.5	14.8	77	321	3.6	4.2	79	325	4.2	4.2	91
CAPITOL	C	4688	1236	2.3	26.4	84	735	2.3	15.7	81	225	2.6	4.8	92	*186	2.4	4.0	85
CBS MORN. NEWS 1	C	2792	837	1.6	30.0	96	491	1.5	17.6	91	169	1.9	6.1	115	*97	1.2	3.5	75
CBS MORN. NEWS 2	C	2071	570	1.1	27.5	88	327	1.0	15.8	82	*83	0.9	4.0	76	*63	0.8	3.0	65
DAYS OF OUR LIVES	N	8018	1911	3.6	23.8	76	1302	4.0	16.2	84	310	3.5	3.9	74	335	4.3	4.2	90
FACTS OF LIFE - DAYTIME	N	3487	771	1.5	22.1	70	487	1.5	14.0	73	*127	1.4	3.6	69	*151	1.9	4.3	93
FAMILY FEUD	A	4817	1180	2.2	24.5	78	686	2.1	14.2	74	189	2.1	3.9	75	195	2.5	4.0	87
GENERAL HOSPITAL	A	8333	2126	4.0	25.5	81	1411	4.4	16.9	88	423	4.8	5.1	97	371	4.8	4.5	96
GOOD MORNING, AMERICA-730	A	5472	1622	3.1	29.6	94	988	3.1	18.1	94	164	1.9	3.0	57	173	2.2	3.2	68
GOOD MORNING, AMERICA-830	A	3965	1165	2.2	29.4	94	756	2.3	19.1	99	126	1.4	3.2	61	175	2.2	4.4	95
GUIDING LIGHT	C	7542	1969	3.7	26.1	83	1155	3.6	15.3	80	332	3.8	4.4	84	342	4.4	4.5	97
ONE LIFE TO LIVE	A	6018	1560	3.0	25.9	83	1086	3.4	18.0	94	199	2.3	3.3	63	306	3.9	5.1	109
PRESS YOUR LUCK	C	3589	901	1.7	25.1	80	670	2.1	18.7	97	*85	1.0	2.4	45	*119	1.5	3.3	71
PRICE IS RIGHT 1	C	7418	1767	3.4	23.8	76	1069	3.3	14.4	75	324	3.7	4.4	83	267	3.4	3.6	77
PRICE IS RIGHT 2	C	8276	2025	3.8	24.5	78	1195	3.7	14.4	75	392	4.5	4.7	90	330	4.2	4.0	86
RYAN'S HOPE	A	4358	1204	2.3	27.6	88	716	2.2	16.4	85	212	2.4	4.9	93	213	2.7	4.9	105
SALE OF THE CENTURY	N	3749	769	1.5	20.5	65	511	1.6	13.6	71	*130	1.5	3.5	66	148	1.9	3.9	85
SEARCH FOR TOMORROW	N	2884	608	1.2	21.1	67	378	1.2	13.1	68	*146	1.7	5.1	97	*116	1.5	4.0	86
TODAY SHOW 1	N	4869	1453	2.8	29.8	95	796	2.5	16.3	85	270	3.1	5.5	106	242	3.1	5.0	107
TODAY SHOW 2	N	4135	1064	2.0	25.7	82	646	2.0	15.6	81	141	1.6	3.4	65	224	2.9	5.4	116
$25,000 PYRAMID	C	4361	1099	2.1	25.2	80	734	2.3	16.8	87	198	2.3	4.5	87	235	3.0	5.4	116
WHEEL OF FORTUNE	N	6187	1495	2.8	24.2	77	870	2.7	14.1	73	234	2.7	3.8	72	275	3.5	4.4	96
YOUNG AND THE RESTLESS	C	8186	1701	3.2	20.8	66	1057	3.3	12.9	67	367	4.2	4.5	85	365	4.7	4.5	96
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	1567	3.0	33.1	106	862	2.7	18.2	95	*214	2.4	4.5	86	279	3.6	5.9	127
NBA PLAYOFF GAME -1	C	5127	1701	3.2	33.2	106	837	2.6	16.3	85	349	4.0	6.8	130	292	3.7	5.7	122
NBC MAJOR LEAGUE PRE-GAME	N	3945	1156	2.2	29.3	93	559	1.7	14.2	74	**114	1.3	2.9	55	*137	1.8	3.5	75
SPORTSWORLD - SUN	N	3370	1026	2.0	30.4	97	576	1.8	17.1	89	*180	2.0	5.3	102	*243	3.1	7.2	155
SUNDAY MORNING	C	4200	1559	3.0	37.1	118	832	2.6	19.8	103	*174	2.0	4.1	79	*182	2.3	4.3	93

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECISION MAKERS FOR BRANDS OF ANY DISTILLED LIQUORS OR WINES OTHERS DRINK OR ARE SERVED IN THE HOME
(ADULTS)

		TOTAL	YOURSELF				YOUR HUSBAND/WIFE				OTHER MALE				OTHER FEMALE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	52615	100.0	31.4	100	32293	100.0	19.3	100	8797	100.0	5.2	100	7805	100.0	4.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	14748	28.0	28.2	90	9460	29.3	18.1	94	2167	24.6	4.1	79	2155	27.6	4.1	89
NETWORK AFFILIATES - LATE		39164	11867	22.6	30.3	97	7548	23.4	19.3	100	1846	21.0	4.7	90	1738	22.3	4.4	95
INDEPENDENTS - LATE		5133	1916	3.6	37.3	119	1092	3.4	21.3	110	374	4.3	7.3	139	299	3.8	5.8	125
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	6277	11.9	27.5	88	4127	12.8	18.1	94	794	9.0	3.5	66	813	10.4	3.6	77
ABC MONDAY NIGHT MOVIE	A	11258	3542	6.7	31.5	100	2343	7.3	20.8	108	537	6.1	4.8	91	434	5.6	3.9	83
ABC SUNDAY NIGHT MOVIE	A	23600	7450	14.2	31.6	101	4779	14.8	20.3	105	1230	14.0	5.2	99	1067	13.7	4.5	97
ABC WORLD NEWS TONIGHT	A	12801	3680	7.0	28.7	92	2366	7.3	18.5	96	569	6.5	4.4	85	576	7.4	4.5	97
AFTERMASH	C	10966	3322	6.3	30.3	97	2030	6.3	18.5	96	516	5.9	4.7	90	522	6.7	4.8	102
ALICE	C	17050	5184	9.9	30.4	97	3155	9.8	18.5	96	727	8.3	4.3	81	816	10.5	4.8	103
AMERICAN PARADE	C	11998	3481	6.6	29.0	92	2059	6.4	17.2	89	588	6.7	4.9	93	513	6.6	4.3	92
BENSON	A	19258	5655	10.7	29.4	94	3908	12.1	20.3	105	817	9.3	4.2	81	734	9.4	3.8	82
BLUE THUNDER	A	11478	3283	6.2	28.6	91	2139	6.6	18.6	97	451	5.1	3.9	75	537	6.9	4.7	101
CAGNEY & LACEY	C	18263	6009	11.4	32.9	105	3924	12.2	21.5	112	853	9.7	4.7	89	730	9.4	4.0	86
CBS EVENING NEWS-DEAN	C	7733	2279	4.3	29.5	94	1273	3.9	16.5	86	351	4.0	4.5	87	368	4.7	4.8	102
CBS EVENING NEWS-RATHER	C	15653	4583	8.7	29.3	93	2698	8.4	17.2	90	699	7.9	4.5	85	658	8.4	4.2	90
CBS SAT. NEWS-SCHIEFFER	C	8744	2368	4.5	27.1	86	1463	4.5	16.7	87	358	4.1	4.1	78	384	4.9	4.4	94
CBS SATURDAY NIGHT MOVIE	C	12000	3657	7.0	30.5	97	2249	7.0	18.7	97	491	5.6	4.1	78	561	7.2	4.7	100
CBS WEDNESDAY NIGHT MOVIE	C	11522	3348	6.4	29.1	93	2124	6.6	18.4	96	582	6.6	5.1	96	493	6.3	4.3	92
CHEERS	N	16818	6011	11.4	35.7	114	4021	12.5	23.9	124	1021	11.6	6.1	116	908	11.6	5.4	116
DALLAS	C	37510	11388	21.6	30.4	97	7323	22.7	19.5	101	1493	17.0	4.0	76	1434	18.4	3.8	82
DIFF'RENT STROKES	N	11258	2868	5.5	25.5	81	1984	6.1	17.6	92	555	6.3	4.9	94	402	5.2	3.6	77
DOUBLE TROUBLE	N	12248	3556	6.8	29.0	93	2334	7.2	19.1	99	583	6.6	4.8	91	482	6.2	3.9	85
DUCK FACTORY	N	11100	3906	7.4	35.2	112	2554	7.9	23.0	120	648	7.4	5.8	111	567	7.3	5.1	110
DUKES OF HAZZARD	C	12353	3182	6.0	25.8	82	1853	5.7	15.0	78	541	6.1	4.4	84	504	6.5	4.1	88
DYNASTY	A	33279	9914	18.8	29.8	95	6178	19.1	18.6	96	1603	18.2	4.8	92	1668	21.4	5.0	108
FACTS OF LIFE	N	13410	3595	6.8	26.8	85	2395	7.4	17.9	93	559	6.4	4.2	79	430	5.5	3.2	69
FALCON CREST	C	31093	9491	18.0	30.5	97	5960	18.5	19.2	100	1381	15.7	4.4	85	1208	15.5	3.9	83
FALL GUY	A	18649	5385	10.2	28.9	92	3239	10.0	17.4	90	876	10.0	4.7	90	785	10.1	4.2	90
FAMILY TIES	N	13101	3666	7.0	28.0	89	2496	7.7	19.1	99	665	7.6	5.1	97	596	7.6	4.5	98
FANTASY ISLAND	A	13069	3959	7.5	30.3	97	2320	7.2	17.8	92	556	6.3	4.3	81	505	6.5	3.9	83
FOULUPS,BLEEPS & BLUNDERS	A	16588	5092	9.7	30.7	98	3281	10.2	19.8	103	848	9.6	5.1	97	854	10.9	5.1	111
FOUR SEASONS	C	9302	2925	5.6	31.4	100	1663	5.1	17.9	93	*445	5.1	4.8	91	*462	5.9	5.0	107
GIMME A BREAK	N	13955	3357	6.4	24.1	77	2252	7.0	16.1	84	657	7.5	4.7	90	570	7.3	4.1	88
HART TO HART	A	15735	4595	8.7	29.2	93	2825	8.7	18.0	93	598	6.8	3.8	72	633	8.1	4.0	86
HILL STREET BLUES	N	18257	6683	12.7	36.6	117	3938	12.2	21.6	112	1132	12.9	6.2	118	904	11.6	5.0	106
HOTEL	A	24236	6913	13.1	28.5	91	4356	13.5	18.0	93	1016	11.5	4.2	80	1068	13.7	4.4	95
JEFFERSONS	C	17010	5024	9.5	29.5	94	2921	9.0	17.2	89	731	8.3	4.3	82	795	10.2	4.7	100
JENNIFER SLEPT HERE	N	9397	2508	4.8	26.7	85	1737	5.4	18.5	96	491	5.6	5.2	100	354	4.5	3.8	81
KATE & ALLIE	C	16762	5328	10.1	31.8	101	3647	11.3	21.8	113	878	10.0	5.2	100	745	9.5	4.4	96
KNIGHT RIDER	N	13164	3823	7.3	29.0	93	2307	7.1	17.5	91	717	8.2	5.4	104	608	7.8	4.6	99
LOVE BOAT	A	20400	5774	11.0	28.3	90	3701	11.5	18.1	94	860	9.8	4.2	80	743	9.5	3.6	78
MAGNUM PI	C	22543	6776	12.9	30.1	96	4447	13.8	19.7	102	977	11.1	4.3	83	1003	12.9	4.4	96
MAMA'S FAMILY	N	9852	2692	5.1	27.3	87	2029	6.3	20.6	107	402	4.6	4.1	78	407	5.2	4.1	89
MASTER, THE	N	8082	2450	4.7	30.3	97	1453	4.5	18.0	93	326	3.7	4.0	77	333	4.3	4.1	89
MATT HOUSTON	A	12881	4098	7.8	31.8	101	2581	8.0	20.0	104	643	7.3	5.0	95	694	8.9	5.4	116
NBC MONDAY NIGHT MOVIE	N	23889	7692	14.6	32.2	103	4670	14.5	19.5	102	1330	15.1	5.6	106	1241	15.9	5.2	112
NBC NIGHTLY NEWS	N	11156	3103	5.9	27.8	89	2284	7.1	20.5	106	492	5.6	4.4	84	530	6.8	4.8	102
NBC NIGHTLY NEWS-SAT	N	7363	2075	3.9	28.2	90	1417	4.4	19.2	100	*252	2.9	3.4	65	271	3.5	3.7	79
NBC NIGHTLY NEWS-SUN	N	6214	1862	3.5	30.0	96	1116	3.5	18.0	93	*251	2.9	4.0	77	*239	3.1	3.8	83
NBC SUNDAY NIGHT MOVIE	N	17590	5590	10.6	31.8	101	3540	11.0	20.1	105	1077	12.2	6.1	117	1050	13.5	6.0	128
NEWHART	C	16740	5248	10.0	31.4	100	3598	11.1	21.5	112	782	8.9	4.7	89	766	9.8	4.6	98
ONE DAY AT A TIME	C	11820	3322	6.3	28.1	90	1944	6.0	16.4	85	594	6.8	5.0	96	500	6.4	4.2	91
PEOPLE ARE FUNNY	N	9138	2406	4.6	26.3	84	1680	5.2	18.4	95	390	4.4	4.3	81	359	4.6	3.9	84
REAL PEOPLE	N	15979	4082	7.8	25.5	81	2802	8.7	17.5	91	647	7.4	4.0	77	633	8.1	4.0	85
REMINGTON STEELE	N	14395	4439	8.4	30.8	98	3008	9.3	20.9	109	679	7.7	4.7	90	632	8.1	4.4	94
RIPLEY'S BELIEVE IT - NOT	A	11362	3659	7.0	32.2	103	2373	7.3	20.9	108	619	7.0	5.4	104	570	7.3	5.0	108
RIPTIDE	N	13920	4154	7.9	29.8	95	2549	7.9	18.3	95	616	7.0	4.4	84	603	7.7	4.3	93
SCARECROW & MRS. KING	C	17571	5100	9.7	29.0	93	3110	9.6	17.7	92	946	10.8	5.4	103	808	10.4	4.6	99
SIMON & SIMON	C	20208	6176	11.7	30.6	97	3670	11.4	18.2	94	861	9.8	4.3	81	805	10.3	4.0	86
60 MINUTES	C	27668	8579	16.3	31.0	99	5016	15.5	18.1	94	1276	14.5	4.6	88	1207	15.5	4.4	94
ST. ELSEWHERE	N	13699	4560	8.7	33.3	106	2891	9.0	21.1	110	632	7.2	4.6	88	542	6.9	4.0	85
THREE'S COMPANY	A	20632	6163	11.7	29.9	95	4261	13.2	20.7	107	1141	13.0	5.5	105	799	10.2	3.9	83
T.J. HOOKER	A	17136	4740	9.0	27.7	88	2928	9.1	17.1	89	701	8.0	4.1	78	713	9.1	4.2	89
TONIGHT SHOW	N	4963	1641	3.1	33.1	105	911	2.8	18.4	95	295	3.4	5.9	113	278	3.6	5.6	120
TRAPPER JOHN, M.D.	C	16332	4742	9.0	29.0	93	2867	8.9	17.6	91	702	8.0	4.3	82	734	9.4	4.5	97
TV BLOOPERS & PRAC. JOKES	N	18881	5662	10.8	30.0	96	3812	11.8	20.2	105	786	8.9	4.2	79	958	12.3	5.1	109
20/20	A	18315	5424	10.3	29.6	94	3703	11.5	20.2	105	647	7.4	3.5	67	602	7.7	3.3	71
WEBSTER	A	18722	5521	10.5	29.5	94	3757	11.6	20.1	104	789	9.0	4.2	80	805	10.3	4.3	92
WORLD NEWS - SUN	A	5327	1561	3.0	29.3	93	1044	3.2	19.6	102	*250	2.8	4.7	89	*228	2.9	4.3	92
YELLOW ROSE	N	8370	2495	4.7	29.8	95	1381	4.3	16.5	86	339	3.9	4.1	77	316	4.0	3.8	81
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	9144	17.4	35.4	113	5539	17.2	21.4	111	1106	12.6	4.3	82	1202	15.4	4.6	100
BASKETBALL - COLLEGE GAMES		14468	5121	9.7	35.4	113	3015	9.3	20.8	108	584	6.6	4.0	77	694	8.9	4.8	103
BASKETBALL - PRO GAMES		12124	4127	7.8	34.0	109	2284	7.1	18.8	98	605	6.9	5.0	95	*492	6.3	4.1	87
BOWLING		9412	2896	5.5	30.8	98	2193	6.8	23.3	121	*420	4.8	4.5	85	**355	4.5	3.8	81
BOXING		15409	5386	10.2	35.0	111	3310	10.2	21.5	112	913	10.4	5.9	113	629	8.1	4.1	88
FOOTBALL - COLLEGE GAMES		21400	7820	14.9	36.5	116	5093	15.8	23.8	124	1031	11.7	4.8	92	955	12.2	4.5	96
FOOTBALL - PRO GAMES		35944	14565	27.7	40.5	129	8843	27.4	24.6	128	2164	24.6	6.0	115	2137	27.4	5.9	128
GOLF		9759	4174	7.9	42.8	136	2615	8.1	26.8	139	*652	7.4	6.7	127	*448	5.7	4.6	99
POST-SEASON COLL. FOOTBALL		18123	7370	14.0	40.7	130	4183	13.0	23.1	120	1061	12.1	5.9	112	924	11.8	5.1	110
POST-SEASON PRO FOOTBALL		22091	9298	17.7	42.1	134	5514	17.1	25.0	130	1513	17.2	6.8	131	1210	15.5	5.5	118
TENNIS		6764	2627	5.0	38.8	124	1681	5.2	24.9	129	*450	5.1	6.7	127	*488	6.3	7.2	155
WRESTLING - PROFESSIONAL		9695	2660	5.1	27.4	87	1557	4.8	16.1	83	*603	6.9	6.2	119	*383	4.9	4.0	85

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

	TOTAL U.S. '000	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	76065	100.0	45.4	100	73144	100.0	43.6	100	70856	100.0	42.2	100	77105	100.0	46.0	100
MALES	79263	45552	59.9	57.5	127	44283	60.5	55.9	128	43035	60.7	54.3	129	34705	45.0	43.8	95
FEMALES	88464	30513	40.1	34.5	76	28861	39.5	32.6	75	27821	39.3	31.4	74	42399	55.0	47.9	104
18 - 24	28671	16149	21.2	56.3	124	15561	21.3	54.3	124	15113	21.3	52.7	125	13658	17.7	47.6	104
25 - 34	39536	21761	28.6	55.0	121	21055	28.8	53.3	122	20641	29.1	52.2	124	20672	26.8	52.3	114
35 - 44	28978	13971	18.4	48.2	106	13432	13.4	46.4	106	13084	18.5	45.2	107	14492	18.8	50.0	109
45 - 54	22345	9734	12.8	43.6	96	9286	12.7	41.6	95	8916	12.6	39.9	94	10446	13.5	46.7	102
55 - 64	22224	8155	10.7	36.7	81	7902	10.8	35.6	82	7621	10.8	34.3	81	9246	12.0	41.6	91
65 OR OLDER	25973	6294	8.3	24.2	53	5908	8.1	22.7	52	5481	7.7	21.1	50	8591	11.1	33.1	72
18 - 34	68207	37910	49.8	55.6	123	36616	50.1	53.7	123	35754	50.5	52.4	124	34330	44.5	50.3	109
18 - 49	108058	56765	74.6	52.5	116	54686	74.8	50.6	116	53350	75.3	49.4	117	53946	70.0	49.9	109
25 - 54	90859	45466	59.8	50.0	110	43773	59.8	48.2	110	42641	60.2	46.9	111	45610	59.2	50.2	109
35 - 49	39851	18855	24.8	47.3	104	18070	24.7	45.3	104	17595	24.8	44.2	105	19616	25.4	49.2	107
50 OR OLDER	59669	19300	25.4	32.3	71	18458	25.2	30.9	71	17506	24.7	29.3	69	23159	30.0	38.8	84
GRADUATED COLLEGE	28091	15228	20.0	54.2	120	14943	20.4	53.2	122	14549	20.5	51.8	123	18114	23.5	64.5	140
ATTENDED COLLEGE	28938	14663	19.3	50.7	112	14251	19.5	49.2	113	13874	19.6	47.9	113	16443	21.3	56.8	124
GRADUATED HIGH SCHOOL	65503	30323	39.9	46.3	102	29243	40.0	44.6	102	28305	39.9	43.2	102	29516	38.3	45.1	98
DID NOT GRADUATE HIGH SCHOOL	45195	15850	20.8	35.1	77	14707	20.1	32.5	75	14128	19.9	31.3	74	13033	16.9	28.8	63
EMPLOYED MALES	56429	34829	45.8	61.7	136	33933	46.4	60.1	138	33128	46.8	58.7	139	26517	34.4	47.0	102
EMPLOYED FEMALES	43971	18242	24.0	41.5	91	17354	23.7	39.5	91	16876	23.8	38.4	91	24849	32.2	56.5	123
EMPLOYED FULL-TIME	87773	47061	61.9	53.6	118	45459	62.1	51.8	119	44403	62.7	50.6	120	44760	58.1	51.0	111
EMPLOYED PART-TIME	12627	6010	7.9	47.6	105	5828	8.0	46.2	106	5601	7.9	44.4	105	6606	8.6	52.3	114
NOT EMPLOYED	67327	22993	30.2	34.2	75	21857	29.9	32.5	74	20852	29.4	31.0	73	25738	33.4	38.2	83
PROFESSIONAL/MANAGER	25845	14112	18.6	54.6	120	13721	18.8	53.1	122	13337	18.8	51.6	122	16381	21.2	63.4	138
TECH/CLERICAL/SALES	30895	15338	20.2	49.6	109	14811	20.2	47.9	110	14584	20.6	47.2	112	17293	22.4	56.0	122
PRECISION/CRAFT	12629	7427	9.8	58.8	130	7297	10.0	57.8	132	7141	10.1	56.5	134	5068	6.6	40.1	87
OTHER EMPLOYED	31031	16195	21.3	52.2	115	15459	21.1	49.8	114	14942	21.1	48.2	114	12625	16.4	40.7	89
SINGLE	35557	20328	26.7	57.2	126	19602	26.8	55.1	126	18960	26.8	53.3	126	18161	23.6	51.1	111
MARRIED	103585	44992	59.1	43.4	96	43434	59.4	41.9	96	42242	59.6	40.8	97	47047	61.0	45.4	99
DIVORCED/SEPARATED/WIDOWED	28585	10745	14.1	37.6	83	10109	13.8	35.4	81	9654	13.6	33.8	80	11897	15.4	41.6	91
PARENTS	59295	28089	36.9	47.4	104	26747	36.6	45.1	103	26108	36.8	44.0	104	28002	36.3	47.2	103
WHITE	146081	66888	87.9	45.8	101	65251	89.2	44.7	102	63256	89.3	43.3	103	68382	88.7	46.8	102
BLACK	17974	7547	9.9	42.0	93	6298	8.6	35.0	80	6052	8.5	33.7	80	6797	8.8	37.8	82
OTHER	3672	1629	2.1	44.4	98	1595	2.2	43.4	100	1548	2.2	42.2	100	1926	2.5	52.5	114
NORTHEAST-CENSUS	37005	17298	22.7	46.7	103	16677	22.8	45.1	103	16025	22.6	43.3	103	20576	26.7	55.6	121
NORTH CENTRAL	42642	20873	27.4	48.9	108	20361	27.8	47.7	109	19812	28.0	46.5	110	19663	25.5	46.1	100
SOUTH	56777	22124	29.1	39.0	86	20813	28.5	36.7	84	20219	28.5	35.6	84	19464	25.2	34.3	75
WEST	31303	15769	20.7	50.4	111	15292	20.9	48.9	112	14799	20.9	47.3	112	17401	22.6	55.6	121
NORTHEAST-MKTG.	38125	17842	23.5	46.8	103	17029	23.3	44.7	102	16409	23.2	43.0	102	21937	28.5	57.5	125
EAST CENTRAL	24794	11243	14.8	45.3	100	10967	15.0	44.2	101	10604	15.0	42.8	101	10065	13.1	40.6	88
WEST CENTRAL	28511	14472	19.0	50.8	112	14158	19.4	49.7	114	13819	19.5	48.5	115	14360	18.6	50.4	110
SOUTH	48953	18911	24.9	38.6	85	17842	24.4	36.4	84	17314	24.4	35.4	84	15479	20.1	31.6	69
PACIFIC	27344	13596	17.9	49.7	110	13148	18.0	48.1	110	12710	17.9	46.5	110	15264	19.8	55.8	121
COUNTY SIZE A	69301	33703	44.3	48.6	107	32098	43.9	46.3	106	31142	44.0	44.9	106	37596	48.8	54.3	118
COUNTY SIZE B	50633	22927	30.1	45.3	100	22211	30.4	43.9	101	21534	30.4	42.5	101	22501	29.2	44.4	97
COUNTY SIZE C	26259	11489	15.1	43.8	96	11245	15.4	42.8	98	10842	15.3	41.3	98	10661	13.8	40.6	88
COUNTY SIZE D	21534	7946	10.4	36.9	81	7590	10.4	35.2	81	7338	10.4	34.1	81	6348	8.2	29.5	64
METRO CENTRAL CITY	50014	23642	31.1	47.3	104	22278	30.5	44.5	102	21467	30.3	42.9	102	25268	32.8	50.5	110
METRO SUBURBAN	76832	36115	47.5	47.0	104	35222	48.2	45.8	105	34265	48.4	44.6	106	37909	49.2	49.3	107
NON METRO	40881	16308	21.4	39.9	88	15644	21.4	38.3	88	15124	21.3	37.0	88	13928	18.1	34.1	74
TOP 5 ADI'S	39550	19350	25.4	48.9	108	18353	25.1	46.4	106	17613	24.9	44.5	105	22980	29.8	58.1	126
TOP 10 ADI'S	54877	25990	34.2	47.4	104	24606	33.6	44.8	103	23746	33.5	43.3	102	30001	38.9	54.7	119
TOP 20 ADI'S	77516	36980	48.6	47.7	105	35243	48.2	45.5	104	34100	48.1	44.0	104	41156	53.4	53.1	115
HSHLD INC. $50,000 OR MORE	17257	8715	11.5	50.5	111	8525	11.7	49.4	113	8340	11.8	48.3	114	11095	14.4	64.3	140
$40,000 OR MORE	33235	17592	23.1	52.9	117	17102	23.4	51.5	118	16725	23.6	50.3	119	20300	26.3	61.1	133
$30,000 OR MORE	59693	30344	39.9	50.8	112	29502	40.3	49.4	113	28850	40.7	48.3	114	34643	44.9	58.0	126
$25,000 OR MORE	76275	38619	50.8	50.6	112	37561	51.4	49.2	113	36641	51.7	48.0	114	43660	56.6	57.2	125
$20,000 - $24,999	18607	8835	11.6	47.5	105	8476	11.6	45.6	104	8317	11.7	44.7	106	8239	10.7	44.3	96
$15,000 - $19,999	17175	8208	10.8	47.8	105	7914	10.8	46.1	106	7630	10.8	44.4	105	7200	9.3	41.9	91
$10,000 - $14,999	24569	10284	13.5	41.9	92	9811	13.4	39.9	92	9436	13.3	38.4	91	9110	11.8	37.1	81
UNDER $10,000	31101	10119	13.3	32.5	72	9383	12.8	30.2	69	8832	12.5	28.4	67	8896	11.5	28.6	62
HOUSEHOLD OF 1 PERSON	19441	7832	10.3	40.3	89	7513	10.3	38.6	89	7144	10.1	36.7	87	8294	10.8	42.7	93
2 PEOPLE	51803	22016	28.9	42.5	94	21382	29.2	41.3	95	20598	29.1	39.8	94	23950	31.1	46.2	101
3 OR 4 PEOPLE	66933	32024	42.1	47.8	106	30678	41.9	45.8	105	30008	42.4	44.8	106	31854	41.3	47.6	104
5 OR MORE PEOPLE	29550	14193	18.7	48.0	106	13571	18.6	45.9	105	13106	18.5	44.4	105	13007	16.9	44.0	96
NO CHILD IN HSHLD	96587	41526	54.6	43.0	95	40160	54.9	41.6	95	38676	54.6	40.0	95	43692	56.7	45.2	98
CHILD(REN) UNDER 2 YRS	10844	5482	7.2	50.6	111	5224	7.1	48.2	110	5100	7.2	47.0	111	4660	6.0	43.0	93
2 - 5 YEARS	26358	12865	16.9	48.8	108	12204	16.7	46.3	106	11931	16.8	45.3	107	11947	15.5	45.3	99
6 - 11 YEARS	30453	14488	19.0	47.6	105	13769	18.8	45.2	104	13427	18.9	44.1	104	13941	18.1	45.8	100
12 - 17 YEARS	36575	17778	23.4	48.6	107	17043	23.3	46.6	107	16620	23.5	45.4	108	17245	22.4	47.1	103
RESIDENCE OWNED	117770	50293	66.1	42.7	94	48738	66.6	41.4	95	47385	66.9	40.2	95	54243	70.3	46.1	100
VALUE: $50,000 OR MORE	70166	32659	42.9	46.5	103	31589	43.2	45.0	103	30854	43.5	44.0	104	38811	50.3	55.3	120
VALUE: UNDER $50,000	47604	17634	23.2	37.0	82	17149	23.4	36.0	83	16531	23.3	34.7	82	15433	20.0	32.4	71

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

			DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	76065	100.0	45.4	100	73144	100.0	43.6	100	70856	100.0	42.2	100	77105	100.0	46.0	100
MAGAZINES	QUINTILE 1	34022	17738	23.3	52.1	115	17278	23.6	50.8	116	16737	23.6	49.2	116	19856	25.8	58.4	127
	QUINTILE 2	34800	17185	22.6	49.4	109	16444	22.5	47.3	108	15971	22.5	45.9	109	18509	24.0	53.2	116
	QUINTILE 3	30514	14423	19.0	47.3	104	13895	19.0	45.5	104	13530	19.1	44.3	105	14103	18.3	46.2	101
	QUINTILE 4	33324	14729	19.4	44.2	97	14100	19.3	42.3	97	13719	19.4	41.2	97	13471	17.5	40.4	88
	QUINTILE 5	35066	11991	15.8	34.2	75	11426	15.6	32.6	75	10898	15.4	31.1	74	11166	14.5	31.8	69
NEWSPAPERS	QUINTILE 1	29107	14857	19.5	51.0	113	14366	19.6	49.4	113	13878	19.6	47.7	113	16982	22.0	58.3	127
	QUINTILE 2	49095	22403	29.5	45.6	101	21521	29.4	43.8	101	20908	29.5	42.6	101	23662	30.7	48.2	105
	QUINTILE 3	23107	10856	14.3	47.0	104	10537	14.4	45.6	105	10291	14.5	44.5	105	11413	14.8	49.4	107
	QUINTILE 4	33556	14479	19.0	43.1	95	13981	19.1	41.7	96	13537	19.1	40.3	95	14582	18.9	43.5	95
	QUINTILE 5	32863	13470	17.7	41.0	90	12738	17.4	38.8	89	12241	17.3	37.2	88	10467	13.6	31.9	69
OUTDOOR	QUINTILE 1	33431	16961	22.3	50.7	112	16323	22.3	48.8	112	15823	22.3	47.3	112	17525	22.7	52.4	114
	QUINTILE 2	33478	16684	21.9	49.8	110	16169	22.1	48.3	111	15709	22.2	46.9	111	15943	20.7	47.6	104
	QUINTILE 3	33574	15447	20.3	46.0	101	14940	20.4	44.5	102	14581	20.6	43.4	103	16018	20.8	47.7	104
	QUINTILE 4	33935	14274	18.8	42.1	93	13672	18.7	40.3	92	13086	18.5	38.6	91	14893	19.3	43.9	95
	QUINTILE 5	33310	12698	16.7	38.1	84	12040	16.5	36.1	83	11656	16.5	35.0	83	12725	16.5	38.2	83
RADIO-DRIVE TIME	QUINTILE 1	33136	15886	20.9	47.9	106	15256	20.9	46.0	106	14699	20.7	44.4	105	15608	20.2	47.1	102
	QUINTILE 2	31658	15461	20.3	48.8	108	14989	20.5	47.3	109	14580	20.6	46.1	109	15456	20.0	48.8	106
	QUINTILE 3	32541	15625	20.5	48.0	106	14914	20.4	45.8	105	14516	20.5	44.6	106	15800	20.5	48.6	106
	QUINTILE 4	34247	15825	20.8	46.2	102	15248	20.8	44.5	102	14820	20.9	43.3	102	16280	21.1	47.5	103
	QUINTILE 5	36144	13267	17.4	36.7	81	12736	17.4	35.2	81	12240	17.3	33.9	80	13961	18.1	38.6	84
RADIO-MID-DAY	TERCILE 1	45037	21638	28.4	48.0	106	20926	28.6	46.5	107	20312	28.7	45.1	107	20827	27.0	46.2	101
	TERCILE 2	44819	20681	27.2	46.1	102	19844	27.1	44.3	102	19177	27.1	42.8	101	20767	26.9	46.3	101
	TERCILE 3	77872	33746	44.4	43.3	96	32374	44.3	41.6	95	31367	44.3	40.3	95	35510	46.1	45.6	99
RADIO-TOTAL	QUINTILE 1	33763	16624	21.9	49.2	109	15955	21.8	47.3	108	15412	21.8	45.6	108	15843	20.5	46.9	102
	QUINTILE 2	33240	15697	20.6	47.2	104	15176	20.7	45.7	105	14760	20.8	44.4	105	15360	19.9	46.2	101
	QUINTILE 3	33408	15907	20.9	47.6	105	15385	21.0	46.1	106	14948	21.1	44.7	106	17175	22.3	51.4	112
	QUINTILE 4	34792	15913	20.9	45.7	101	15133	20.7	43.5	100	14646	20.7	42.1	100	16311	21.2	46.9	102
	QUINTILE 5	32524	11923	15.7	36.7	81	11494	15.7	35.3	81	11089	15.7	34.1	81	12416	16.1	38.2	83
TV-PRIME TIME	QUINTILE 1	33090	14002	18.4	42.3	93	13461	18.4	40.7	93	12961	18.3	39.2	93	14890	19.3	45.0	98
	QUINTILE 2	33357	15507	20.4	46.5	103	14973	20.5	44.9	103	14440	20.4	43.3	102	15572	20.2	46.7	102
	QUINTILE 3	33980	15983	21.0	47.0	104	15392	21.0	45.3	104	14973	21.1	44.1	104	16154	21.0	47.5	103
	QUINTILE 4	33854	15668	20.6	46.3	102	14981	20.5	44.3	101	14546	20.5	43.0	102	16218	21.0	47.9	104
	QUINTILE 5	33444	14904	19.6	44.6	98	14336	19.6	42.9	98	13936	19.7	41.7	99	14271	18.5	42.7	93
TV-DAYTIME	TERCILE 1	49121	19463	25.6	39.6	87	18434	25.2	37.5	86	17735	25.0	36.1	85	19756	25.6	40.2	87
	TERCILE 2	48823	22081	29.0	45.2	100	21274	29.1	43.6	100	20539	29.0	42.1	100	22838	29.6	46.8	102
	TERCILE 3	69782	34521	45.4	49.5	109	33435	45.7	47.9	110	32582	46.0	46.7	111	34510	44.8	49.5	108
TV-TOTAL	QUINTILE 1	33584	13808	18.2	41.1	91	13143	18.0	39.1	90	12733	18.0	37.9	90	14003	18.2	41.7	91
	QUINTILE 2	33441	14422	19.0	43.1	95	13973	19.1	41.8	96	13471	19.0	40.3	95	14645	19.0	43.8	95
	QUINTILE 3	33505	15925	20.9	47.5	105	15326	21.0	45.7	105	14693	20.7	43.9	104	16208	21.0	48.4	105
	QUINTILE 4	33466	16429	21.6	49.1	108	15867	21.7	47.4	109	15495	21.9	46.3	110	16323	21.2	48.8	106
	QUINTILE 5	33731	15481	20.4	45.9	101	14836	20.3	44.0	101	14464	20.4	42.9	102	15925	20.7	47.2	103
MAGAZINES-NEWSPAPERS: DUAL		44503	22763	29.9	51.1	113	21885	29.9	49.2	113	21260	30.0	47.8	113	25626	33.2	57.6	125
	MAGAZINE IMPERATIVE	39363	19206	25.2	48.8	108	18558	25.4	47.1	108	18009	25.4	45.8	108	19171	24.9	48.7	106
	NEWSPAPER IMPERATIVE	46441	20119	26.4	43.3	96	19358	26.5	41.7	96	18787	26.5	40.5	96	20657	26.8	44.5	97
MAGAZINES-OUTDOOR: DUAL		33726	18271	24.0	54.2	119	17832	24.4	52.9	121	17300	24.4	51.3	121	19304	25.0	57.2	125
	MAGAZINE IMPERATIVE	52846	24405	32.1	46.2	102	23371	32.0	44.2	101	22691	32.0	42.9	102	26983	35.0	51.1	111
	OUTDOOR IMPERATIVE	52140	23424	30.8	44.9	99	22485	30.7	43.1	99	21783	30.7	41.8	99	21677	28.1	41.6	90
MAGAZINES-RADIO: DUAL		37081	19231	25.3	51.9	114	18556	25.4	50.0	115	17961	25.3	48.4	115	20286	26.3	54.7	119
	MAGAZINE IMPERATIVE	49747	24001	31.6	48.2	106	23173	31.7	46.6	107	22507	31.8	45.2	107	26655	34.6	53.6	117
	RADIO IMPERATIVE	49208	21854	28.7	44.4	98	21044	28.8	42.8	98	20453	28.9	41.6	98	19840	25.7	40.3	88
MAGAZINES-TELEVISION: DUAL		33103	15735	20.7	47.5	105	15177	20.7	45.8	105	14643	20.7	44.2	105	17198	22.3	52.0	113
	MAGAZINE IMPERATIVE	54575	28277	37.2	51.8	114	27327	37.4	50.1	115	26600	37.5	48.7	115	30068	39.0	55.1	120
	TELEVISION IMPERATIVE	53249	20926	27.5	39.3	87	20056	27.4	37.7	86	19362	27.3	36.4	86	19489	25.3	36.6	80
NEWSPAPERS-OUTDOOR: DUAL		36255	18530	24.4	51.1	113	18079	24.7	49.9	114	17556	24.8	48.4	115	19423	25.2	53.6	117
	NEWSPAPER IMPERATIVE	55591	24519	32.2	44.1	97	23439	32.0	42.2	97	22795	32.2	41.0	97	27369	35.5	49.2	107
	OUTDOOR IMPERATIVE	48319	22772	29.9	47.1	104	21859	29.9	45.2	104	21218	29.9	43.9	104	21258	27.6	44.0	96
NEWSPAPERS-RADIO: DUAL		37242	18873	24.8	50.7	112	18173	24.8	48.8	112	17530	24.7	47.1	111	19570	25.4	52.5	114
	NEWSPAPER IMPERATIVE	54423	24758	32.5	45.5	100	23903	32.7	43.9	101	23292	32.9	42.8	101	28051	36.4	51.5	112
	RADIO IMPERATIVE	46650	21398	28.1	45.9	101	20676	28.3	44.3	102	20129	28.4	43.1	102	19598	25.4	42.0	91
NEWSPAPERS-TELEVISION: DUAL		35974	16496	21.7	45.9	101	15932	21.8	44.3	102	15459	21.8	43.0	102	17816	23.1	49.5	108
	NEWSPAPER IMPERATIVE	56095	27603	36.3	49.2	109	26620	36.4	47.5	109	25825	36.4	46.0	109	30229	39.2	53.9	117
	TELEVISION IMPERATIVE	47170	19482	25.6	41.3	91	18671	25.5	39.6	91	17975	25.4	38.1	90	17944	23.3	38.0	83
OUTDOOR-RADIO: DUAL		33748	17142	22.5	50.8	112	16483	22.5	48.8	112	15987	22.6	47.4	112	16823	21.8	49.8	108
	OUTDOOR IMPERATIVE	52785	25033	32.9	47.4	105	24190	33.1	45.8	105	23452	33.1	44.4	105	25645	33.3	48.6	106
	RADIO IMPERATIVE	52882	23726	31.2	44.9	99	22824	31.2	43.2	99	22122	31.2	41.8	99	23940	31.0	45.3	98
OUTDOOR-TELEVISION: DUAL		32030	15288	20.1	47.7	105	14754	20.2	46.1	106	14364	20.3	44.8	106	15087	19.6	47.1	102
	OUTDOOR IMPERATIVE	54626	27918	36.7	51.1	113	27013	36.9	49.5	113	26293	37.1	48.1	114	27973	36.3	51.2	111
	TELEVISION IMPERATIVE	54874	21748	28.6	39.6	87	20831	28.5	38.0	87	19940	28.1	36.3	86	22718	29.5	41.4	90
RADIO-TELEVISION: DUAL		33386	15314	20.1	45.9	101	14791	20.2	44.3	102	14291	20.2	42.8	101	15267	19.8	45.7	99
	RADIO IMPERATIVE	53810	26789	35.2	49.8	110	25836	35.3	48.0	110	25089	35.4	46.6	110	26660	34.6	49.5	108
	TELEVISION IMPERATIVE	54023	22264	29.3	41.2	91	21335	29.2	39.5	91	20622	29.1	38.2	90	23358	30.3	43.2	94

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

	TOTAL	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	76065	100.0	45.4	100	73144	100.0	43.6	100	70856	100.0	42.2	100	77105	100.0	46.0	100
ATLANTIC MONTHLY	867	487	0.6	56.2	124	487	0.7	56.2	129	485	0.7	55.9	132	619	0.8	71.4	155
BARRON'S	1580	918	1.2	58.1	128	914	1.2	57.8	133	890	1.3	56.3	133	1098	1.4	69.5	151
BETTER HOMES & GARDENS	22203	8939	11.8	40.3	89	8473	11.6	38.2	88	8188	11.6	36.9	87	11768	15.3	53.0	115
BON APPETIT	3810	1784	2.3	46.8	103	1728	2.4	45.4	104	1606	2.3	42.2	100	2760	3.6	72.4	158
BUSINESS WEEK	4663	2786	3.7	59.7	132	2705	3.7	58.0	133	2583	3.6	55.4	131	2919	3.8	62.6	136
CAR AND DRIVER	3102	2050	2.7	66.1	146	2013	2.8	64.9	149	1963	2.8	63.3	150	1658	2.2	53.4	116
CBS MAGAZINE NETWORK (GROSS)	7311	4583	6.0	62.7	138	4484	6.1	61.3	141	4294	6.1	58.7	139	4309	5.6	58.9	128
CHANGING TIMES	3400	1810	2.4	53.2	117	1767	2.4	52.0	119	1689	2.4	49.7	118	2051	2.7	60.3	131
COLONIAL HOMES	1796	751	1.0	41.8	92	733	1.0	40.8	94	718	1.0	40.0	95	1125	1.5	62.6	136
CONDE NAST MAG. PKG. (GROSS)	19924	9015	11.9	45.2	100	8679	11.9	43.6	100	8349	11.8	41.9	99	12185	15.8	61.2	133
CONSUMERS DIGEST	3125	1551	2.0	49.6	109	1525	2.1	48.8	112	1463	2.1	46.8	111	1652	2.1	52.9	115
COSMOPOLITAN	10577	5019	6.6	47.5	105	4822	6.6	45.6	105	4689	6.6	44.3	105	6395	8.3	60.5	132
COUNTRY LIVING	3746	1714	2.3	45.8	101	1686	2.3	45.0	103	1655	2.3	44.2	105	2266	2.9	60.5	132
CUISINE	2214	1124	1.5	50.8	112	1078	1.5	48.7	112	1031	1.5	46.6	110	1608	2.1	72.6	158
CYCLE WORLD	2394	1412	1.9	59.0	130	1358	1.9	56.7	130	1281	1.8	53.5	127	1099	1.4	45.9	100
DCI:CREATIVE IDEAS FOR LIV	3068	1119	1.5	36.5	80	1078	1.5	35.1	81	1038	1.5	33.8	80	1676	2.2	54.6	119
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3637	4.8	38.1	84	3502	4.8	36.6	84	3404	4.8	35.6	84	4791	6.2	50.1	109
DISCOVER	2277	1168	1.5	51.3	113	1135	1.6	49.8	114	1110	1.6	48.7	115	1383	1.8	60.7	132
EBONY	7187	3344	4.4	46.5	103	2753	3.8	38.3	88	2668	3.8	37.1	88	3148	4.1	43.8	95
ESQUIRE	2560	1274	1.7	49.8	110	1178	1.6	46.0	106	1098	1.5	42.9	102	1337	1.7	52.2	114
ESSENCE	3242	1442	1.9	44.5	98	1185	1.6	36.6	84	1103	1.6	34.0	81	1467	1.9	45.2	98
FAMILY CIRCLE	19639	7315	9.6	37.2	82	7081	9.7	36.1	83	6800	9.6	34.6	82	10492	13.6	53.4	116
THE FAMILY HANDYMAN	3540	2025	2.7	57.2	126	1988	2.7	56.2	129	1948	2.7	55.0	130	1642	2.1	46.4	101
FAMILY WEEKLY	23924	10880	14.3	45.5	100	10633	14.5	44.4	102	10346	14.6	43.2	102	10558	13.7	44.1	96
FIELD & STREAM	9883	5181	6.8	52.4	116	5119	7.0	51.8	119	4916	6.9	49.7	118	4239	5.5	42.9	93
FOOD & WINE	1030	599	0.8	58.2	128	582	0.8	56.5	130	578	0.8	56.1	133	722	0.9	70.1	152
FORBES	2679	1718	2.3	64.1	141	1671	2.3	62.4	143	1624	2.3	60.6	143	2005	2.6	74.8	163
FORTUNE	2931	1833	2.4	62.5	138	1784	2.4	60.9	140	1702	2.4	58.1	137	2028	2.6	69.2	151
GENTLEMEN'S QUARTERLY	3481	2114	2.8	60.7	134	1997	2.7	57.4	132	1941	2.7	55.8	132	2106	2.7	60.5	132
GLAMOUR	7163	3328	4.4	46.5	102	3235	4.4	45.2	104	3121	4.4	43.6	103	4308	5.6	60.1	131
GOLF DIGEST	2355	1501	2.0	63.7	141	1481	2.0	62.9	144	1474	2.1	62.6	148	1420	1.8	60.3	131
GOLF DIGEST/TENNIS (GROSS)	3610	2319	3.0	64.2	142	2289	3.1	63.4	145	2248	3.2	62.3	147	2214	2.9	61.3	133
GOLF MAGAZINE	2046	1318	1.7	64.4	142	1310	1.8	64.0	147	1292	1.8	63.1	149	1187	1.5	58.0	126
GOLF MAGAZINE/SKI (GROSS)	3547	2205	2.9	62.2	137	2196	3.0	61.9	142	2145	3.0	60.5	143	2114	2.7	59.6	130
GOOD HOUSEKEEPING	20353	7778	10.2	38.2	84	7499	10.3	36.8	84	7239	10.2	35.6	84	10632	13.8	52.2	114
HARPER'S BAZAAR	3362	1531	2.0	45.5	100	1431	2.0	42.6	98	1351	1.9	40.2	95	2260	2.9	67.2	146
HEALTH	2987	1308	1.7	43.8	97	1203	1.6	40.3	92	1164	1.6	39.0	92	1536	2.0	51.4	112
HEARST MAG CORP. BUY (GROSS)	67928	30032	39.5	44.2	97	29049	39.7	42.8	98	28099	39.7	41.4	98	38078	49.4	56.1	122
HEARST MAN POWER (GROSS)	11282	6204	8.2	55.0	121	6135	8.4	54.4	125	6020	8.5	53.4	126	5668	7.4	50.2	109
HEARST WOMAN POWER (GROSS)	40514	16515	21.7	40.8	90	15859	21.7	39.1	90	15329	21.6	37.8	90	22322	29.0	55.1	120
HOUSE BEAUTIFUL	4885	2150	2.8	44.0	97	2055	2.8	42.1	96	1923	2.7	39.4	93	2929	3.8	60.0	130
INC.	1308	842	1.1	64.4	142	809	1.1	61.9	142	769	1.1	58.8	139	908	1.2	69.4	151
JET	6498	3242	4.3	49.9	110	2703	3.7	41.6	95	2598	3.7	40.0	95	2908	3.8	44.8	97
LADIES' HOME JOURNAL	14797	5672	7.5	38.3	85	5461	7.5	36.9	85	5253	7.4	35.5	84	7898	10.2	53.4	116
LHJ FAMILY GRP COMBO(GROSS)	21743	8856	11.6	40.7	90	8505	11.6	39.1	90	8180	11.5	37.6	89	11819	15.3	54.4	118
LIFE	9881	5259	6.9	53.2	117	5055	6.9	51.2	117	4877	6.9	49.4	117	5859	7.6	59.3	129
L.A. TIMES HOME MAGAZINE	2775	1522	2.0	54.8	121	1442	2.0	52.0	119	1387	2.0	50.0	118	1781	2.3	64.2	140
MADEMOISELLE	4219	1990	2.6	47.2	104	1904	2.6	45.1	103	1828	2.6	43.3	103	2570	3.3	60.9	133
MC CALL'S	16422	6521	8.6	39.7	88	6220	8.5	37.9	87	5917	8.4	36.0	85	8599	11.2	52.4	114
MC CALL'S/WRK MOTHER (GROSS)	17919	7208	9.5	40.2	89	6866	9.4	38.3	88	6505	9.2	36.3	86	9465	12.3	52.8	115
MECHANIX ILLUSTRATED	4433	2540	3.3	57.3	126	2530	3.5	57.1	131	2458	3.5	55.4	131	2185	2.8	49.3	107
METROPOLITAN HOME	1504	701	0.9	46.6	103	685	0.9	45.5	104	659	0.9	43.8	104	1019	1.3	67.8	147
MONEY	4723	2791	3.7	59.1	130	2706	3.7	57.3	131	2609	3.7	55.2	131	3032	3.9	64.2	140
MOTHER EARTH NEWS	2325	1387	1.8	59.7	132	1379	1.9	59.3	136	1364	1.9	58.7	139	1432	1.9	61.6	134
MS.	1189	644	0.8	54.2	119	604	0.8	50.8	116	568	0.8	47.8	113	889	1.2	74.8	163
NATIONAL ENQUIRER	18892	8312	10.9	44.0	97	7753	10.6	41.0	94	7429	10.5	39.3	93	8180	10.6	43.3	94
NATIONAL GEOGRAPHIC	22129	11545	15.2	52.2	115	11218	15.3	50.7	116	11000	15.5	49.7	118	13171	17.1	59.5	129
NATIONAL SUNDAY MAGAZINE PKG	103750	49644	65.3	47.8	106	47955	65.6	46.2	106	46661	65.9	45.0	106	53113	68.9	51.2	111
NATURAL HISTORY	1379	744	1.0	54.0	119	738	1.0	53.5	123	725	1.0	52.6	124	979	1.3	71.0	154
NEW WOMAN	2289	1025	1.3	44.8	99	1002	1.4	43.8	100	977	1.4	42.7	101	1341	1.7	58.6	127
NEW YORK INCLUDING CUE	1088	595	0.8	54.7	121	590	0.8	54.2	124	535	0.8	49.2	116	757	1.0	69.6	151
THE NEW YORKER	2459	1373	1.8	55.8	123	1338	1.8	54.4	125	1279	1.8	52.0	123	1833	2.4	74.5	162
NEWSWEEK	16527	8745	11.5	52.9	117	8416	11.5	50.9	117	8226	11.6	49.8	118	9828	12.7	59.5	129
THE N.Y. TIMES DAILY EDITION	2739	1492	2.0	54.5	120	1472	2.0	53.7	123	1386	2.0	50.6	120	2039	2.6	74.4	162
THE N.Y. TIMES MAGAZINE	4443	2419	3.2	54.4	120	2364	3.2	53.2	122	2256	3.2	50.8	120	3400	4.4	76.5	166
OMNI	2799	1698	2.2	60.7	134	1664	2.3	59.4	136	1612	2.3	57.6	136	1726	2.2	61.7	134
ON CABLE	2209	1189	1.6	53.8	119	1180	1.6	53.4	122	1109	1.6	50.2	119	1232	1.6	55.8	121
1001 HOME IDEAS	3959	1876	2.5	47.4	104	1841	2.5	46.5	107	1763	2.5	44.5	105	2386	3.1	60.3	131
ORGANIC GARDENING	3111	1243	1.6	40.0	88	1212	1.7	39.0	89	1153	1.6	37.1	88	1478	1.9	47.5	103
OUTDOOR LIFE	5024	2825	3.7	56.2	124	2803	3.8	55.8	128	2646	3.7	52.7	125	2082	2.7	41.4	90
PARADE MAGAZINE	51292	24797	32.6	48.3	107	23827	32.6	46.5	107	23057	32.5	45.0	106	27226	35.3	53.1	115

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

	TOTAL U.S.	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
	'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	76065	100.0	45.4	100	73144	100.0	43.6	100	70856	100.0	42.2	100	77105	100.0	46.0	100
PARENTS	5298	2550	3.4	48.1	106	2440	3.3	46.1	106	2371	3.3	44.8	106	3013	3.9	56.9	124
PENTHOUSE	5129	3672	4.8	71.6	158	3594	4.9	70.1	161	3480	4.9	67.8	161	2994	3.9	58.4	127
PEOPLE	21070	10519	13.8	49.9	110	10141	13.9	48.1	110	9845	13.9	46.7	111	12128	15.7	57.6	125
PLAYBOY	10562	7055	9.3	66.8	147	6834	9.3	64.7	148	6614	9.3	62.6	148	5931	7.7	56.2	122
POPULAR HOT RODDING	2498	1546	2.0	61.9	136	1538	2.1	61.6	141	1473	2.1	59.0	140	1029	1.3	41.2	90
POPULAR MECHANICS	5887	3178	4.2	54.0	119	3135	4.3	53.3	122	3092	4.4	52.5	124	2921	3.8	49.6	108
POPULAR SCIENCE	4317	2540	3.3	58.8	130	2472	3.4	57.3	131	2430	3.4	56.3	133	2445	3.2	56.6	123
PREVENTION	5792	1966	2.6	33.9	75	1903	2.6	32.9	75	1796	2.5	31.0	73	2975	3.9	51.4	112
PSYCHOLOGY TODAY	3284	1640	2.2	49.9	110	1627	2.2	49.5	114	1594	2.2	48.5	115	2119	2.7	64.5	140
READER'S DIGEST	40046	17050	22.4	42.6	94	16483	22.5	41.2	94	15895	22.4	39.7	94	19953	25.9	49.8	108
REDBOOK	9584	3719	4.9	38.8	86	3538	4.8	36.9	85	3400	4.8	35.5	84	5296	6.9	55.3	120
ROAD & TRACK	2590	1723	2.3	66.5	147	1700	2.3	65.6	151	1637	2.3	63.2	150	1675	2.2	64.7	141
ROLLING STONE	3302	2331	3.1	70.6	156	2279	3.1	69.0	158	2255	3.2	68.3	162	2130	2.8	64.5	140
RUNNER'S WORLD	1229	659	0.9	53.6	118	648	0.9	52.7	121	639	0.9	52.0	123	685	0.9	55.7	121
SATURDAY EVENING POST	2110	917	1.2	43.5	96	888	1.2	42.1	97	846	1.2	40.1	95	1206	1.6	57.2	124
SCIENCE 84	1543	927	1.2	60.1	132	884	1.2	57.3	131	875	1.2	56.7	134	1039	1.3	67.3	146
SCIENCE DIGEST	1747	914	1.2	52.3	115	913	1.2	52.3	120	905	1.3	51.8	123	1066	1.4	61.0	133
SCIENTIFIC AMERICAN	1994	1299	1.7	65.1	144	1284	1.8	64.4	148	1246	1.8	62.5	148	1459	1.9	73.2	159
SELF	3119	1535	2.0	49.2	109	1476	2.0	47.3	109	1451	2.0	46.5	110	2028	2.6	65.0	141
SEVENTEEN	3923	1865	2.5	47.5	105	1806	2.5	46.0	106	1754	2.5	44.7	106	2195	2.8	56.0	122
SKI	1501	887	1.2	59.1	130	886	1.2	59.0	135	853	1.2	56.8	135	927	1.2	61.8	134
SMITHSONIAN	5976	3195	4.2	53.5	118	3101	4.2	51.9	119	3028	4.3	50.7	120	4151	5.4	69.5	151
SOAP OPERA DIGEST	4228	1805	2.4	42.7	94	1714	2.3	40.5	93	1592	2.2	37.7	89	1950	2.5	46.1	100
SOUTHERN LIVING	6488	2518	3.3	38.8	86	2424	3.3	37.4	86	2366	3.3	36.5	86	3114	4.0	48.0	104
SPORT	3500	2096	2.8	59.9	132	2042	2.8	58.3	134	1978	2.8	56.5	134	1890	2.5	54.0	117
THE SPORTING NEWS	2456	1483	1.9	60.4	133	1456	2.0	59.3	136	1411	2.0	57.5	136	1421	1.8	57.9	126
SPORTS AFIELD	3648	2111	2.8	57.9	128	2088	2.9	57.2	131	2023	2.9	55.5	131	1682	2.2	46.1	100
SPORTS ILLUSTRATED	14484	8922	11.7	61.6	136	8691	11.9	60.0	138	8448	11.9	58.3	138	7562	9.8	52.2	114
STAR	12661	5589	7.3	44.1	97	5254	7.2	41.5	95	5037	7.1	39.8	94	5595	7.3	44.2	96
SUNDAY	52799	25670	33.7	48.6	107	24700	33.8	46.8	107	24113	34.0	45.7	108	28650	37.2	54.3	118
SUNSET	3513	1759	2.3	50.1	110	1749	2.4	49.8	114	1687	2.4	48.0	114	2550	3.3	72.6	158
TV GUIDE	42766	20125	26.5	47.1	104	19245	26.3	45.0	103	18531	26.2	43.3	103	20239	26.2	47.3	103
TENNIS	1254	818	1.1	65.2	144	808	1.1	64.4	148	774	1.1	61.7	146	794	1.0	63.3	138
TIME	22054	11608	15.3	52.6	116	11237	15.4	51.0	117	10946	15.4	49.6	117	13211	17.1	59.9	130
TOWN & COUNTRY	1555	751	1.0	48.3	106	746	1.0	48.0	110	700	1.0	45.0	107	1052	1.4	67.7	147
TRAVEL & LEISURE	2173	1136	1.5	52.3	115	1104	1.5	50.8	117	1083	1.5	49.8	118	1485	1.9	68.3	149
TRUE STORY	4636	1963	2.6	42.3	93	1812	2.5	39.1	90	1712	2.4	36.9	87	1987	2.6	42.9	93
U.S.NEWS & WORLD REPORT	10353	4956	6.5	47.9	106	4817	6.6	46.5	107	4686	6.6	45.3	107	5618	7.3	54.3	118
USA TODAY	4994	2950	3.9	59.1	130	2864	3.9	57.3	132	2759	3.9	55.2	131	3175	4.1	63.6	138
US	3528	1767	2.3	50.1	110	1694	2.3	48.0	110	1670	2.4	47.3	112	2156	2.8	61.1	133
VOGUE	5424	2162	2.8	39.9	88	2063	2.8	38.0	87	1949	2.8	35.9	85	3279	4.3	60.5	132
WALL STREET JOURNAL	6292	3760	4.9	59.8	132	3665	5.0	58.2	134	3566	5.0	56.7	134	4255	5.5	67.6	147
WEIGHT WATCHERS	2762	1039	1.4	37.6	83	990	1.4	35.8	82	950	1.3	34.4	81	1517	2.0	54.9	119
WOMAN'S DAY	16320	5850	7.7	35.8	79	5545	7.6	34.0	78	5321	7.5	32.6	77	8473	11.0	51.9	113
WORKING MOTHER	1496	687	0.9	45.9	101	646	0.9	43.2	99	588	0.8	39.3	93	866	1.1	57.9	126
WORKING WOMAN	1851	984	1.3	53.2	117	949	1.3	51.3	118	880	1.2	47.5	113	1219	1.6	65.9	143
WORLD TENNIS	580	399	0.5	68.8	152	386	0.5	66.6	153	386	0.5	66.6	158	408	0.5	70.3	153
ZIFF-DAVIS MAG NETWK (GROSS)	12412	7418	9.8	59.8	132	7269	9.9	58.6	134	7116	10.0	57.3	136	6968	9.0	56.1	122
BLAIR INSERTS	91671	44492	58.5	48.5	107	42849	58.6	46.7	107	41680	58.8	45.5	108	48815	63.3	53.3	116
DAILY NEWSPAPERS																	
READ ANY	109190	50661	66.6	46.4	102	48828	66.8	44.7	103	47336	66.8	43.4	103	53539	69.4	49.0	107
READ ONE	89587	40863	53.7	45.6	101	39352	53.8	43.9	101	38153	53.8	42.6	101	42635	55.3	47.6	104
READ TWO OR MORE	19602	9798	12.9	50.0	110	9476	13.0	48.3	111	9183	13.0	46.8	111	10905	14.1	55.6	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	52325	68.8	47.7	105	50530	69.1	46.1	106	49131	69.3	44.8	106	56233	72.9	51.3	112
READ ONE	95074	44593	58.6	46.9	103	43036	58.8	45.3	104	41935	59.2	44.1	104	47251	61.3	49.7	108
READ TWO OR MORE	14588	7733	10.2	53.0	117	7494	10.2	51.4	118	7196	10.2	49.3	117	8982	11.6	61.6	134
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.84				30.89				30.97				31.11			
30 DAY REACH	149706	69250	91.0	46.3	102	66637	91.1	44.5	102	64549	91.1	43.1	102	70387	91.3	47.0	102
50 SHWG - 30 DAY AV FREQ	15.16	16.13				16.14				16.18				16.23			
30 DAY REACH	142406	66292	87.2	46.6	103	63854	87.3	44.8	103	61869	87.3	43.4	103	67569	87.6	47.4	103
25 SHWG - 30 DAY AV FREQ	8.23	8.66				8.66				8.67				8.75			
30 DAY REACH	131152	61811	81.3	47.1	104	59596	81.5	45.4	104	57775	81.5	44.1	104	62746	81.4	47.8	104
CABLE TV: HOME WIRED	66879	32775	43.1	49.0	108	31757	43.4	47.5	109	30817	43.5	46.1	109	33117	43.0	49.5	108
HOME NOT WIRED	100848	43289	56.9	42.9	95	41387	56.6	41.0	94	40038	56.5	39.7	94	43987	57.0	43.6	95
HAVE PAY CABLE	35024	18638	24.5	53.2	117	18119	24.8	51.7	119	17527	24.7	50.0	118	19399	25.2	55.4	120

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

		TOTAL U.S.	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	76065	100.0	45.4	100	73144	100.0	43.6	100	70856	100.0	42.2	100	77105	100.0	46.0	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	46121	60.6	48.2	106	44449	60.8	46.5	107	43175	60.9	45.2	107	46334	60.1	48.5	105
10:00 AM - 3:00 PM		63599	30339	39.9	47.7	105	29274	40.0	46.0	106	28321	40.0	44.5	105	29553	38.3	46.5	101
3:00 PM - 7:00 PM		72097	36336	47.8	50.4	111	35151	48.1	48.8	112	34171	48.2	47.4	112	35460	46.0	49.2	107
7:00 PM - MIDNIGHT		36670	18394	24.2	50.2	111	17697	24.2	48.3	111	17198	24.3	46.9	111	17602	22.8	48.0	104
MIDNIGHT - 6:00 AM		21908	11355	14.9	51.8	114	10948	15.0	50.0	115	10600	15.0	48.4	115	10673	13.8	48.7	106
6:00 AM - MIDNIGHT		127571	61438	80.8	48.2	106	59236	81.0	46.4	106	57476	81.1	45.1	107	61057	79.2	47.9	104
ENTIRE DAY		129239	62118	81.7	48.1	106	59910	81.9	46.4	106	58139	82.1	45.0	106	61821	80.2	47.8	104
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	16985	22.3	49.9	110	16413	22.4	48.3	111	16024	22.6	47.1	112	17082	22.2	50.2	109
ALL NEWS		6062	3124	4.1	51.5	114	2944	4.0	48.6	111	2848	4.0	47.0	111	3630	4.7	59.9	130
AOR/PROGRESSIVE		11884	6834	9.0	57.5	127	6689	9.1	56.3	129	6560	9.3	55.2	131	6096	7.9	51.3	112
BEAUTIFUL MUSIC		11180	5316	7.0	47.5	105	5171	7.1	46.3	106	4980	7.0	44.5	105	5553	7.2	49.7	108
BLACK		4538	2027	2.7	44.7	98	1776	2.4	39.1	90	1711	2.4	37.7	89	1979	2.6	43.6	95
CLASSICAL		3857	2153	2.8	55.8	123	2069	2.8	53.6	123	1955	2.8	50.7	120	2244	2.9	58.2	127
CHR/ROCK		21946	11739	15.4	53.5	118	11348	15.5	51.7	119	11084	15.6	50.5	120	11991	15.6	54.6	119
COUNTRY		27262	12354	16.2	45.3	100	12038	16.5	44.2	101	11665	16.5	42.8	101	10815	14.0	39.7	86
GOLDEN OLDIES		3339	1678	2.2	50.3	111	1610	2.2	48.2	111	1560	2.2	46.7	111	1507	2.0	45.1	98
MOR/NOSTALGIA		10346	4843	6.4	46.8	103	4722	6.5	45.6	105	4539	6.4	43.9	104	5098	6.6	49.3	107
NEWS/TALK		8929	4140	5.4	46.4	102	4044	5.5	45.3	104	3896	5.5	43.6	103	4918	6.4	55.1	120
RELIGIOUS		5488	1873	2.5	34.1	75	1725	2.4	31.4	72	1680	2.4	30.6	72	2042	2.6	37.2	81
SOFT ROCK		1232	665	0.9	54.0	119	642	0.9	52.1	119	642	0.9	52.1	123	670	0.9	54.4	118
URBAN CONTEMPORARY		3184	1623	2.1	51.0	112	1434	2.0	45.0	103	1333	1.9	41.9	99	1717	2.2	53.9	117
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	3544	4.7	51.3	113	3381	4.6	48.9	112	3308	4.7	47.9	113	3406	4.4	49.3	107
ABC DIRECTION		5212	2541	3.3	48.8	108	2455	3.4	47.1	108	2374	3.4	45.5	108	2648	3.4	50.8	111
ABC ENTERTAINMENT		10385	4822	6.3	46.4	102	4730	6.5	45.5	104	4630	6.5	44.6	106	4582	5.9	44.1	96
ABC FM		4762	2469	3.2	51.8	114	2302	3.1	48.3	111	2226	3.1	46.7	111	2228	2.9	46.8	102
ABC INFORMATION		11339	5147	6.8	45.4	100	5016	6.9	44.2	101	4793	6.8	42.3	100	5777	7.5	50.9	111
ABC ROCK		4878	2717	3.6	55.7	123	2687	3.7	55.1	126	2674	3.8	54.8	130	2774	3.6	56.9	124
CBS		10709	5046	6.6	47.1	104	4848	6.6	45.3	104	4711	6.6	44.0	104	5277	6.8	49.3	107
MUTUAL		10251	4725	6.2	46.1	102	4486	6.1	43.8	100	4299	6.1	41.9	99	4938	6.4	48.2	105
NBC		12243	5650	7.4	46.1	102	5521	7.5	45.1	103	5346	7.5	43.7	103	5806	7.5	47.4	103
RADIORADIO		4606	2387	3.1	51.8	114	2304	3.1	50.0	115	2276	3.2	49.4	117	2440	3.2	53.0	115
RKO ONE		5148	2736	3.6	53.1	117	2610	3.6	50.7	116	2536	3.6	49.3	117	2655	3.4	51.6	112
RKO TWO		7313	3443	4.5	47.1	104	3318	4.5	45.4	104	3270	4.6	44.7	106	3122	4.0	42.7	93
THE SOURCE		5981	3276	4.3	54.8	121	3155	4.3	52.8	121	3099	4.4	51.8	123	2756	3.6	46.1	100
NON-WIRED : BLAIR		19329	9256	12.2	47.9	106	8905	12.2	46.1	106	8684	12.3	44.9	106	9335	12.1	48.3	105
INTERNET		27139	13619	17.9	50.2	111	13009	17.8	47.9	110	12596	17.8	46.4	110	14292	18.5	52.7	115
KATZ RADIO GROUP		36319	18319	24.1	50.4	111	17765	24.3	48.9	112	17202	24.3	47.4	112	18502	24.0	50.9	111
SUPERNET		22361	11084	14.6	49.6	109	10705	14.6	47.9	110	10435	14.7	46.7	110	10962	14.2	49.0	107
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	5682	7.5	39.1	86	5406	7.4	37.2	85	5237	7.4	36.0	85	6260	8.1	43.1	94
WKDAY 9:00 AM - 1:00 PM		18688	7085	9.3	37.9	84	6695	9.2	35.8	82	6434	9.1	34.4	81	7568	9.8	40.5	88
WKDAY 1:00 PM - 4:30 PM		24061	8966	11.8	37.3	82	8433	11.5	35.0	80	8136	11.5	33.8	80	9820	12.7	40.8	89
WKDAY 4:30 PM - 7:30 PM		44079	18631	24.5	42.3	93	17829	24.4	40.4	93	17207	24.3	39.0	92	19369	25.1	43.9	96
WKDAY 7:30 PM - 8:00 PM		61979	26331	34.6	42.5	94	25188	34.4	40.6	93	24254	34.2	39.1	93	27164	35.2	43.8	95
WKDAY 11:00 PM - 11:30 PM		49084	22014	28.9	44.8	99	21179	29.0	43.1	99	20551	29.0	41.9	99	22494	29.2	45.8	100
WKDAY 11:30 PM - 1:00 AM		16560	7612	10.0	46.0	101	7325	10.0	44.2	101	7122	10.1	43.0	102	7465	9.7	45.1	98
M-SAT 8-11 PM+SUN 7-11 PM		66967	29710	39.1	44.4	98	28551	39.0	42.6	98	27591	38.9	41.2	98	30973	40.2	46.3	101
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	3534	4.6	38.1	84	3293	4.5	35.5	81	3158	4.5	34.1	81	4267	5.5	46.0	100
ANOTHER WORLD	N	6138	1914	2.5	31.2	69	1775	2.4	28.9	66	1691	2.4	27.5	65	2000	2.6	32.6	71
AS THE WORLD TURNS	C	7707	2884	3.8	37.4	83	2745	3.8	35.6	82	2634	3.7	34.2	81	2820	3.7	36.6	80
CAPITOL	C	4688	1851	2.4	39.5	87	1744	2.4	37.2	85	1675	2.4	35.7	85	1891	2.5	40.3	88
CBS MORN. NEWS 1	C	2792	1198	1.6	42.9	95	1135	1.6	40.7	93	1074	1.5	38.5	91	1175	1.5	42.1	92
CBS MORN. NEWS 2	C	2071	840	1.1	40.6	89	789	1.1	38.1	87	728	1.0	35.2	83	872	1.1	42.1	92
DAYS OF OUR LIVES	N	8018	2744	3.6	34.2	75	2607	3.6	32.5	75	2534	3.6	31.6	75	3178	4.1	39.6	86
FACTS OF LIFE - DAYTIME	N	3487	1219	1.6	35.0	77	1159	1.6	33.2	76	1119	1.6	32.1	76	1172	1.5	33.6	73
FAMILY FEUD	A	4817	1729	2.3	35.9	79	1602	2.2	33.3	76	1521	2.1	31.6	75	1761	2.3	36.6	80
GENERAL HOSPITAL	A	8333	2889	3.8	34.7	76	2715	3.7	32.6	75	2610	3.7	31.3	74	3752	4.9	45.0	98
GOOD MORNING, AMERICA-730	A	5472	2112	2.8	38.6	85	2039	2.8	37.3	85	1982	2.8	36.2	86	2469	3.2	45.1	98
GOOD MORNING, AMERICA-830	A	3965	1456	1.9	36.7	81	1401	1.9	35.3	81	1361	1.9	34.3	81	1831	2.4	46.2	100
GUIDING LIGHT	C	7542	2872	3.8	38.1	84	2714	3.7	36.0	83	2614	3.7	34.7	82	2987	3.9	39.6	86
ONE LIFE TO LIVE	A	6018	2141	2.8	35.6	78	1978	2.7	32.9	75	1903	2.7	31.6	75	2622	3.4	43.6	95
PRESS YOUR LUCK	C	3589	1504	2.0	41.9	92	1440	2.0	40.1	92	1385	2.0	38.6	91	1413	1.8	39.4	86
PRICE IS RIGHT 1	C	7418	2810	3.7	37.9	84	2652	3.6	35.8	82	2545	3.6	34.3	81	2750	3.6	37.1	81
PRICE IS RIGHT 2	C	8276	3194	4.2	38.6	85	3019	4.1	36.5	84	2929	4.1	35.4	84	3164	4.1	38.2	83
RYAN'S HOPE	A	4358	1721	2.3	39.5	87	1622	2.2	37.2	85	1572	2.2	36.1	85	2029	2.6	46.6	101
SALE OF THE CENTURY	N	3749	1235	1.6	32.9	73	1147	1.6	30.6	70	1085	1.5	28.9	69	1237	1.6	33.0	72
SEARCH FOR TOMORROW	N	2884	909	1.2	31.5	70	823	1.1	28.5	65	802	1.1	27.8	66	1018	1.3	35.3	77
TODAY SHOW 1	N	4869	1816	2.4	37.3	82	1715	2.3	35.2	81	1654	2.3	34.0	80	2219	2.9	45.6	99
TODAY SHOW 2	N	4135	1314	1.7	31.8	70	1236	1.7	29.9	69	1195	1.7	28.9	68	1534	2.0	37.1	81
$25,000 PYRAMID	C	4361	1724	2.3	39.5	87	1637	2.2	37.5	86	1562	2.2	35.8	85	1729	2.2	39.6	86
WHEEL OF FORTUNE	N	6187	2164	2.8	35.0	77	2039	2.8	33.0	76	1975	2.8	31.9	76	2258	2.9	36.5	79
YOUNG AND THE RESTLESS	C	8186	3074	4.0	37.6	83	2855	3.9	34.9	80	2769	3.9	33.8	80	2796	3.6	34.2	74
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	2350	3.1	49.7	110	2264	3.1	47.9	110	2220	3.1	47.0	111	2220	2.9	47.0	102
NBA PLAYOFF GAME -1	C	5127	2744	3.6	53.5	118	2664	3.6	52.0	119	2590	3.7	50.5	120	2309	3.0	45.0	98
NBC MAJOR LEAGUE PRE-GAME	N	3945	1803	2.4	45.7	101	1677	2.3	42.5	97	1652	2.3	41.9	99	1526	2.0	38.7	84
SPORTSWORLD - SUN	N	3370	1543	2.0	45.8	101	1518	2.1	45.0	103	1482	2.1	44.0	104	1521	2.0	45.1	98
SUNDAY MORNING	C	4200	2029	2.7	48.3	107	1967	2.7	46.8	107	1882	2.7	44.8	106	2041	2.6	48.6	106

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

		TOTAL U.S. '000	DRINK MALT BASED BEVERAGES A '000	B % DOWN	C % ACROSS %	D INDX	DRINK BEER A '000	B % DOWN	C % ACROSS %	D INDX	DRINK CANNED OR BOTTLED BEER A '000	B % DOWN	C % ACROSS %	D INDX	DRINK ANY WINE A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	76065	100.0	45.4	100	73144	100.0	43.6	100	70856	100.0	42.2	100	77105	100.0	46.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	21426	28.2	41.0	90	20563	28.1	39.3	90	19749	27.9	37.8	89	22163	28.7	42.4	92
NETWORK AFFILIATES - LATE		39164	16858	22.2	43.0	95	16206	22.2	41.4	95	15711	22.2	40.1	95	17838	23.1	45.5	99
INDEPENDENTS - LATE		5133	2473	3.3	48.2	106	2391	3.3	46.6	107	2318	3.3	45.2	107	2758	3.6	53.7	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	10212	13.4	44.7	99	9724	13.3	42.6	98	9411	13.3	41.2	98	9552	12.4	41.8	91
ABC MONDAY NIGHT MOVIE	A	11258	4904	6.4	43.6	96	4734	6.5	42.1	96	4603	6.5	40.9	97	5462	7.1	48.5	106
ABC SUNDAY NIGHT MOVIE	A	23600	10435	13.7	44.2	97	10057	13.7	42.6	98	9752	13.8	41.3	98	11128	14.4	47.2	103
ABC WORLD NEWS TONIGHT	A	12801	5551	7.3	43.4	96	5329	7.3	41.6	95	5091	7.2	39.8	94	5617	7.3	43.9	95
AFTERMASH	C	10966	4774	6.3	43.5	96	4578	6.3	41.7	96	4419	6.2	40.3	95	5034	6.5	45.9	100
ALICE	C	17050	7392	9.7	43.4	96	7062	9.7	41.4	95	6863	9.7	40.3	95	7604	9.9	44.6	97
AMERICAN PARADE	C	11998	4669	6.1	38.9	86	4428	6.1	36.9	85	4202	5.9	35.0	83	5269	6.8	43.9	96
BENSON	A	19258	7819	10.3	40.6	90	7470	10.2	38.8	89	7222	10.2	37.5	89	8791	11.4	45.6	99
BLUE THUNDER	A	11478	5332	7.0	46.5	102	5129	7.0	44.7	102	5003	7.1	43.6	103	5173	6.7	45.1	98
CAGNEY & LACEY	C	18263	8167	10.7	44.7	99	7939	10.9	43.5	100	7645	10.8	41.9	99	8433	10.9	46.2	100
CBS EVENING NEWS-DEAN	C	7733	3187	4.2	41.2	91	3017	4.1	39.0	89	2916	4.1	37.7	89	3637	4.7	47.0	102
CBS EVENING NEWS-RATHER	C	15653	6705	8.8	42.8	94	6444	8.8	41.2	94	6187	8.7	39.5	94	6949	9.0	44.4	97
CBS SAT. NEWS-SCHIEFFER	C	8744	3496	4.6	40.0	88	3330	4.6	38.1	87	3232	4.6	37.0	87	3603	4.7	41.2	90
CBS SATURDAY NIGHT MOVIE	C	12000	5339	7.0	44.5	98	5104	7.0	42.5	98	4918	6.9	41.0	97	5551	7.2	46.3	101
CBS WEDNESDAY NIGHT MOVIE	C	11522	5215	6.9	45.3	100	5038	6.9	43.7	100	4759	6.7	41.3	98	5103	6.6	44.3	96
CHEERS	N	16818	8044	10.6	47.8	105	7685	10.5	45.7	105	7371	10.4	43.8	104	9047	11.7	53.8	117
DALLAS	C	37510	14979	19.7	39.9	88	14227	19.5	37.9	87	13655	19.3	36.4	86	16512	21.4	44.0	96
DIFF'RENT STROKES	N	11258	4221	5.5	37.5	83	4066	5.6	36.1	83	3847	5.4	34.2	81	4586	5.9	40.7	89
DOUBLE TROUBLE	N	12248	5273	6.9	43.1	95	5073	6.9	41.4	95	4901	6.9	40.0	95	5763	7.5	47.1	102
DUCK FACTORY	N	11100	5290	7.0	47.7	105	5065	6.9	45.6	105	4849	6.8	43.7	103	5847	7.6	52.7	115
DUKES OF HAZZARD	C	12353	5118	6.7	41.4	91	4859	6.6	39.3	90	4687	6.6	37.9	90	4802	6.2	38.9	85
DYNASTY	A	33279	13920	18.3	41.8	92	13085	17.9	39.3	90	12688	17.9	38.1	90	15188	19.7	45.6	99
FACTS OF LIFE	N	13410	5443	7.2	40.6	90	5178	7.1	38.6	89	5004	7.1	37.3	88	5876	7.6	43.8	95
FALCON CREST	C	31093	12203	16.0	39.2	87	11592	15.8	37.3	85	11230	15.8	36.1	85	14271	18.5	45.9	100
FALL GUY	A	18649	8286	10.9	44.4	98	7830	10.7	42.0	96	7520	10.6	40.3	95	8101	10.5	43.4	94
FAMILY TIES	N	13101	5168	6.8	39.4	87	4927	6.7	37.6	86	4703	6.6	35.9	85	5728	7.4	43.7	95
FANTASY ISLAND	A	13069	5491	7.2	42.0	93	5177	7.1	39.6	91	5067	7.2	38.8	92	5789	7.5	44.3	96
FOULUPS,BLEEPS & BLUNDERS	A	16588	7401	9.7	44.6	98	7215	9.9	43.5	100	6991	9.9	42.1	100	7522	9.8	45.3	99
FOUR SEASONS	C	9302	3997	5.3	43.0	95	3814	5.2	41.0	94	3661	5.2	39.4	93	4387	5.7	47.2	103
GIMME A BREAK	N	13955	4830	6.3	34.6	76	4577	6.3	32.8	75	4325	6.1	31.0	73	5456	7.1	39.1	85
HART TO HART	A	15735	6656	8.8	42.3	93	6383	8.7	40.6	93	6182	8.7	39.3	93	6692	8.7	42.5	93
HILL STREET BLUES	N	18257	9138	12.0	50.1	110	8810	12.0	48.3	111	8471	12.0	46.4	110	9628	12.5	52.7	115
HOTEL	A	24236	9891	13.0	40.8	90	9438	12.9	38.9	89	9088	12.8	37.5	89	10765	14.0	44.4	97
JEFFERSONS	C	17010	7502	9.9	44.1	97	7084	9.7	41.6	95	6896	9.7	40.5	96	7559	9.8	44.4	97
JENNIFER SLEPT HERE	N	9397	3682	4.8	39.2	86	3581	4.9	38.1	87	3426	4.8	36.5	86	4039	5.2	43.0	93
KATE & ALLIE	C	16762	7735	10.2	46.1	102	7408	10.1	44.2	101	7146	10.1	42.6	101	8163	10.6	48.7	106
KNIGHT RIDER	N	13164	5882	7.7	44.7	99	5600	7.7	42.5	98	5432	7.7	41.3	98	5793	7.5	44.0	96
LOVE BOAT	A	20400	8114	10.7	39.8	88	7649	10.5	37.5	86	7399	10.4	36.3	86	8706	11.3	42.7	93
MAGNUM PI	C	22543	10340	13.6	45.9	101	9901	13.5	43.9	101	9656	13.6	42.8	101	9963	12.9	44.2	96
MAMA'S FAMILY	N	9852	3926	5.2	39.8	88	3798	5.2	38.6	88	3551	5.0	36.0	85	4250	5.5	43.1	94
MASTER, THE	N	8082	3733	4.9	46.2	102	3598	4.9	44.5	102	3493	4.9	43.2	102	3647	4.7	45.1	98
MATT HOUSTON	A	12881	5836	7.7	45.3	100	5568	7.6	43.2	99	5382	7.6	41.8	99	5991	7.8	46.5	101
NBC MONDAY NIGHT MOVIE	N	23889	11220	14.8	47.0	104	10780	14.7	45.1	103	10397	14.7	43.5	103	11469	14.9	48.0	104
NBC NIGHTLY NEWS	N	11156	4548	6.0	40.8	90	4360	6.0	39.1	90	4242	6.0	38.0	90	4613	6.0	41.3	90
NBC NIGHTLY NEWS-SAT	N	7363	2911	3.8	39.5	87	2748	3.8	37.3	86	2697	3.8	36.6	87	3095	4.0	42.0	91
NBC NIGHTLY NEWS-SUN	N	6214	2514	3.3	40.5	89	2378	3.3	38.3	88	2269	3.2	36.5	86	2711	3.5	43.6	95
NBC SUNDAY NIGHT MOVIE	N	17590	8573	11.3	48.7	107	8193	11.2	46.6	107	7939	11.2	45.1	107	8308	10.8	47.2	103
NEWHART	C	16740	7612	10.0	45.5	100	7327	10.0	43.8	100	7016	9.9	41.9	99	7821	10.1	46.7	102
ONE DAY AT A TIME	C	11820	4721	6.2	39.9	88	4531	6.2	38.3	88	4367	6.2	36.9	87	5260	6.8	44.5	97
PEOPLE ARE FUNNY	N	9138	3822	5.0	41.8	92	3727	5.1	40.8	94	3534	5.0	38.7	92	3874	5.0	42.4	92
REAL PEOPLE	N	15979	6284	8.3	39.3	87	6005	8.2	37.6	86	5823	8.2	36.4	86	6399	8.3	40.0	87
REMINGTON STEELE	N	14395	6353	8.4	44.1	97	6110	8.4	42.4	97	5946	8.4	41.3	98	6731	8.7	46.8	102
RIPLEY'S BELIEVE IT - NOT	A	11362	5582	7.3	49.1	108	5471	7.5	48.2	110	5345	7.5	47.0	111	5316	6.9	46.8	102
RIPTIDE	N	13920	5963	7.8	42.8	94	5651	7.7	40.6	93	5449	7.7	39.1	93	5838	7.6	41.9	91
SCARECROW & MRS. KING	C	17571	7300	9.6	41.5	92	7014	9.6	39.9	92	6728	9.5	38.3	91	7720	10.0	43.9	96
SIMON & SIMON	C	20208	8977	11.8	44.4	98	8548	11.7	42.3	97	8334	11.8	41.2	98	8663	11.2	42.9	93
60 MINUTES	C	27668	11838	15.6	42.8	94	11282	15.4	40.8	94	10943	15.4	39.6	94	12919	16.8	46.7	102
ST. ELSEWHERE	N	13699	6265	8.2	45.7	101	6032	8.2	44.0	101	5797	8.2	42.3	100	7038	9.1	51.4	112
THREE'S COMPANY	A	20632	9383	12.3	45.5	100	8987	12.3	43.6	100	8692	12.3	42.1	100	9523	12.4	46.2	100
T.J. HOOKER	A	17136	7216	9.5	42.1	93	6771	9.3	39.5	91	6494	9.2	37.9	90	7211	9.4	42.1	92
TONIGHT SHOW	N	4963	2255	3.0	45.4	100	2171	3.0	43.7	100	2113	3.0	42.6	101	2427	3.1	48.9	106
TRAPPER JOHN, M.D.	C	16332	6694	8.8	41.0	90	6412	8.8	39.3	90	6206	8.8	38.0	90	7165	9.3	43.9	95
TV BLOOPERS & PRAC. JOKES	N	18881	8543	11.2	45.2	100	8278	11.3	43.8	101	8030	11.3	42.5	101	8259	10.7	43.7	95
20/20	A	18315	7791	10.2	42.5	94	7495	10.2	40.9	94	7185	10.1	39.2	93	8227	10.7	44.9	98
WEBSTER	A	18722	7517	9.9	40.2	89	7192	9.8	38.4	88	6918	9.8	37.0	87	8733	11.3	46.6	101
WORLD NEWS - SUN	A	5327	2270	3.0	42.6	94	2173	3.0	40.8	94	2101	3.0	39.4	93	2385	3.1	44.8	97
YELLOW ROSE	N	8370	3232	4.2	38.6	85	3090	4.2	36.9	85	2977	4.2	35.6	84	3368	4.4	40.2	88
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	14086	18.5	54.5	120	13640	18.6	52.7	121	13284	18.7	51.4	122	12391	16.1	47.9	104
BASKETBALL - COLLEGE GAMES		14468	8437	11.1	58.3	129	8171	11.2	56.5	130	7981	11.3	55.2	131	6973	9.0	48.2	105
BASKETBALL - PRO GAMES		12124	7217	9.5	59.5	131	6948	9.5	57.3	131	6867	9.7	56.6	134	5899	7.7	48.7	106
BOWLING		9412	4777	6.3	50.8	112	4645	6.4	49.4	113	4535	6.4	48.2	114	4345	5.6	46.2	100
BOXING		15409	9273	12.2	60.2	133	8981	12.3	58.3	134	8784	12.4	57.0	135	7321	9.5	47.5	103
FOOTBALL - COLLEGE GAMES		21400	12253	16.1	57.3	126	11920	16.3	55.7	128	11624	16.4	54.3	129	10721	13.9	50.1	109
FOOTBALL - PRO GAMES		35944	21825	28.7	60.7	134	21345	29.2	59.4	136	20977	29.6	58.4	138	19118	24.8	53.2	116
GOLF		9759	5635	7.4	57.7	127	5513	7.5	56.5	130	5363	7.6	55.0	130	5731	7.4	58.7	128
POST-SEASON COLL. FOOTBALL		18123	11231	14.8	62.0	137	10942	15.0	60.4	138	10541	14.9	58.2	138	9352	12.1	51.6	112
POST-SEASON PRO FOOTBALL		22091	13793	18.1	62.4	138	13456	18.4	60.9	140	13130	18.5	59.4	141	12025	15.6	54.4	118
TENNIS		6764	3556	4.7	52.6	116	3418	4.7	50.5	116	3330	4.7	49.2	117	4086	5.3	60.4	131
WRESTLING - PROFESSIONAL		9695	5121	6.7	52.8	116	4879	6.7	50.3	115	4729	6.7	48.8	115	3588	4.7	37.0	81

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

	TOTAL U.S. '000	DRINK DINNER/ TABLE WINES A '000	B % DOWN	C ACROSS %	D INDX	DRINK ANY DOMESTIC DINNER/TABLE WINES A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	59539	100.0	35.5	100	52275	100.0	31.2	100								
MALES	79263	26340	44.2	33.2	94	23222	44.4	29.3	94								
FEMALES	88464	33199	55.8	37.5	106	29053	55.6	32.8	105								
18 - 24	28671	9648	16.2	33.7	95	8015	15.3	28.0	90								
25 - 34	39536	16128	27.1	40.8	115	14086	26.9	35.6	114								
35 - 44	28978	11609	19.5	40.1	113	10199	19.5	35.2	113								
45 - 54	22345	8388	14.1	37.5	106	7504	14.4	33.6	108								
55 - 64	22224	7339	12.3	33.0	93	6566	12.6	29.5	95								
65 OR OLDER	25973	6427	10.8	24.7	70	5907	11.3	22.7	73								
18 - 34	68207	25776	43.3	37.8	106	22100	42.3	32.4	104								
18 - 49	108058	41512	69.7	38.4	108	35941	68.8	33.3	107								
25 - 54	90859	36125	60.7	39.8	112	31788	60.8	35.0	112								
35 - 49	39851	15736	26.4	39.5	111	13841	26.5	34.7	111								
50 OR OLDER	59669	18028	30.3	30.2	85	16334	31.2	27.4	88								
GRADUATED COLLEGE	28091	15833	26.6	56.4	159	14739	28.2	52.5	168								
ATTENDED COLLEGE	28938	13451	22.6	46.5	131	11793	22.6	40.8	131								
GRADUATED HIGH SCHOOL	65503	21559	36.2	32.9	93	18374	35.1	28.1	90								
DID NOT GRADUATE HIGH SCHOOL	45195	8696	14.6	19.2	54	7369	14.1	16.3	52								
EMPLOYED MALES	56429	20578	34.6	36.5	103	18177	34.8	32.2	103								
EMPLOYED FEMALES	43971	20400	34.3	46.4	131	17801	34.1	40.5	130								
EMPLOYED FULL-TIME	87773	35616	59.8	40.6	114	31549	60.4	35.9	115								
EMPLOYED PART-TIME	12627	5362	9.0	42.5	120	4429	8.5	35.1	113								
NOT EMPLOYED	67327	18561	31.2	27.6	78	16297	31.2	24.2	78								
PROFESSIONAL/MANAGER	25845	14223	23.9	55.0	155	12973	24.8	50.2	161								
TECH/CLERICAL/SALES	30895	14012	23.5	45.4	128	12228	23.4	39.6	127								
PRECISION/CRAFT	12629	3760	6.3	29.8	84	3325	6.4	26.3	84								
OTHER EMPLOYED	31031	8983	15.1	28.9	82	7452	14.3	24.0	77								
SINGLE	35557	13412	22.5	37.7	106	11600	22.2	32.6	105								
MARRIED	103585	37027	62.2	35.7	101	32636	62.4	31.5	101								
DIVORCED/SEPARATED/WIDOWED	28585	9100	15.3	31.8	90	8040	15.4	28.1	90								
PARENTS	59295	21584	36.3	36.4	103	18608	35.6	31.4	101								
WHITE	146081	54084	90.8	37.0	104	47648	91.1	32.6	105								
BLACK	17974	4328	7.3	24.1	68	3705	7.1	20.6	66								
OTHER	3672	1127	1.9	30.7	86	923	1.8	25.1	81								
NORTHEAST-CENSUS	37005	16659	28.0	45.0	127	14030	26.8	37.9	122								
NORTH CENTRAL	42642	14636	24.6	34.3	97	12659	24.2	29.7	95								
SOUTH	56777	13914	23.4	24.5	69	12022	23.0	21.2	68								
WEST	31303	14331	24.1	45.8	129	13565	25.9	43.3	139								
NORTHEAST-MKTG.	38125	17794	29.9	46.7	131	14755	28.2	38.7	124								
EAST CENTRAL	24794	7410	12.4	29.9	84	6356	12.2	25.6	82								
WEST CENTRAL	28511	10762	18.1	37.7	106	9395	18.0	33.0	106								
SOUTH	48953	10901	18.3	22.3	63	9677	18.5	19.8	63								
PACIFIC	27344	12672	21.3	46.3	131	12094	23.1	44.2	142								
COUNTY SIZE A	69301	29639	49.8	42.8	120	26404	50.5	38.1	122								
COUNTY SIZE B	50633	17369	29.2	34.3	97	15141	29.0	29.9	96								
COUNTY SIZE C	26259	8275	13.9	31.5	89	7079	13.5	27.0	86								
COUNTY SIZE D	21534	4256	7.1	19.8	56	3651	7.0	17.0	54								
METRO CENTRAL CITY	50014	19708	33.1	39.4	111	17395	33.3	34.8	112								
METRO SUBURBAN	76832	29569	49.7	38.5	108	26335	50.4	34.3	110								
NON METRO	40881	10263	17.2	25.1	71	8546	16.3	20.9	67								
TOP 5 ADI'S	39550	17989	30.2	45.5	128	16066	30.7	40.6	130								
TOP 10 ADI'S	54877	23737	39.9	43.3	122	20987	40.1	38.2	123								
TOP 20 ADI'S	77516	32556	54.7	42.0	118	28939	55.4	37.3	120								
HSHLD INC. $50,000 OR MORE	17257	9443	15.9	54.7	154	8358	16.0	48.4	155								
$40,000 OR MORE	33235	17212	28.9	51.8	146	15216	29.1	45.8	147								
$30,000 OR MORE	59693	28934	48.6	48.5	137	25774	49.3	43.2	139								
$25,000 OR MORE	76275	36092	60.6	47.3	133	32067	61.3	42.0	135								
$20,000 - $24,999	18607	6001	10.1	32.3	91	5185	9.9	27.9	89								
$15,000 - $19,999	17175	5382	9.0	31.3	88	4760	9.1	27.7	89								
$10,000 - $14,999	24569	6379	10.7	26.0	73	5323	10.2	21.7	70								
UNDER $10,000	31101	5686	9.6	18.3	52	4940	9.5	15.9	51								
HOUSEHOLD OF 1 PERSON	19441	6452	10.8	33.2	93	5913	11.3	30.4	98								
2 PEOPLE	51803	19094	32.1	36.9	104	17073	32.7	33.0	106								
3 OR 4 PEOPLE	66933	24300	40.8	36.3	102	21265	40.7	31.8	102								
5 OR MORE PEOPLE	29550	9693	16.3	32.8	92	8025	15.4	27.2	87								
NO CHILD IN HSHLD	96587	34091	57.3	35.3	99	30606	58.5	31.7	102								
CHILD(REN) UNDER 2 YRS	10844	3453	5.8	31.8	90	2997	5.7	27.6	89								
2 - 5 YEARS	26358	8813	14.8	33.4	94	7378	14.1	28.0	90								
6 - 11 YEARS	30453	10710	18.0	35.2	99	9066	17.3	29.8	96								
12 - 17 YEARS	36575	12978	21.8	35.5	100	11265	21.5	30.8	99								
RESIDENCE OWNED	117770	42647	71.6	36.2	102	37650	72.0	32.0	103								
VALUE: $50,000 OR MORE	70166	31705	53.3	45.2	127	28346	54.2	40.4	130								
VALUE: UNDER $50,000	47604	10941	18.4	23.0	65	9303	17.8	19.5	63								

PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

		TOTAL U.S. '000	DRINK DINNER/ TABLE WINES A '000	B % DOWN	C % ACROSS	D INDX	DRINK ANY DOMESTIC DINNER/TABLE WINES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	59539	100.0	35.5	100	52275	100.0	31.2	100								
MAGAZINES	QUINTILE 1	34022	16197	27.2	47.6	134	14540	27.8	42.7	137								
	QUINTILE 2	34800	14294	24.0	41.1	116	12499	23.9	35.9	115								
	QUINTILE 3	30514	11112	18.7	36.4	103	9611	18.4	31.5	101								
	QUINTILE 4	33324	10067	16.9	30.2	85	8859	16.9	26.6	85								
	QUINTILE 5	35066	7870	13.2	22.4	63	6766	12.9	19.3	62								
NEWSPAPERS	QUINTILE 1	29107	13941	23.4	47.9	135	12421	23.8	42.7	137								
	QUINTILE 2	49095	18955	31.8	38.6	109	16782	32.1	34.2	110								
	QUINTILE 3	23107	8618	14.5	37.3	105	7618	14.6	33.0	106								
	QUINTILE 4	33556	10867	18.3	32.4	91	9249	17.7	27.6	88								
	QUINTILE 5	32863	7159	12.0	21.8	61	6205	11.9	18.9	61								
OUTDOOR	QUINTILE 1	33431	13767	23.1	41.2	116	12280	23.5	36.7	118								
	QUINTILE 2	33478	12500	21.0	37.3	105	10949	20.9	32.7	105								
	QUINTILE 3	33574	12335	20.7	36.7	103	10989	21.0	32.7	105								
	QUINTILE 4	33935	11350	19.1	33.4	94	9820	18.8	28.9	93								
	QUINTILE 5	33310	9587	16.1	28.8	81	8238	15.8	24.7	79								
RADIO-DRIVE TIME	QUINTILE 1	33136	11829	19.9	35.7	101	10333	19.8	31.2	100								
	QUINTILE 2	31658	11665	19.6	36.8	104	10033	19.2	31.7	102								
	QUINTILE 3	32541	12303	20.7	37.8	107	10852	20.8	33.3	107								
	QUINTILE 4	34247	13049	21.9	38.1	107	11549	22.1	33.7	108								
	QUINTILE 5	36144	10694	18.0	29.6	83	9507	18.2	26.3	84								
RADIO-MID-DAY	TERCILE 1	45037	15665	26.3	34.8	98	13492	25.8	30.0	96								
	TERCILE 2	44819	16094	27.0	35.9	101	13966	26.7	31.2	100								
	TERCILE 3	77872	27780	46.7	35.7	100	24817	47.5	31.9	102								
RADIO-TOTAL	QUINTILE 1	33763	12042	20.2	35.7	100	10366	19.8	30.7	99								
	QUINTILE 2	33240	11638	19.5	35.0	99	10060	19.2	30.3	97								
	QUINTILE 3	33408	13387	22.5	40.1	113	11862	22.7	35.5	114								
	QUINTILE 4	34792	12850	21.6	36.9	104	11492	22.0	33.0	106								
	QUINTILE 5	32524	9622	16.2	29.6	83	8496	16.3	26.1	84								
TV-PRIME TIME	QUINTILE 1	33090	11337	19.0	34.3	97	9964	19.1	30.1	97								
	QUINTILE 2	33357	12061	20.3	36.2	102	10599	20.3	31.8	102								
	QUINTILE 3	33980	12392	20.8	36.5	103	10972	21.0	32.3	104								
	QUINTILE 4	33854	12738	21.4	37.6	106	11075	21.2	32.7	105								
	QUINTILE 5	33444	11011	18.5	32.9	93	9665	18.5	28.9	93								
TV-DAYTIME	TERCILE 1	49121	14962	25.1	30.5	86	13034	24.9	26.5	85								
	TERCILE 2	48823	17038	28.6	34.9	98	15040	28.8	30.8	99								
	TERCILE 3	69782	27540	46.3	39.5	111	24201	46.3	34.7	111								
TV-TOTAL	QUINTILE 1	33584	10499	17.6	31.3	88	9316	17.8	27.7	89								
	QUINTILE 2	33441	11159	18.7	33.4	94	9828	18.8	29.4	94								
	QUINTILE 3	33505	12705	21.3	37.9	107	11060	21.2	33.0	106								
	QUINTILE 4	33466	12584	21.1	37.6	106	11024	21.1	32.9	106								
	QUINTILE 5	33731	12592	21.1	37.3	105	11047	21.1	32.8	105								
MAGAZINES-NEWSPAPERS: DUAL		44503	20942	35.2	47.1	133	18747	35.9	42.1	135								
MAGAZINE IMPERATIVE		39363	14470	24.3	36.8	104	12422	23.8	31.6	101								
NEWSPAPER IMPERATIVE		46441	16027	26.9	34.5	97	14116	27.0	30.4	98								
MAGAZINES-OUTDOOR: DUAL		33726	15374	25.8	45.6	128	13655	26.1	40.5	130								
MAGAZINE IMPERATIVE		52846	21348	35.9	40.4	114	18695	35.8	35.4	114								
OUTDOOR IMPERATIVE		52140	16459	27.6	31.6	89	14357	27.5	27.5	88								
MAGAZINES-RADIO: DUAL		37081	15769	26.5	42.5	120	13763	26.3	37.1	119								
MAGAZINE IMPERATIVE		49747	21451	36.0	43.1	121	19144	36.6	38.5	123								
RADIO IMPERATIVE		49208	14839	24.9	30.2	85	12825	24.5	26.1	84								
MAGAZINES-TELEVISION: DUAL		33103	13609	22.9	41.1	116	12095	23.1	36.5	117								
MAGAZINE IMPERATIVE		54575	24018	40.3	44.0	124	21175	40.5	38.8	124								
TELEVISION IMPERATIVE		53249	14219	23.9	26.7	75	12434	23.8	23.4	75								
NEWSPAPERS-OUTDOOR: DUAL		36255	15822	26.6	43.6	123	14085	26.9	38.8	125								
NEWSPAPER IMPERATIVE		55591	21669	36.4	39.0	110	19182	36.7	34.5	111								
OUTDOOR IMPERATIVE		48319	15647	26.3	32.4	91	13644	26.1	28.2	91								
NEWSPAPERS-RADIO: DUAL		37242	15443	25.9	41.5	117	13407	25.6	36.0	116								
NEWSPAPER IMPERATIVE		54423	22807	38.3	41.9	118	20567	39.3	37.8	121								
RADIO IMPERATIVE		46650	14166	23.8	30.4	86	12192	23.3	26.1	84								
NEWSPAPERS-TELEVISION: DUAL		35974	13951	23.4	38.8	109	12434	23.8	34.6	111								
NEWSPAPER IMPERATIVE		56095	24645	41.4	43.9	124	21830	41.8	38.9	125								
TELEVISION IMPERATIVE		47170	13000	21.8	27.6	78	11374	21.8	24.1	77								
OUTDOOR-RADIO: DUAL		33748	13030	21.9	38.6	109	11287	21.6	33.4	107								
OUTDOOR IMPERATIVE		52785	20109	33.8	38.1	107	18149	34.7	34.4	110								
RADIO IMPERATIVE		52882	18229	30.6	34.5	97	15718	30.1	29.7	95								
OUTDOOR-TELEVISION: DUAL		32030	11849	19.9	37.0	104	10673	20.4	33.3	107								
OUTDOOR IMPERATIVE		54626	22044	37.0	40.4	114	19412	37.1	35.5	114								
TELEVISION IMPERATIVE		54874	16796	28.2	30.6	86	14461	27.7	26.4	85								
RADIO-TELEVISION: DUAL		33386	11298	19.0	33.8	95	9948	19.0	29.8	96								
RADIO IMPERATIVE		53810	20734	34.8	38.5	109	17948	34.3	33.4	107								
TELEVISION IMPERATIVE		54023	18188	30.5	33.7	95	16163	30.9	29.9	96								

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

	TOTAL U.S. '000	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	59539	100.0	35.5	100	52275	100.0	31.2	100								
ATLANTIC MONTHLY	867	478	0.8	55.1	155	453	0.9	52.2	168								
BARRON'S	1580	913	1.5	57.8	163	874	1.7	55.3	177								
BETTER HOMES & GARDENS	22203	9356	15.7	42.1	119	8325	15.9	37.5	120								
BON APPETIT	3810	2414	4.1	63.4	178	2295	4.4	60.2	193								
BUSINESS WEEK	4663	2400	4.0	51.5	145	2204	4.2	47.3	152								
CAR AND DRIVER	3102	1316	2.2	42.4	120	1098	2.1	35.4	114								
CBS MAGAZINE NETWORK (GROSS)	7311	3298	5.5	45.1	127	2798	5.4	38.3	123								
CHANGING TIMES	3400	1556	2.6	45.8	129	1371	2.6	40.3	129								
COLONIAL HOMES	1796	878	1.5	48.9	138	806	1.5	44.9	144								
CONDE NAST MAG. PKG. (GROSS)	19924	9810	16.5	49.2	139	8682	16.6	43.6	140								
CONSUMERS DIGEST	3125	1327	2.2	42.5	120	1207	2.3	38.6	124								
COSMOPOLITAN	10577	5141	8.6	48.6	137	4446	8.5	42.0	135								
COUNTRY LIVING	3746	1768	3.0	47.2	133	1602	3.1	42.8	137								
CUISINE	2214	1425	2.4	64.4	181	1285	2.5	58.0	186								
CYCLE WORLD	2394	829	1.4	34.6	98	689	1.3	28.8	92								
DCI:CREATIVE IDEAS FOR LIV	3068	1139	1.9	37.1	105	1051	2.0	34.3	110								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3673	6.2	38.4	108	3422	6.5	35.8	115								
DISCOVER	2277	1006	1.7	44.2	124	901	1.7	39.6	127								
EBONY	7187	1949	3.3	27.1	76	1672	3.2	23.3	75								
ESQUIRE	2560	1000	1.7	39.1	110	840	1.6	32.8	105								
ESSENCE	3242	883	1.5	27.2	77	756	1.4	23.3	75								
FAMILY CIRCLE	19639	8377	14.1	42.7	120	7352	14.1	37.4	120								
THE FAMILY HANDYMAN	3540	1239	2.1	35.0	99	1070	2.0	30.2	97								
FAMILY WEEKLY	23924	8273	13.9	34.6	97	7082	13.5	29.6	95								
FIELD & STREAM	9883	3130	5.3	31.7	89	2744	5.2	27.8	89								
FOOD & WINE	1030	591	1.0	57.4	162	542	1.0	52.6	169								
FORBES	2679	1713	2.9	63.9	180	1608	3.1	60.0	193								
FORTUNE	2931	1741	2.9	59.4	167	1611	3.1	55.0	176								
GENTLEMEN'S QUARTERLY	3481	1620	2.7	46.5	131	1381	2.6	39.7	127								
GLAMOUR	7163	3444	5.8	48.1	135	3137	6.0	43.8	141								
GOLF DIGEST	2355	1138	1.9	48.3	136	1067	2.0	45.3	145								
GOLF DIGEST/TENNIS (GROSS)	3610	1711	2.9	47.4	134	1526	2.9	42.3	136								
GOLF MAGAZINE	2046	1017	1.7	49.7	140	871	1.7	42.6	137								
GOLF MAGAZINE/SKI (GROSS)	3547	1804	3.0	50.9	143	1541	2.9	43.4	139								
GOOD HOUSEKEEPING	20353	8631	14.5	42.4	119	7528	14.4	37.0	119								
HARPER'S BAZAAR	3362	1722	2.9	51.2	144	1492	2.9	44.4	142								
HEALTH	2987	1173	2.0	39.3	111	1007	1.9	33.7	108								
HEARST MAG CORP. BUY (GROSS)	67928	30126	50.6	44.3	125	26233	50.2	38.6	124								
HEARST MAN POWER (GROSS)	11282	4126	6.9	36.6	103	3556	6.8	31.5	101								
HEARST WOMAN POWER (GROSS)	40514	18084	30.4	44.6	126	15636	29.9	38.6	124								
HOUSE BEAUTIFUL	4885	2348	3.9	48.1	135	2073	4.0	42.4	136								
INC.	1308	719	1.2	55.0	155	670	1.3	51.2	164								
JET	6498	1770	3.0	27.2	77	1559	3.0	24.0	77								
LADIES' HOME JOURNAL	14797	6353	10.7	42.9	121	5496	10.5	37.1	119								
LHJ FAMILY GRP COMBO(GROSS)	21743	9356	15.7	43.0	121	8083	15.5	37.2	119								
LIFE	9881	4632	7.8	46.9	132	3995	7.6	40.4	130								
L.A. TIMES HOME MAGAZINE	2775	1642	2.8	59.2	167	1552	3.0	55.9	179								
MADEMOISELLE	4219	2051	3.4	48.6	137	1855	3.5	44.0	141								
MC CALL'S	16422	6801	11.4	41.4	117	5878	11.2	35.8	115								
MC CALL'S/WRK MOTHER (GROSS)	17919	7413	12.5	41.4	117	6374	12.2	35.6	114								
MECHANIX ILLUSTRATED	4433	1635	2.7	36.9	104	1452	2.8	32.8	105								
METROPOLITAN HOME	1504	869	1.5	57.8	163	751	1.4	49.9	160								
MONEY	4723	2612	4.4	55.3	156	2463	4.7	52.1	167								
MOTHER EARTH NEWS	2325	1091	1.8	46.9	132	978	1.9	42.1	135								
MS.	1189	694	1.2	58.4	164	591	1.1	49.7	159								
NATIONAL ENQUIRER	18892	6049	10.2	32.0	90	5133	9.8	27.2	87								
NATIONAL GEOGRAPHIC	22129	11051	18.6	49.9	141	10007	19.1	45.2	145								
NATIONAL SUNDAY MAGAZINE PKG	103750	42028	70.6	40.5	114	37016	70.8	35.7	114								
NATURAL HISTORY	1379	770	1.3	55.8	157	713	1.4	51.7	166								
NEW WOMAN	2289	1063	1.8	46.4	131	924	1.8	40.4	130								
NEW YORK INCLUDING CUE	1088	639	1.1	58.7	165	574	1.1	52.8	169								
THE NEW YORKER	2459	1584	2.7	64.4	181	1456	2.8	59.2	190								
NEWSWEEK	16527	8025	13.5	48.6	137	7141	13.7	43.2	139								
THE N.Y. TIMES DAILY EDITION	2739	1864	3.1	68.1	192	1715	3.3	62.6	201								
THE N.Y. TIMES MAGAZINE	4443	3030	5.1	68.2	192	2682	5.1	60.4	194								
OMNI	2799	1422	2.4	50.8	143	1243	2.4	44.4	142								
ON CABLE	2209	905	1.5	41.0	115	770	1.5	34.9	112								
1001 HOME IDEAS	3959	1831	3.1	46.2	130	1579	3.0	39.9	128								
ORGANIC GARDENING	3111	1207	2.0	38.8	109	1073	2.1	34.5	111								
OUTDOOR LIFE	5024	1536	2.6	30.6	86	1367	2.6	27.2	87								
PARADE MAGAZINE	51292	21343	35.8	41.6	117	18664	35.7	36.4	117								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

	TOTAL U.S. '000	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	59539	100.0	35.5	100	52275	100.0	31.2	100								
PARENTS	5298	2477	4.2	46.8	132	2033	3.9	38.4	123								
PENTHOUSE	5129	2225	3.7	43.4	122	1945	3.7	37.9	122								
PEOPLE	21070	9560	16.1	45.4	128	8404	16.1	39.9	128								
PLAYBOY	10562	4461	7.5	42.2	119	3888	7.4	36.8	118								
POPULAR HOT RODDING	2498	587	1.0	23.5	66	478	0.9	19.1	61								
POPULAR MECHANICS	5887	2139	3.6	36.3	102	1884	3.6	32.0	103								
POPULAR SCIENCE	4317	1959	3.3	45.4	128	1741	3.3	40.3	129								
PREVENTION	5792	2381	4.0	41.1	116	2051	3.9	35.4	114								
PSYCHOLOGY TODAY	3284	1721	2.9	52.4	148	1508	2.9	45.9	147								
READER'S DIGEST	40046	15647	26.3	39.1	110	13921	26.6	34.8	112								
REDBOOK	9584	4312	7.2	45.0	127	3662	7.0	38.2	123								
ROAD & TRACK	2590	1340	2.3	51.7	146	1149	2.2	44.4	142								
ROLLING STONE	3302	1719	2.9	52.1	147	1439	2.8	43.6	140								
RUNNER'S WORLD	1229	570	1.0	46.4	131	531	1.0	43.2	139								
SATURDAY EVENING POST	2110	923	1.6	43.7	123	855	1.6	40.5	130								
SCIENCE 84	1543	825	1.4	53.5	151	747	1.4	48.4	155								
SCIENCE DIGEST	1747	737	1.2	42.2	119	636	1.2	36.4	117								
SCIENTIFIC AMERICAN	1994	1193	2.0	59.8	169	1072	2.1	53.8	172								
SELF	3119	1564	2.6	50.1	141	1285	2.5	41.2	132								
SEVENTEEN	3923	1702	2.9	43.4	122	1493	2.9	38.1	122								
SKI	1501	787	1.3	52.4	148	669	1.3	44.6	143								
SMITHSONIAN	5976	3449	5.8	57.7	163	3094	5.9	51.8	166								
SOAP OPERA DIGEST	4228	1304	2.2	30.8	87	1102	2.1	26.1	84								
SOUTHERN LIVING	6488	2534	4.3	39.1	110	2371	4.5	36.5	117								
SPORT	3500	1419	2.4	40.5	114	1252	2.4	35.8	115								
THE SPORTING NEWS	2456	986	1.7	40.1	113	804	1.5	32.7	105								
SPORTS AFIELD	3648	1250	2.1	34.3	97	1036	2.0	28.4	91								
SPORTS ILLUSTRATED	14484	5904	9.9	40.8	115	5116	9.8	35.3	113								
STAR	12661	4073	6.8	32.2	91	3461	6.6	27.3	88								
SUNDAY	52799	22910	38.5	43.4	122	20293	38.8	38.4	123								
SUNSET	3513	2196	3.7	62.5	176	2139	4.1	60.9	195								
TV GUIDE	42766	15387	25.8	36.0	101	13313	25.5	31.1	100								
TENNIS	1254	574	1.0	45.8	129	459	0.9	36.6	117								
TIME	22054	10909	18.3	49.5	139	9699	18.6	44.0	141								
TOWN & COUNTRY	1555	861	1.4	55.4	156	797	1.5	51.3	164								
TRAVEL & LEISURE	2173	1256	2.1	57.8	163	1146	2.2	52.7	169								
TRUE STORY	4636	1236	2.1	26.7	75	961	1.8	20.7	67								
U.S.NEWS & WORLD REPORT	10353	4579	7.7	44.2	125	4049	7.7	39.1	125								
USA TODAY	4994	2634	4.4	52.7	149	2413	4.6	48.3	155								
US	3528	1600	2.7	45.4	128	1368	2.6	38.8	124								
VOGUE	5424	2751	4.6	50.7	143	2406	4.6	44.4	142								
WALL STREET JOURNAL	6292	3817	6.4	60.7	171	3566	6.8	56.7	182								
WEIGHT WATCHERS	2762	1183	2.0	42.8	121	1104	2.1	40.0	128								
WOMAN'S DAY	16320	6688	11.2	41.0	115	5983	11.4	36.7	118								
WORKING MOTHER	1496	612	1.0	40.9	115	496	0.9	33.2	106								
WORKING WOMAN	1851	915	1.5	49.4	139	808	1.5	43.7	140								
WORLD TENNIS	580	314	0.5	54.1	153	259	0.5	44.7	143								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	5251	8.8	42.3	119	4396	8.4	35.4	114								
BLAIR INSERTS	91671	38952	65.4	42.5	120	34428	65.9	37.6	121								
DAILY NEWSPAPERS																	
READ ANY	109190	42225	70.9	38.7	109	37412	71.6	34.3	110								
READ ONE	89587	33288	55.9	37.2	105	29484	56.4	32.9	106								
READ TWO OR MORE	19602	8937	15.0	45.6	128	7928	15.2	40.4	130								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	44687	75.1	40.8	115	39299	75.2	35.8	115								
READ ONE	95074	37234	62.5	39.2	110	32593	62.3	34.3	110								
READ TWO OR MORE	14588	7453	12.5	51.1	144	6706	12.8	46.0	147								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.73				31.89											
30 DAY REACH	149706	54461	91.5	36.4	102	47762	91.4	31.9	102								
50 SHWG - 30 DAY AV FREQ	15.16	16.51				16.58											
30 DAY REACH	142406	52406	88.0	36.8	104	46009	88.0	32.3	104								
25 SHWG - 30 DAY AV FREQ	8.23	8.91				8.89											
30 DAY REACH	131152	48650	81.7	37.1	104	43010	82.3	32.8	105								
CABLE TV: HOME WIRED	66879	25827	43.4	38.6	109	22975	44.0	34.4	110								
HOME NOT WIRED	100848	33713	56.6	33.4	94	29301	56.1	29.1	93								
HAVE PAY CABLE	35024	15048	25.3	43.0	121	13406	25.6	38.3	123								

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DRINK MALT BEVERAGES OR WINE
(ADULTS)

	TOTAL U.S. '000	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	59539	100.0	35.5	100	52275	100.0	31.2	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	35965	60.4	37.6	106	31473	60.2	32.9	106								
10:00 AM - 3:00 PM	63599	22589	37.9	35.5	100	19565	37.4	30.8	99								
3:00 PM - 7:00 PM	72097	27364	46.0	38.0	107	24034	46.0	33.3	107								
7:00 PM - MIDNIGHT	36670	13201	22.2	36.0	101	11525	22.0	31.4	101								
MIDNIGHT - 6:00 AM	21908	8324	14.0	38.0	107	7234	13.8	33.0	106								
6:00 AM - MIDNIGHT	127571	47095	79.1	36.9	104	41294	79.0	32.4	104								
ENTIRE DAY	129239	47717	80.1	36.9	104	41871	80.1	32.4	104								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	13631	22.9	40.1	113	11948	22.9	35.1	113								
ALL NEWS	6062	2884	4.8	47.6	134	2612	5.0	43.1	138								
AOR/PROGRESSIVE	11884	4745	8.0	39.9	112	4197	8.0	35.3	113								
BEAUTIFUL MUSIC	11180	4563	7.7	40.8	115	4025	7.7	36.0	116								
BLACK	4538	1315	2.2	29.0	82	1167	2.2	25.7	83								
CLASSICAL	3857	1890	3.2	49.0	138	1748	3.3	45.3	145								
CHR/ROCK	21946	9110	15.3	41.5	117	7928	15.2	36.1	116								
COUNTRY	27262	8071	13.6	29.6	83	6912	13.2	25.4	81								
GOLDEN OLDIES	3339	1142	1.9	34.2	96	981	1.9	29.4	94								
MOR/NOSTALGIA	10346	3853	6.5	37.2	105	3534	6.8	34.2	110								
NEWS/TALK	8929	4005	6.7	44.9	126	3595	6.9	40.3	129								
RELIGIOUS	5488	1554	2.6	28.3	80	1339	2.6	24.4	78								
SOFT ROCK	1232	431	0.7	35.0	99	374	0.7	30.4	97								
URBAN CONTEMPORARY	3184	1110	1.9	34.9	98	875	1.7	27.5	88								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2481	4.2	35.9	101	2039	3.9	29.5	95								
ABC DIRECTION	5212	2008	3.4	38.5	109	1686	3.2	32.3	104								
ABC ENTERTAINMENT	10385	3416	5.7	32.9	93	3028	5.8	29.2	94								
ABC FM	4762	1503	2.5	31.6	89	1275	2.4	26.8	86								
ABC INFORMATION	11339	4543	7.6	40.1	113	4047	7.7	35.7	115								
ABC ROCK	4878	2086	3.5	42.8	120	1765	3.4	36.2	116								
CBS	10709	4125	6.9	38.5	109	3664	7.0	34.2	110								
MUTUAL	10251	3724	6.3	36.3	102	3350	6.4	32.7	105								
NBC	12243	4598	7.7	37.6	106	4104	7.9	33.5	108								
RADIORADIO	4606	1809	3.0	39.3	111	1550	3.0	33.7	108								
RKO ONE	5148	1995	3.4	38.8	109	1777	3.4	34.5	111								
RKO TWO	7313	2530	4.2	34.6	97	2314	4.4	31.6	102								
THE SOURCE	5981	2143	3.6	35.8	101	1955	3.7	32.7	105								
NON-WIRED : BLAIR	19329	7108	11.9	36.8	104	6155	11.8	31.8	102								
INTERNET	27139	11036	18.5	40.7	115	9785	18.7	36.1	116								
KATZ RADIO GROUP	36319	14615	24.5	40.2	113	12820	24.5	35.3	113								
SUPERNET	22361	8446	14.2	37.8	106	7443	14.2	33.3	107								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	4825	8.1	33.2	94	4305	8.2	29.6	95								
WKDAY 9:00 AM - 1:00 PM	18688	5750	9.7	30.8	87	5004	9.6	26.8	86								
WKDAY 1:00 PM - 4:30 PM	24061	7293	12.2	30.3	85	6347	12.1	26.4	85								
WKDAY 4:30 PM - 7:30 PM	44079	14800	24.9	33.6	95	13104	25.1	29.7	95								
WKDAY 7:30 PM - 8:00 PM	61979	20758	34.9	33.5	94	18157	34.7	29.3	94								
WKDAY 11:00 PM - 11:30 PM	49084	17157	28.8	35.0	98	15151	29.0	30.9	99								
WKDAY 11:30 PM - 1:00 AM	16560	5638	9.5	34.0	96	4924	9.4	29.7	95								
M-SAT 8-11 PM+SUN 7-11 PM	66967	23834	40.0	35.6	100	20958	40.1	31.3	100								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	3083	5.2	33.3	94	2706	5.2	29.2	94								
ANOTHER WORLD N	6138	1514	2.5	24.7	69	1357	2.6	22.1	71								
AS THE WORLD TURNS C	7707	2117	3.6	27.5	77	1777	3.4	23.1	74								
CAPITOL C	4688	1408	2.4	30.0	85	1166	2.2	24.9	80								
CBS MORN. NEWS 1 C	2792	919	1.5	32.9	93	857	1.6	30.7	98								
CBS MORN. NEWS 2 C	2071	707	1.2	34.1	96	622	1.2	30.0	96								
DAYS OF OUR LIVES N	8018	2465	4.1	30.7	87	2178	4.2	27.2	87								
FACTS OF LIFE - DAYTIME N	3487	940	1.6	27.0	76	817	1.6	23.4	75								
FAMILY FEUD A	4817	1331	2.2	27.6	78	1131	2.2	23.5	75								
GENERAL HOSPITAL A	8333	2617	4.4	31.4	88	2297	4.4	27.6	88								
GOOD MORNING, AMERICA-730 A	5472	1821	3.1	33.3	94	1626	3.1	29.7	95								
GOOD MORNING, AMERICA-830 A	3965	1368	2.3	34.5	97	1188	2.3	30.0	96								
GUIDING LIGHT C	7542	2226	3.7	29.5	83	1847	3.5	24.5	79								
ONE LIFE TO LIVE A	6018	1863	3.1	31.0	87	1625	3.1	27.0	87								
PRESS YOUR LUCK C	3589	1030	1.7	28.7	81	839	1.6	23.4	75								
PRICE IS RIGHT 1 C	7418	2045	3.4	27.6	78	1781	3.4	24.0	77								
PRICE IS RIGHT 2 C	8276	2344	3.9	28.3	80	2085	4.0	25.2	81								
RYAN'S HOPE A	4358	1515	2.5	34.8	98	1308	2.5	30.0	96								
SALE OF THE CENTURY N	3749	949	1.6	25.3	71	819	1.6	21.8	70								
SEARCH FOR TOMORROW N	2884	792	1.3	27.5	77	687	1.3	23.8	76								
TODAY SHOW 1 N	4869	1851	3.1	38.0	107	1624	3.1	33.4	107								
TODAY SHOW 2 N	4135	1212	2.0	29.3	83	1093	2.1	26.4	85								
$25,000 PYRAMID C	4361	1334	2.2	30.6	86	1102	2.1	25.3	81								
WHEEL OF FORTUNE N	6187	1749	2.9	28.3	80	1492	2.9	24.1	77								
YOUNG AND THE RESTLESS C	8186	2064	3.5	25.2	71	1722	3.3	21.0	67								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1685	2.8	35.6	100	1503	2.9	31.8	102								
NBA PLAYOFF GAME -1 C	5127	1719	2.9	33.5	94	1548	3.0	30.2	97								
NBC MAJOR LEAGUE PRE-GAME N	3945	1144	1.9	29.0	82	1040	2.0	26.4	85								
SPORTSWORLD - SUN N	3370	1199	2.0	35.6	100	989	1.9	29.3	94								
SUNDAY MORNING C	4200	1645	2.8	39.2	110	1523	2.9	36.3	116								

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		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	59539	100.0	35.5	100	52275	100.0	31.2	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	17018	28.6	32.5	92	15173	29.0	29.0	93								
NETWORK AFFILIATES - LATE		39164	13661	22.9	34.9	98	12104	23.2	30.9	99								
INDEPENDENTS - LATE		5133	2180	3.7	42.5	120	1966	3.8	38.3	123								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	7279	12.2	31.9	90	6163	11.8	27.0	87								
ABC MONDAY NIGHT MOVIE	A	11258	4256	7.1	37.8	106	3760	7.2	33.4	107								
ABC SUNDAY NIGHT MOVIE	A	23600	8588	14.4	36.4	103	7604	14.5	32.2	103								
ABC WORLD NEWS TONIGHT	A	12801	4153	7.0	32.4	91	3578	6.8	28.0	90								
AFTERMASH	C	10966	3618	6.1	33.0	93	3255	6.2	29.7	95								
ALICE	C	17050	5599	9.4	32.8	93	4899	9.4	28.7	92								
AMERICAN PARADE	C	11998	4135	6.9	34.5	97	3629	6.9	30.2	97								
BENSON	A	19258	6587	11.1	34.2	96	5825	11.1	30.2	97								
BLUE THUNDER	A	11478	3762	6.3	32.8	92	3257	6.2	28.4	91								
CAGNEY & LACEY	C	18263	6540	11.0	35.8	101	5705	10.9	31.2	100								
CBS EVENING NEWS-DEAN	C	7733	2760	4.6	35.7	101	2477	4.7	32.0	103								
CBS EVENING NEWS-RATHER	C	15653	5487	9.2	35.1	99	4894	9.4	31.3	100								
CBS SAT. NEWS-SCHIEFFER	C	8744	2859	4.8	32.7	92	2638	5.0	30.2	97								
CBS SATURDAY NIGHT MOVIE	C	12000	4143	7.0	34.5	97	3648	7.0	30.4	98								
CBS WEDNESDAY NIGHT MOVIE	C	11522	3818	6.4	33.1	93	3231	6.2	28.0	90								
CHEERS	N	16818	7275	12.2	43.3	122	6474	12.4	38.5	124								
DALLAS	C	37510	12551	21.1	33.5	94	11108	21.2	29.6	95								
DIFF'RENT STROKES	N	11258	3547	6.0	31.5	89	3099	5.9	27.5	88								
DOUBLE TROUBLE	N	12248	4318	7.3	35.3	99	3828	7.3	31.3	100								
DUCK FACTORY	N	11100	4634	7.8	41.7	118	4104	7.9	37.0	119								
DUKES OF HAZZARD	C	12353	3562	6.0	28.8	81	3065	5.9	24.8	80								
DYNASTY	A	33279	11376	19.1	34.2	96	10001	19.1	30.1	96								
FACTS OF LIFE	N	13410	4408	7.4	32.9	93	3874	7.4	28.9	93								
FALCON CREST	C	31093	10991	18.5	35.3	100	9538	18.2	30.7	98								
FALL GUY	A	18649	6023	10.1	32.3	91	5136	9.8	27.5	88								
FAMILY TIES	N	13101	4378	7.4	33.4	94	3747	7.2	28.6	92								
FANTASY ISLAND	A	13069	4395	7.4	33.6	95	3833	7.3	29.3	94								
FOULUPS,BLEEPS & BLUNDERS	A	16588	5786	9.7	34.9	98	4966	9.5	29.9	96								
FOUR SEASONS	C	9302	3128	5.3	33.6	95	2796	5.3	30.1	96								
GIMME A BREAK	N	13955	3964	6.7	28.4	80	3417	6.5	24.5	79								
HART TO HART	A	15735	5347	9.0	34.0	96	4615	8.8	29.3	94								
HILL STREET BLUES	N	18257	7509	12.6	41.1	116	6640	12.7	36.4	117								
HOTEL	A	24236	8213	13.8	33.9	95	7264	13.9	30.0	96								
JEFFERSONS	C	17010	5518	9.3	32.4	91	4943	9.5	29.1	93								
JENNIFER SLEPT HERE	N	9397	3178	5.3	33.8	95	2766	5.3	29.4	94								
KATE & ALLIE	C	16762	6215	10.4	37.1	104	5471	10.5	32.6	105								
KNIGHT RIDER	N	13164	4386	7.4	33.3	94	3707	7.1	28.2	90								
LOVE BOAT	A	20400	6710	11.3	32.9	93	5849	11.2	28.7	92								
MAGNUM PI	C	22543	7837	13.2	34.8	98	6771	13.0	30.0	96								
MAMA'S FAMILY	N	9852	3309	5.6	33.6	95	2869	5.5	29.1	93								
MASTER, THE	N	8082	2713	4.6	33.6	95	2257	4.3	27.9	90								
MATT HOUSTON	A	12881	4583	7.7	35.6	100	4005	7.7	31.1	100								
NBC MONDAY NIGHT MOVIE	N	23889	8938	15.0	37.4	105	7842	15.0	32.8	105								
NBC NIGHTLY NEWS	N	11156	3604	6.1	32.3	91	3267	6.2	29.3	94								
NBC NIGHTLY NEWS-SAT	N	7363	2541	4.3	34.5	97	2299	4.4	31.2	100								
NBC NIGHTLY NEWS-SUN	N	6214	2147	3.6	34.6	97	1939	3.7	31.2	100								
NBC SUNDAY NIGHT MOVIE	N	17590	6472	10.9	36.8	104	5488	10.5	31.2	100								
NEWHART	C	16740	5974	10.0	35.7	101	5271	10.1	31.5	101								
ONE DAY AT A TIME	C	11820	4060	6.8	34.3	97	3576	6.8	30.3	97								
PEOPLE ARE FUNNY	N	9138	3014	5.1	33.0	93	2628	5.0	28.8	92								
REAL PEOPLE	N	15979	4803	8.1	30.1	85	4301	8.2	26.9	86								
REMINGTON STEELE	N	14395	5085	8.5	35.3	100	4262	8.2	29.6	95								
RIPLEY'S BELIEVE IT - NOT	A	11362	4186	7.0	36.8	104	3664	7.0	32.2	103								
RIPTIDE	N	13920	4396	7.4	31.6	89	3760	7.2	27.0	87								
SCARECROW & MRS. KING	C	17571	6137	10.3	34.9	98	5296	10.1	30.1	97								
SIMON & SIMON	C	20208	6618	11.1	32.7	92	5700	10.9	28.2	91								
60 MINUTES	C	27668	9941	16.7	35.9	101	8834	16.9	31.9	102								
ST. ELSEWHERE	N	13699	5497	9.2	40.1	113	4855	9.3	35.4	114								
THREE'S COMPANY	A	20632	7164	12.0	34.7	98	6136	11.7	29.7	95								
T.J. HOOKER	A	17136	5568	9.4	32.5	92	4834	9.2	28.2	91								
TONIGHT SHOW	N	4963	1922	3.2	38.7	109	1743	3.3	35.1	113								
TRAPPER JOHN, M.D.	C	16332	5413	9.1	33.1	93	4748	9.1	29.1	93								
TV BLOOPERS & PRAC. JOKES	N	18881	6401	10.8	33.9	96	5570	10.7	29.5	95								
20/20	A	18315	6139	10.3	33.5	94	5431	10.4	29.7	95								
WEBSTER	A	18722	6551	11.0	35.0	99	5832	11.2	31.2	100								
WORLD NEWS - SUN	A	5327	1776	3.0	33.3	94	1560	3.0	29.3	94								
YELLOW ROSE	N	8370	2600	4.4	31.1	88	2265	4.3	27.1	87								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	9791	16.4	37.9	107	8583	16.4	33.2	106								
BASKETBALL - COLLEGE GAMES		14468	5508	9.3	38.1	107	4952	9.5	34.2	110								
BASKETBALL - PRO GAMES		12124	4408	7.4	36.4	102	3875	7.4	32.0	103								
BOWLING		9412	3306	5.6	35.1	99	3009	5.8	32.0	103								
BOXING		15409	5468	9.2	35.5	100	4829	9.2	31.3	101								
FOOTBALL - COLLEGE GAMES		21400	8449	14.2	39.5	111	7813	14.9	36.5	117								
FOOTBALL - PRO GAMES		35944	14978	25.2	41.7	117	13382	25.6	37.2	119								
GOLF		9759	4709	7.9	48.3	136	4332	8.3	44.4	142								
POST-SEASON COLL. FOOTBALL		18123	7399	12.4	40.8	115	6869	13.1	37.9	122								
POST-SEASON PRO FOOTBALL		22091	9495	15.9	43.0	121	8675	16.6	39.3	126								
TENNIS		6764	3226	5.4	47.7	134	2900	5.5	42.9	138								
WRESTLING - PROFESSIONAL		9695	2365	4.0	24.4	69	2133	4.1	22.0	71								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(MALES)

	TOTAL U.S.	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	45552	100.0	57.5	100	44283	100.0	55.9	100	43035	100.0	54.3	100	34705	100.0	43.8	100
HOUSEHOLD HEADS	66405	37763	82.9	56.9	99	36711	82.9	55.3	99	35646	82.8	53.7	99	28858	83.2	43.5	99
18 - 24	13945	9188	20.2	65.9	115	8884	20.1	63.7	114	8580	19.9	61.5	113	6039	17.4	43.3	99
25 - 34	19334	12948	28.4	67.0	117	12619	28.5	65.3	117	12418	28.9	64.2	118	9239	26.6	47.8	109
35 - 44	14196	8685	19.1	61.2	106	8501	19.2	59.9	107	8317	19.3	58.6	108	6848	19.7	48.2	110
45 - 54	10896	6169	13.5	56.6	99	6041	13.6	55.4	99	5856	13.6	53.7	99	5046	14.5	46.3	106
55 - 64	10378	4966	10.9	47.9	83	4857	11.0	46.8	84	4739	11.0	45.7	84	4088	11.8	39.4	90
65 OR OLDER	10514	3596	7.9	34.2	60	3382	7.6	32.2	58	3125	7.3	29.7	55	3447	9.9	32.8	75
18 - 34	33279	22136	48.6	66.5	116	21503	48.6	64.6	116	20998	48.8	63.1	116	15278	44.0	45.9	105
18 - 49	52904	33798	74.2	63.9	111	32938	74.4	62.3	111	32183	74.8	60.8	112	24579	70.8	46.5	106
25 - 54	44426	27802	61.0	62.6	109	27160	61.3	61.1	109	26591	61.8	59.9	110	21132	60.9	47.6	109
35 - 49	19625	11662	25.6	59.4	103	11435	25.8	58.3	104	11185	26.0	57.0	105	9301	26.8	47.4	108
50 OR OLDER	26359	11754	25.8	44.6	78	11346	25.6	43.0	77	10852	25.2	41.2	76	10127	29.2	38.4	88
GRADUATED COLLEGE	15982	10474	23.0	65.5	114	10292	23.2	64.4	115	10003	23.2	62.6	115	10208	29.4	63.9	146
ATTENDED COLLEGE	13629	8751	19.2	64.2	112	8525	19.3	62.6	112	8366	19.4	61.4	113	6926	20.0	50.8	116
GRADUATED HIGH SCHOOL	28591	16746	36.8	58.6	102	16351	36.9	57.2	102	15918	37.0	55.7	103	11767	33.9	41.2	94
DID NOT GRADUATE HIGH SCHOOL	21061	9581	21.0	45.5	79	9115	20.6	43.3	77	8748	20.3	41.5	77	5805	16.7	27.6	63
EMPLOYED FULL-TIME	52316	32321	71.0	61.8	108	31484	71.1	60.2	108	30786	71.5	58.8	108	24633	71.0	47.1	108
EMPLOYED PART-TIME	4113	2508	5.5	61.0	106	2449	5.5	59.5	107	2341	5.4	56.9	105	1884	5.4	45.8	105
NOT EMPLOYED	22834	10723	23.5	47.0	82	10350	23.4	45.3	81	9907	23.0	43.4	80	8188	23.6	35.9	82
PROFESSIONAL/MANAGER	15034	9531	20.9	63.4	110	9322	21.1	62.0	111	9079	21.1	60.4	111	9166	26.4	61.0	139
TECH/CLERICAL/SALES	11255	7219	15.8	64.1	112	7068	16.0	62.8	112	6940	16.1	61.7	114	5653	16.3	50.2	115
PRECISION/CRAFT	11607	6971	15.3	60.1	105	6858	15.5	59.1	106	6712	15.6	57.8	107	4537	13.1	39.1	89
OTHER EMPLOYED	18534	11107	24.4	59.9	104	10686	24.1	57.7	103	10397	24.2	56.1	103	7162	20.6	38.6	88
SINGLE	19562	12723	27.9	65.0	113	12344	27.9	63.1	113	11927	27.7	61.0	112	9219	26.6	47.1	108
MARRIED	51896	28600	62.8	55.1	96	27802	62.8	53.6	96	27146	63.1	52.3	96	22260	64.1	42.9	98
DIVORCED/SEPARATED/WIDOWED	7804	4228	9.3	54.2	94	4137	9.3	53.0	95	3962	9.2	50.8	94	3226	9.3	41.3	94
PARENTS	25372	15491	34.0	61.1	106	15027	33.9	59.2	106	14760	34.3	58.2	107	11101	32.0	43.8	100
WHITE	69658	40331	88.5	57.9	101	39681	89.6	57.0	102	38541	89.6	55.3	102	30581	88.1	43.9	100
BLACK	7909	4208	9.2	53.2	93	3624	8.2	45.8	82	3518	8.2	44.5	82	3211	9.3	40.6	93
OTHER	1696	1012	2.2	59.7	104	978	2.2	57.7	103	975	2.3	57.5	106	914	2.6	53.9	123
NORTHEAST-CENSUS	17202	10602	23.3	61.6	107	10287	23.2	59.8	107	9869	22.9	57.4	106	9055	26.1	52.6	120
NORTH CENTRAL	20461	12069	26.5	59.0	103	11881	26.8	58.1	104	11585	26.9	56.6	104	8871	25.6	43.4	99
SOUTH	26695	13482	29.6	50.5	88	12944	29.2	48.5	87	12658	29.4	47.4	87	8841	25.5	33.1	76
WEST	14906	9398	20.6	63.0	110	9172	20.7	61.5	110	8922	20.7	59.9	110	7937	22.9	53.2	122
NORTHEAST-MKTG.	17962	11005	24.2	61.3	107	10577	23.9	58.9	105	10226	23.8	56.9	105	9564	27.6	53.2	122
EAST CENTRAL	11741	6704	14.7	57.1	99	6619	14.9	56.4	101	6366	14.8	54.2	100	4422	12.7	37.7	86
WEST CENTRAL	13518	8191	18.0	60.6	105	8042	18.2	59.5	106	7888	18.3	58.4	107	6545	18.9	48.4	111
SOUTH	23168	11622	25.5	50.2	87	11224	25.3	48.4	87	10935	25.4	47.2	87	7235	20.8	31.2	71
PACIFIC	12874	8029	17.6	62.4	109	7821	17.7	60.8	109	7620	17.7	59.2	109	6940	20.0	53.9	123
COUNTY SIZE A	32596	20246	44.4	62.1	108	19482	44.0	59.8	107	18966	44.1	58.2	107	16967	48.9	52.1	119
COUNTY SIZE B	23814	13727	30.1	57.6	100	13464	30.4	56.5	101	13080	30.4	54.9	101	10152	29.3	42.6	97
COUNTY SIZE C	12663	6877	15.1	54.3	94	6787	15.3	53.6	96	6579	15.3	52.0	96	4738	13.7	37.4	85
COUNTY SIZE D	10190	4701	10.3	46.1	80	4550	10.3	44.7	80	4410	10.2	43.3	80	2848	8.2	27.9	64
METRO CENTRAL CITY	23190	13829	30.4	59.6	104	13173	29.7	56.8	102	12735	29.6	54.9	101	11763	33.9	50.7	116
METRO SUBURBAN	36920	22215	48.8	60.2	105	21815	49.3	59.1	106	21328	49.6	57.8	106	16830	48.5	45.6	104
NON METRO	19152	9508	20.9	49.6	86	9295	21.0	48.5	87	8972	20.8	46.8	86	6113	17.6	31.9	73
TOP 5 ADI'S	18703	11717	25.7	62.6	109	11224	25.3	60.0	107	10844	25.2	58.0	107	10519	30.3	56.2	128
TOP 10 ADI'S	26158	16226	35.6	62.0	108	15587	35.2	59.6	107	15142	35.2	57.9	107	13757	39.6	52.6	120
TOP 20 ADI'S	36612	22353	49.1	61.1	106	21523	48.6	58.8	105	20918	48.6	57.1	105	18381	53.0	50.2	115
HSHLD INC. $50,000 OR MORE	9326	5784	12.7	62.0	108	5694	12.9	61.1	109	5531	12.9	59.3	109	5433	15.7	58.3	133
$40,000 OR MORE	18002	11340	24.9	63.0	110	11040	24.9	61.3	110	10766	25.0	59.8	110	10251	29.5	56.9	130
$30,000 OR MORE	31361	19608	43.0	62.5	109	19206	43.4	61.2	110	18762	43.6	59.8	110	17125	49.3	54.6	125
$25,000 OR MORE	39858	24942	54.8	62.6	109	24431	55.2	61.3	110	23873	55.5	59.9	110	21385	61.6	53.7	123
$20,000 - $24,999	8664	5056	11.1	58.4	102	4909	11.1	56.7	101	4824	11.2	55.7	103	3370	9.7	38.9	89
$15,000 - $19,999	7964	4810	10.6	60.4	105	4642	10.5	58.3	104	4487	10.4	56.3	104	2967	8.5	37.3	85
$10,000 - $14,999	11093	5716	12.5	51.5	90	5464	12.3	49.3	88	5293	12.3	47.7	88	3811	11.0	34.4	78
UNDER $10,000	11683	5028	11.0	43.0	75	4837	10.9	41.4	74	4558	10.6	39.0	72	3173	9.1	27.2	62
HOUSEHOLD OF 1 PERSON	7453	4418	9.7	59.3	103	4283	9.7	57.5	103	4028	9.4	54.0	100	3203	9.2	43.0	98
2 PEOPLE	24757	13002	28.5	52.5	91	12699	28.7	51.3	92	12293	28.6	49.7	91	10996	31.7	44.4	101
3 OR 4 PEOPLE	32682	19783	43.4	60.5	105	19244	43.5	58.9	105	18926	44.0	57.9	107	14517	41.8	44.4	101
5 OR MORE PEOPLE	14370	8348	18.3	58.1	101	8057	18.2	56.1	100	7788	18.1	54.2	100	5990	17.3	41.7	95
NO CHILD IN HSHLD	46768	25630	56.3	54.8	95	24939	56.3	53.3	95	24089	56.0	51.5	95	20491	59.0	43.8	100
CHILD(REN) UNDER 2 YRS	4799	3035	6.7	63.2	110	2922	6.6	60.9	109	2887	6.7	60.2	111	1881	5.4	39.2	90
2 - 5 YEARS	11125	6937	15.2	62.4	109	6674	15.1	60.0	107	6559	15.2	59.0	109	4543	13.1	40.8	93
6 - 11 YEARS	14193	8373	18.4	59.0	103	8121	18.3	57.2	102	7978	18.5	56.2	104	6294	18.1	44.3	101
12 - 17 YEARS	17402	10574	23.2	60.8	106	10307	23.3	59.2	106	10075	23.4	57.9	107	7541	21.7	43.3	99
RESIDENCE OWNED	56398	31080	68.2	55.1	96	30418	68.7	53.9	97	29711	69.0	52.7	97	24567	70.8	43.6	99
VALUE: $50,000 OR MORE	34811	20607	45.2	59.2	103	20139	45.5	57.9	104	19769	45.9	56.8	105	17697	51.0	50.8	116
VALUE: UNDER $50,000	21587	10473	23.0	48.5	84	10280	23.2	47.6	85	9942	23.1	46.1	85	6869	19.8	31.8	73

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DRINK MALT BEVERAGES OR WINE
(MALES)

		TOTAL U.S. '000	DRINK MALT BASED BEVERAGES A '000	B % DOWN	C % ACROSS	D INDX	DRINK BEER A '000	B % DOWN	C % ACROSS	D INDX	DRINK CANNED OR BOTTLED BEER A '000	B % DOWN	C % ACROSS	D INDX	DRINK ANY WINE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	45552	100.0	57.5	100	44283	100.0	55.9	100	43035	100.0	54.3	100	34705	100.0	43.8	100
MAGAZINES	QUINTILE 1	16033	10587	23.2	66.0	115	10386	23.5	64.8	116	10136	23.6	63.2	116	9097	26.2	56.7	130
	QUINTILE 2	15354	9649	21.2	62.8	109	9226	20.8	60.1	108	9011	20.9	58.7	108	7644	22.0	49.8	114
	QUINTILE 3	15888	9205	20.2	57.9	101	8909	20.1	56.1	100	8656	20.1	54.5	100	6825	19.7	43.0	98
	QUINTILE 4	17310	9332	20.5	53.9	94	9197	20.8	53.1	95	8978	20.9	51.9	96	6724	19.4	38.8	89
	QUINTILE 5	14677	6779	14.9	46.2	80	6564	14.8	44.7	80	6254	14.5	42.6	78	4417	12.7	30.1	69
NEWSPAPERS	QUINTILE 1	15277	9845	21.6	64.4	112	9594	21.7	62.8	112	9346	21.7	61.2	113	8406	24.2	55.0	126
	QUINTILE 2	22745	13485	29.6	59.3	103	13050	29.5	57.4	103	12677	29.5	55.7	103	10516	30.3	46.2	106
	QUINTILE 3	10692	6112	13.4	57.2	99	6021	13.6	56.3	101	5897	13.7	55.2	102	4939	14.2	46.2	106
	QUINTILE 4	11646	6594	14.5	56.6	99	6473	14.6	55.6	99	6249	14.5	53.7	99	4915	14.2	42.2	96
	QUINTILE 5	18903	9517	20.9	50.3	88	9146	20.7	48.4	87	8866	20.6	46.9	86	5930	17.1	31.4	72
OUTDOOR	QUINTILE 1	16620	10161	22.3	61.1	106	9924	22.4	59.7	107	9666	22.5	58.2	107	7775	22.4	46.8	107
	QUINTILE 2	16377	10129	22.2	61.8	108	9930	22.4	60.6	109	9678	22.5	59.1	109	7556	21.8	46.1	105
	QUINTILE 3	15995	9273	20.4	58.0	101	8948	20.2	55.9	100	8723	20.3	54.5	100	7235	20.8	45.2	103
	QUINTILE 4	15592	8192	18.0	52.5	91	7959	18.0	51.0	91	7708	17.9	49.4	91	6565	18.9	42.1	96
	QUINTILE 5	14679	7797	17.1	53.1	92	7523	17.0	51.3	92	7260	16.9	49.5	91	5575	16.1	38.0	87
RADIO-DRIVE	QUINTILE 1	15746	9743	21.4	61.9	108	9454	21.3	60.0	107	9158	21.3	58.2	107	6957	20.0	44.2	101
TIME	QUINTILE 2	15067	9242	20.3	61.3	107	9090	20.5	60.3	108	8873	20.6	58.9	108	6953	20.0	46.1	105
	QUINTILE 3	15631	9215	20.2	59.0	103	8934	20.2	57.2	102	8768	20.4	56.1	103	7083	20.4	45.3	103
	QUINTILE 4	16245	9518	20.9	58.6	102	9195	20.8	56.6	101	8930	20.8	55.0	101	7617	21.9	46.9	107
	QUINTILE 5	16573	7834	17.2	47.3	82	7610	17.2	45.9	82	7305	17.0	44.1	81	6095	17.6	36.8	84
RADIO-MID-	TERCILE 1	21788	13289	29.2	61.0	106	13016	29.4	59.7	107	12689	29.5	58.2	107	9642	27.8	44.3	101
DAY	TERCILE 2	21151	12315	27.0	58.2	101	11844	26.7	56.0	100	11473	26.7	54.2	100	9106	26.2	43.1	98
	TERCILE 3	36323	19948	43.8	54.9	96	19423	43.9	53.5	96	18873	43.9	52.0	96	15958	46.0	43.9	100
RADIO-TOTAL	QUINTILE 1	15977	10203	22.4	63.9	111	9941	22.4	62.2	111	9636	22.4	60.3	111	7179	20.7	44.9	103
	QUINTILE 2	15923	9305	20.4	58.4	102	9057	20.5	56.9	102	8859	20.6	55.6	102	6746	19.4	42.4	97
	QUINTILE 3	14980	9108	20.0	60.8	106	8934	20.2	59.6	107	8709	20.2	58.1	107	7481	21.6	49.9	114
	QUINTILE 4	17123	9524	20.9	55.6	97	9124	20.6	53.3	95	8854	20.6	51.7	95	7461	21.5	43.6	100
	QUINTILE 5	15260	7412	16.3	48.6	85	7227	16.3	47.4	85	6977	16.2	45.7	84	5840	16.8	38.3	87
TV-PRIME	QUINTILE 1	15674	8549	18.8	54.5	95	8267	18.7	52.7	94	7990	18.6	51.0	94	7002	20.2	44.7	102
TIME	QUINTILE 2	15944	9248	20.3	58.0	104	9027	20.4	56.6	101	8766	20.4	55.0	101	7108	20.5	44.6	102
	QUINTILE 3	16037	9505	20.9	59.3	103	9278	21.0	57.9	104	9101	21.1	56.8	105	7185	20.7	44.8	102
	QUINTILE 4	15412	9100	20.0	59.0	103	8838	20.0	57.3	103	8577	19.9	55.7	103	6830	19.7	44.3	101
	QUINTILE 5	16194	9150	20.1	56.5	98	8873	20.0	54.8	98	8601	20.0	53.1	98	6580	19.0	40.6	93
TV-DAYTIME	TERCILE 1	19156	9836	21.6	51.3	89	9444	21.3	49.3	88	9181	21.3	47.9	88	7225	20.8	37.7	86
	TERCILE 2	19343	11739	25.8	60.7	106	11459	25.9	59.2	106	11106	25.8	57.4	106	8434	24.3	43.6	100
	TERCILE 3	40764	23976	52.6	58.8	102	23381	52.8	57.4	103	22748	52.9	55.8	103	19047	54.9	46.7	107
TV-TOTAL	QUINTILE 1	15844	8283	18.2	52.3	91	7987	18.0	50.4	90	7790	18.1	49.2	91	6689	19.3	42.2	96
	QUINTILE 2	15767	8859	19.4	56.2	98	8630	19.5	54.7	98	8377	19.5	53.1	98	6752	19.5	42.8	98
	QUINTILE 3	15775	9503	20.9	60.2	105	9238	20.9	58.6	105	8861	20.6	56.2	103	7003	20.2	44.4	101
	QUINTILE 4	15903	9609	21.1	60.4	105	9405	21.2	59.1	106	9214	21.4	57.9	107	7206	20.8	45.3	103
	QUINTILE 5	15974	9298	20.4	58.2	101	9023	20.4	56.5	101	8793	20.4	55.0	101	7056	20.3	44.2	101
MAGAZINES-NEWSPAPERS: DUAL		21225	13908	30.5	65.5	114	13472	30.4	63.5	114	13144	30.5	61.9	114	11617	33.5	54.7	125
MAGAZINE IMPERATIVE		17728	10643	23.4	60.0	104	10275	23.2	58.0	104	10026	23.3	56.6	104	8095	23.3	45.7	104
NEWSPAPER IMPERATIVE		22987	12666	27.8	55.1	96	12346	27.9	53.7	96	12007	27.9	52.2	96	9765	28.1	42.5	97
MAGAZINES-OUTDOOR: DUAL		16244	10758	23.6	66.2	115	10545	23.8	64.9	116	10225	23.8	62.9	116	8781	25.3	54.1	123
MAGAZINE IMPERATIVE		24016	14444	31.7	60.1	105	13880	31.3	57.8	103	13566	31.5	56.5	104	11757	33.9	49.0	112
OUTDOOR IMPERATIVE		26020	14463	31.8	55.6	97	14094	31.8	54.2	97	13733	31.9	52.8	97	10131	29.2	38.9	89
MAGAZINES-RADIO: DUAL		16918	11209	24.6	66.3	115	10896	24.6	64.4	115	10621	24.7	62.8	116	8936	25.7	52.8	121
MAGAZINE IMPERATIVE		23456	14217	31.2	60.6	105	13744	31.0	58.6	105	13400	31.1	57.1	105	11895	34.3	50.7	116
RADIO IMPERATIVE		23900	13501	29.6	56.5	98	13209	29.8	55.3	99	12852	29.9	53.8	99	9090	26.2	38.0	87
MAGAZINES-TELEVISION: DUAL		15791	9529	20.9	60.3	105	9178	20.7	58.1	104	8913	20.7	56.4	104	8011	23.1	50.7	116
MAGAZINE IMPERATIVE		25476	16541	36.3	64.9	113	16109	36.4	63.2	113	15720	36.5	61.7	114	12888	37.1	50.6	116
TELEVISION IMPERATIVE		25744	13055	28.7	50.7	88	12737	28.8	49.5	89	12338	28.7	47.9	88	9280	26.7	36.0	82
NEWSPAPERS-OUTDOOR: DUAL		17628	11051	24.3	62.7	109	10855	24.5	61.6	110	10560	24.5	59.9	110	8639	24.9	49.0	112
NEWSPAPER IMPERATIVE		26414	15326	33.6	58.0	101	14811	33.4	56.1	100	14463	33.6	54.8	101	12750	36.7	48.3	110
OUTDOOR IMPERATIVE		23059	13349	29.3	57.9	101	12971	29.3	56.3	101	12645	29.4	54.8	101	9428	27.2	40.9	93
NEWSPAPERS-RADIO: DUAL		17996	11705	25.7	65.0	113	11405	25.8	63.4	113	11068	25.7	61.5	113	8932	25.7	49.6	113
NEWSPAPER IMPERATIVE		26269	15130	33.2	57.6	100	14715	33.2	56.0	100	14347	33.3	54.6	101	13017	37.5	49.6	113
RADIO IMPERATIVE		21342	12248	26.9	57.4	100	11949	27.0	56.0	100	11676	27.1	54.7	101	8383	24.2	39.3	90
NEWSPAPERS-TELEVISION: DUAL		17359	10280	22.6	59.2	103	9988	22.6	57.5	103	9753	22.7	56.2	103	8387	24.2	48.3	110
NEWSPAPER IMPERATIVE		26889	16741	36.8	62.3	108	16302	36.8	60.6	109	15832	36.8	58.9	108	13586	39.1	50.5	115
TELEVISION IMPERATIVE		21698	11334	24.9	52.2	91	11005	24.9	50.7	91	10641	24.7	49.0	90	7947	22.9	36.6	84
OUTDOOR-RADIO: DUAL		16456	10071	22.1	61.2	106	9805	22.1	59.6	107	9532	22.1	57.9	107	7557	21.8	45.9	105
OUTDOOR IMPERATIVE		25870	15119	33.2	58.4	102	14721	33.2	56.9	102	14319	33.3	55.3	102	11915	34.3	46.1	105
RADIO IMPERATIVE		23943	14237	31.3	59.5	103	13846	31.3	57.8	104	13474	31.3	56.3	104	10428	30.0	43.6	99
OUTDOOR-TELEVISION: DUAL		15918	9329	20.5	58.6	102	9096	20.5	57.1	102	8902	20.7	55.9	103	7148	20.6	44.9	103
OUTDOOR IMPERATIVE		26398	16595	36.4	62.9	109	16212	36.6	61.4	110	15814	36.7	59.9	110	12382	35.7	46.9	107
TELEVISION IMPERATIVE		24851	13048	28.6	52.5	91	12597	28.4	50.7	91	12101	28.1	48.7	90	10109	29.1	40.7	93
RADIO-TELEVISION: DUAL		15584	9196	20.2	59.0	103	9020	20.4	57.9	104	8827	20.5	56.6	104	6776	19.5	43.5	99
RADIO IMPERATIVE		25472	15985	35.1	62.8	109	15600	35.2	61.2	110	15153	35.2	59.5	110	11717	33.8	46.0	105
TELEVISION IMPERATIVE		25578	13465	29.6	52.6	92	12932	29.2	50.6	90	12506	29.1	48.9	90	10988	31.7	43.0	98

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(MALES)

	TOTAL	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S. '000	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL MALES	79263	45552	100.0	57.5	100	44283	100.0	55.9	100	43035	100.0	54.3	100	34705	100.0	43.8	100
ATLANTIC MONTHLY	452	348	0.8	77.0	134	348	0.8	77.0	138	348	0.8	77.0	142	368	1.1	81.4	186
BARRON'S	1058	677	1.5	64.0	111	676	1.5	63.9	114	662	1.5	62.6	115	693	2.0	65.5	150
BETTER HOMES & GARDENS	4773	2890	6.3	60.5	105	2761	6.2	57.8	104	2685	6.2	56.3	104	2471	7.1	51.8	118
BON APPETIT	1037	729	1.6	70.3	122	710	1.6	68.5	123	702	1.6	67.7	125	821	2.4	79.2	181
BUSINESS WEEK	3193	2173	4.8	68.1	118	2152	4.9	67.4	121	2074	4.8	65.0	120	1964	5.7	61.5	140
CAR AND DRIVER	2705	1901	4.2	70.3	122	1877	4.2	69.4	124	1838	4.3	67.9	125	1419	4.1	52.5	120
CBS MAGAZINE NETWORK (GROSS)	5678	3908	8.6	68.8	120	3846	8.7	67.7	121	3707	8.6	65.3	120	3322	9.6	58.5	134
CHANGING TIMES	1847	1144	2.5	61.9	108	1120	2.5	60.6	109	1077	2.5	58.3	107	1162	3.3	62.9	144
COLONIAL HOMES	492	293	0.6	59.6	104	285	0.6	57.9	104	285	0.7	57.9	107	302	0.9	61.4	140
CONDE NAST MAG. PKG. (GROSS)	2066	1283	2.8	62.1	108	1283	2.9	62.1	111	1277	3.0	61.8	114	1256	3.6	60.8	139
CONSUMERS DIGEST	1719	992	2.2	57.7	100	990	2.2	57.6	103	970	2.3	56.4	104	844	2.4	49.1	112
COSMOPOLITAN	1762	1068	2.3	60.6	105	1019	2.3	57.8	104	995	2.3	56.5	104	987	2.8	56.0	128
COUNTRY LIVING	1110	659	1.4	59.4	103	646	1.5	58.2	104	640	1.5	57.7	106	526	1.5	47.4	108
CUISINE	660	456	1.0	69.1	120	446	1.0	67.6	121	426	1.0	64.5	119	503	1.4	76.2	174
CYCLE WORLD	1924	1186	2.6	61.6	107	1159	2.6	60.2	108	1108	2.6	57.6	106	826	2.4	42.9	98
DCI:CREATIVE IDEAS FOR LIV	437	*238	0.5	54.5	95	*236	0.5	54.0	97	*234	0.5	53.5	99	*256	0.7	58.6	134
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1440	3.2	57.8	101	1397	3.2	56.1	100	1383	3.2	55.5	102	1241	3.6	49.8	114
DISCOVER	1279	838	1.8	65.5	114	817	1.8	63.9	114	808	1.9	63.2	116	812	2.3	63.5	145
EBONY	2898	1718	3.8	59.3	103	1431	3.2	49.4	88	1407	3.3	48.6	89	1323	3.8	45.7	104
ESQUIRE	1384	801	1.8	57.9	101	790	1.8	57.1	102	770	1.8	55.6	102	818	2.4	59.1	135
ESSENCE	850	511	1.1	60.1	105	456	1.0	53.6	96	441	1.0	51.9	96	500	1.4	58.8	134
FAMILY CIRCLE	2430	1447	3.2	59.5	104	1431	3.2	58.9	105	1402	3.3	57.7	106	1293	3.7	53.2	122
THE FAMILY HANDYMAN	2356	1540	3.4	65.4	114	1525	3.4	64.7	116	1501	3.5	63.7	117	1014	2.9	43.0	98
FAMILY WEEKLY	11533	6556	14.4	56.8	99	6450	14.6	55.9	100	6321	14.7	54.8	101	4847	14.0	42.0	96
FIELD & STREAM	7444	4278	9.4	57.5	100	4237	9.6	56.9	102	4068	9.5	54.6	101	3068	8.8	41.2	94
FOOD & WINE	416	323	0.7	77.6	135	323	0.7	77.6	139	319	0.7	76.7	141	287	0.8	69.0	158
FORBES	1865	1343	2.9	72.0	125	1325	3.0	71.0	127	1282	3.0	68.7	127	1358	3.9	72.8	166
FORTUNE	1849	1367	3.0	73.9	129	1360	3.1	73.6	132	1309	3.0	70.8	130	1220	3.5	66.0	151
GENTLEMEN'S QUARTERLY	2284	1478	3.2	64.7	113	1404	3.2	61.5	110	1391	3.2	60.9	112	1409	4.1	61.7	141
GLAMOUR	538	372	0.8	69.1	120	372	0.8	69.1	124	371	0.9	69.0	127	367	1.1	68.2	156
GOLF DIGEST	1649	1151	2.5	69.8	121	1143	2.6	69.3	124	1143	2.7	69.3	128	936	2.7	56.8	130
GOLF DIGEST/TENNIS (GROSS)	2294	1664	3.7	72.5	126	1648	3.7	71.8	129	1637	3.8	71.4	131	1349	3.9	58.8	134
GOLF MAGAZINE	1577	1111	2.4	70.5	123	1103	2.5	69.9	125	1085	2.5	68.8	127	878	2.5	55.7	127
GOLF MAGAZINE/SKI (GROSS)	2487	1762	3.9	70.8	123	1754	4.0	70.5	126	1730	4.0	69.6	128	1482	4.3	59.6	136
GOOD HOUSEKEEPING	2569	1478	3.2	57.5	100	1437	3.2	55.9	100	1390	3.2	54.1	100	1239	3.6	48.2	110
HARPER'S BAZAAR	431	*305	0.7	70.8	123	*294	0.7	68.2	122	*294	0.7	68.2	126	*275	0.8	63.8	146
HEALTH	788	449	1.0	57.0	99	420	0.9	53.3	95	417	1.0	52.9	97	387	1.1	49.1	112
HEARST MAG CORP. BUY (GROSS)	18781	11300	24.8	60.2	105	11033	24.9	58.7	105	10825	25.2	57.6	106	9655	27.8	51.4	117
HEARST MAN POWER (GROSS)	9169	5421	11.9	59.1	103	5372	12.1	58.6	105	5279	12.3	57.6	106	4535	13.1	49.5	113
HEARST WOMAN POWER (GROSS)	5452	3175	7.0	58.2	101	3055	6.9	56.0	100	2978	6.9	54.6	101	2754	7.9	50.5	115
HOUSE BEAUTIFUL	1020	681	1.5	66.8	116	630	1.4	61.8	111	604	1.4	59.2	109	553	1.6	54.2	124
INC.	993	693	1.5	69.8	121	671	1.5	67.6	121	636	1.5	64.0	118	685	2.0	69.0	158
JET	2808	1772	3.9	63.1	110	1508	3.4	53.7	96	1474	3.4	52.5	97	1351	3.9	48.1	110
LADIES' HOME JOURNAL	1868	992	2.2	53.1	92	973	2.2	52.1	93	945	2.2	50.6	93	849	2.4	45.4	104
LHJ FAMILY GRP COMBO(GROSS)	3582	2084	4.6	58.2	101	2032	4.6	56.7	102	1956	4.5	54.6	101	1760	5.1	49.1	112
LIFE	4817	3096	6.8	64.3	112	2980	6.7	61.9	111	2903	6.7	60.3	111	2739	7.9	56.9	130
L.A. TIMES HOME MAGAZINE	1465	1010	2.2	68.9	120	952	2.1	65.0	116	905	2.1	61.8	114	990	2.9	67.6	154
MADEMOISELLE	460	*280	0.6	60.9	106	*280	0.6	60.9	109	*280	0.7	60.9	112	*289	0.8	62.8	143
MC CALL'S	1764	1002	2.2	56.8	99	969	2.2	54.9	98	930	2.2	52.7	97	898	2.6	50.9	116
MC CALL'S/WRK MOTHER (GROSS)	2062	1240	2.7	60.1	105	1197	2.7	58.1	104	1154	2.7	56.0	103	1140	3.3	55.3	126
MECHANIX ILLUSTRATED	3625	2218	4.9	61.2	106	2208	5.0	60.9	109	2166	5.0	59.8	110	1767	5.1	48.7	111
METROPOLITAN HOME	495	336	0.7	67.9	118	336	0.8	67.9	121	310	0.7	62.6	115	337	1.0	68.1	155
MONEY	3017	2076	4.6	68.8	120	2031	4.6	67.3	120	1966	4.6	65.2	120	1971	5.7	65.3	149
MOTHER EARTH NEWS	1203	877	1.9	72.9	127	877	2.0	72.9	130	873	2.0	72.6	134	663	1.9	55.1	126
MS.	*257	*195	0.4	75.9	132	*195	0.4	75.9	136	*186	0.4	72.4	133	*222	0.6	86.4	197
NATIONAL ENQUIRER	6921	4050	8.9	58.5	102	3833	8.7	55.4	99	3655	8.5	52.8	97	2903	8.4	41.9	96
NATIONAL GEOGRAPHIC	11626	7484	16.4	64.4	112	7294	16.5	62.7	112	7190	16.7	61.8	114	6665	19.2	57.3	131
NATIONAL SUNDAY MAGAZINE PKG	49424	30151	66.2	61.0	106	29382	66.4	59.4	106	28694	66.7	58.1	107	24246	69.9	49.1	112
NATURAL HISTORY	753	486	1.1	64.5	112	483	1.1	64.1	115	482	1.1	64.0	118	522	1.5	69.3	158
NEW WOMAN	*296	*171	0.4	57.8	101	**168	0.4	56.8	102	**168	0.4	56.8	105	**199	0.6	67.2	154
NEW YORK INCLUDING CUE	541	376	0.8	69.5	121	376	0.8	69.5	124	353	0.8	65.2	120	349	1.0	64.5	147
THE NEW YORKER	1078	718	1.6	66.6	116	705	1.6	65.4	117	690	1.6	64.0	118	737	2.1	68.4	156
NEWSWEEK	9602	6049	13.3	63.0	110	5895	13.3	61.4	110	5800	13.5	60.4	111	5342	15.4	55.6	127
THE N.Y. TIMES DAILY EDITION	1376	1002	2.2	72.8	127	999	2.3	72.6	130	938	2.2	68.2	126	991	2.9	72.0	164
THE N.Y. TIMES MAGAZINE	2110	1502	3.3	71.2	124	1462	3.3	69.3	124	1389	3.2	65.8	121	1574	4.5	74.6	170
OMNI	1927	1352	3.0	70.2	122	1330	3.0	69.0	124	1296	3.0	67.3	124	1192	3.4	61.9	141
ON CABLE	911	630	1.4	69.2	120	626	1.4	68.7	123	591	1.4	64.9	119	444	1.3	48.7	111
1001 HOME IDEAS	927	643	1.4	69.4	121	639	1.4	68.9	123	594	1.4	64.1	118	524	1.5	56.5	129
ORGANIC GARDENING	1430	738	1.6	51.6	90	715	1.6	50.0	89	699	1.6	48.9	90	608	1.8	42.5	97
OUTDOOR LIFE	4064	2421	5.3	59.6	104	2404	5.4	59.2	106	2277	5.3	56.0	103	1584	4.6	39.0	89
PARADE MAGAZINE	24538	14992	32.9	61.1	106	14537	32.8	59.2	106	14137	32.8	57.6	106	12485	36.0	50.9	116

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DRINK MALT BEVERAGES OR WINE
(MALES)

		DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	45552	100.0	57.5	100	44283	100.0	55.9	100	43035	100.0	54.3	100	34705	100.0	43.8	100
PARENTS	1126	757	1.7	67.2	117	740	1.7	65.7	118	737	1.7	65.5	121	658	1.9	58.4	133
PENTHOUSE	4157	3057	6.7	73.5	128	3008	6.8	72.4	130	2928	6.8	70.4	130	2407	6.9	57.9	132
PEOPLE	7591	4832	10.6	63.7	111	4707	10.6	62.0	111	4633	10.8	61.0	112	3944	11.4	52.0	119
PLAYBOY	8379	6053	13.3	72.2	126	5890	13.3	70.3	126	5712	13.3	68.2	126	4623	13.3	55.2	126
POPULAR HOT RODDING	2110	1378	3.0	65.3	114	1370	3.1	64.9	116	1308	3.0	62.0	114	861	2.5	40.8	93
POPULAR MECHANICS	4850	2832	6.2	58.4	102	2806	6.3	57.9	104	2771	6.4	57.1	105	2458	7.1	50.7	116
POPULAR SCIENCE	3397	2132	4.7	62.8	109	2074	4.7	61.1	109	2035	4.7	59.9	110	1924	5.5	56.6	129
PREVENTION	1720	870	1.9	50.6	88	844	1.9	49.1	88	816	1.9	47.4	87	908	2.6	52.8	121
PSYCHOLOGY TODAY	1344	905	2.0	67.3	117	899	2.0	66.9	120	885	2.1	65.8	121	936	2.7	69.6	159
READER'S DIGEST	16016	8896	19.5	55.5	97	8689	19.6	54.3	97	8448	19.6	52.7	97	7687	22.1	48.0	110
REDBOOK	1121	630	1.4	56.2	98	599	1.4	53.4	96	592	1.4	52.8	97	528	1.5	47.1	108
ROAD & TRACK	2161	1547	3.4	71.6	125	1536	3.5	71.1	127	1478	3.4	68.4	126	1417	4.1	65.6	150
ROLLING STONE	1948	1533	3.4	78.7	137	1513	3.4	77.7	139	1504	3.5	77.2	142	1192	3.4	61.2	140
RUNNER'S WORLD	899	549	1.2	61.1	106	549	1.2	61.1	109	540	1.3	60.1	111	542	1.6	60.3	138
SATURDAY EVENING POST	841	454	1.0	54.0	94	441	1.0	52.4	94	419	1.0	49.8	92	469	1.4	55.8	127
SCIENCE 84	841	615	1.4	73.1	127	572	1.3	68.0	122	563	1.3	66.9	123	549	1.6	65.3	149
SCIENCE DIGEST	1194	668	1.5	55.9	97	668	1.5	55.9	100	666	1.5	55.8	103	658	1.9	55.1	126
SCIENTIFIC AMERICAN	1379	1008	2.2	73.1	127	1008	2.3	73.1	131	986	2.3	71.5	132	947	2.7	68.7	157
SELF	436	*254	0.6	58.3	101	*254	0.6	58.3	104	*254	0.6	58.3	107	*258	0.7	59.2	135
SEVENTEEN	614	*340	0.7	55.4	96	*336	0.8	54.7	98	*334	0.8	54.4	100	*359	1.0	58.5	134
SKI	910	651	1.4	71.5	124	651	1.5	71.5	128	645	1.5	70.9	131	604	1.7	66.4	152
SMITHSONIAN	2937	2085	4.6	71.0	124	2059	4.6	70.1	125	2017	4.7	68.7	126	2015	5.8	68.6	157
SOAP OPERA DIGEST	545	334	0.7	61.3	107	334	0.8	61.3	110	327	0.8	60.0	111	*284	0.8	52.1	119
SOUTHERN LIVING	2054	1202	2.6	58.5	102	1161	2.6	56.5	101	1149	2.7	55.9	103	985	2.8	48.0	110
SPORT	2799	1816	4.0	64.9	113	1781	4.0	63.6	114	1752	4.1	62.6	115	1505	4.3	53.8	123
THE SPORTING NEWS	1938	1212	2.7	62.5	109	1195	2.7	61.7	110	1159	2.7	59.8	110	1070	3.1	55.2	126
SPORTS AFIELD	3125	1921	4.2	61.5	107	1899	4.3	60.8	109	1841	4.3	58.9	109	1418	4.1	45.4	104
SPORTS ILLUSTRATED	11159	7437	16.3	66.6	116	7250	16.4	65.0	116	7080	16.5	63.4	117	5522	15.9	49.5	113
STAR	4095	2318	5.1	56.6	98	2189	4.9	53.5	96	2112	4.9	51.6	95	1644	4.7	40.1	92
SUNDAY	25169	15742	34.6	62.5	109	15232	34.4	60.5	108	14891	34.6	59.2	109	12814	36.9	50.9	116
SUNSET	1294	923	2.0	71.3	124	923	2.1	71.3	128	917	2.1	70.9	131	967	2.8	74.7	171
TV GUIDE	18508	10955	24.0	59.2	103	10520	23.8	56.8	102	10233	23.8	55.3	102	8281	23.9	44.7	102
TENNIS	645	513	1.1	79.5	138	505	1.1	78.3	140	494	1.1	76.6	141	412	1.2	63.9	146
TIME	12124	7564	16.6	62.4	109	7330	16.6	60.5	108	7189	16.7	59.3	109	6767	19.5	55.8	127
TOWN & COUNTRY	493	375	0.8	76.1	132	372	0.8	75.5	135	367	0.9	74.4	137	365	1.1	74.0	169
TRAVEL & LEISURE	1122	691	1.5	61.6	107	690	1.6	61.5	110	675	1.6	60.2	111	696	2.0	62.0	142
TRUE STORY	690	*357	0.8	51.7	90	*331	0.7	48.0	86	*321	0.7	46.5	86	*347	1.0	50.3	115
U.S.NEWS & WORLD REPORT	6571	3742	8.2	56.9	99	3683	8.3	56.0	100	3618	8.4	55.1	101	3415	9.8	52.0	119
USA TODAY	3120	2135	4.7	68.4	119	2093	4.7	67.1	120	2054	4.8	65.8	121	1976	5.7	63.3	145
US	1315	782	1.7	59.5	103	763	1.7	58.0	104	763	1.8	58.0	107	760	2.2	57.8	132
VOGUE	632	377	0.8	59.7	104	377	0.9	59.7	107	371	0.9	58.7	108	343	1.0	54.3	124
WALL STREET JOURNAL	4247	2850	6.3	67.1	117	2797	6.3	65.9	118	2739	6.4	64.5	119	2828	8.1	66.6	152
WEIGHT WATCHERS	398	*223	0.5	56.0	97	*214	0.5	53.8	96	*214	0.5	53.8	99	*199	0.6	50.0	114
WOMAN'S DAY	1139	650	1.4	57.1	99	647	1.5	56.8	102	633	1.5	55.6	102	562	1.6	49.3	113
WORKING MOTHER	*298	*238	0.5	79.9	139	*228	0.5	76.5	137	*224	0.5	75.2	138	*242	0.7	81.2	185
WORKING WOMAN	327	*221	0.5	67.6	118	*221	0.5	67.6	121	*216	0.5	66.1	122	*238	0.7	72.8	166
WORLD TENNIS	397	*326	0.7	82.1	143	*313	0.7	78.8	141	*313	0.7	78.8	145	*292	0.8	73.6	168
ZIFF-DAVIS MAG NETWK (GROSS)	9635	6494	14.3	67.4	117	6392	14.4	66.3	119	6276	14.6	65.1	120	5337	15.4	55.4	127
BLAIR INSERTS	43762	27146	59.6	62.0	108	26368	59.5	60.3	108	25712	59.7	58.8	108	22437	64.7	51.3	117
DAILY NEWSPAPERS																	
READ ANY	52459	31019	68.1	59.1	103	30205	68.2	57.6	103	29368	68.2	56.0	103	24539	70.7	46.8	107
READ ONE	41891	24403	53.6	58.3	101	23753	53.6	56.7	101	23109	53.7	55.2	102	18926	54.5	45.2	103
READ TWO OR MORE	10568	6616	14.5	62.6	109	6452	14.6	61.1	109	6259	14.5	59.2	109	5614	16.2	53.1	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	31624	69.4	60.9	106	30780	69.5	59.3	106	30012	69.7	57.8	106	25559	73.6	49.2	112
READ ONE	44561	26730	58.7	60.0	104	26022	58.8	58.4	105	25377	59.0	56.9	105	21269	61.3	47.7	109
READ TWO OR MORE	7368	4894	10.7	66.4	116	4758	10.7	64.6	116	4635	10.8	62.9	116	4290	12.4	58.2	133
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.96				31.07				31.11				31.11			
30 DAY REACH	71522	41499	91.1	58.0	101	40371	91.2	56.4	101	39251	91.2	54.9	101	31881	91.9	44.6	102
50 SHWG - 30 DAY AV FREQ	15.55	16.22				16.27				16.28				16.22			
30 DAY REACH	68168	39608	87.0	58.1	101	38557	87.1	56.6	101	37501	87.1	55.0	101	30574	88.1	44.9	102
25 SHWG - 30 DAY AV FREQ	8.43	8.75				8.78				8.78				8.74			
30 DAY REACH	62898	36746	80.7	58.4	102	35764	80.8	56.9	102	34817	80.9	55.4	102	28387	81.8	45.1	103
CABLE TV: HOME WIRED	31664	19394	42.6	61.2	107	19055	43.0	60.2	108	18537	43.1	58.5	108	14417	41.5	45.5	104
HOME NOT WIRED	47599	26158	57.4	55.0	96	25228	57.0	53.0	95	24498	56.9	51.5	95	20289	58.5	42.6	97
HAVE PAY CABLE	17139	11214	24.6	65.4	114	11068	25.0	64.6	116	10678	24.8	62.3	115	8655	24.9	50.5	115

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DRINK MALT BEVERAGES OR WINE
(MALES)

		TOTAL U.S.	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL MALES		79263	45552	100.0	57.5	100	44283	100.0	55.9	100	43035	100.0	54.3	100	34705	100.0	43.8	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	28446	62.4	59.7	104	27731	62.6	58.2	104	27069	62.9	56.8	105	21803	62.8	45.8	105
10:00 AM - 3:00 PM		29926	18181	39.9	60.8	106	17700	40.0	59.1	106	17216	40.0	57.5	106	13264	38.2	44.3	101
3:00 PM - 7:00 PM		37666	23244	51.0	61.7	107	22673	51.2	60.2	108	22095	51.3	58.7	108	17613	50.8	46.8	107
7:00 PM - MIDNIGHT		18909	11369	25.0	60.1	105	11083	25.0	58.6	105	10792	25.1	57.1	105	8664	25.0	45.8	105
MIDNIGHT - 6:00 AM		11822	7446	16.3	63.0	110	7219	16.3	61.1	109	6994	16.3	59.2	109	5255	15.1	44.5	102
6:00 AM - MIDNIGHT		63254	37721	82.8	59.6	104	36750	83.0	58.1	104	35799	83.2	56.6	104	28664	82.6	45.3	103
ENTIRE DAY		64057	38163	83.8	59.6	104	37186	84.0	58.1	104	36229	84.2	56.6	104	28999	83.6	45.3	103
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	10191	22.4	61.4	107	9941	22.4	59.9	107	9730	22.6	58.6	108	8091	23.3	48.7	111
ALL NEWS		3542	2228	4.9	62.9	109	2094	4.7	59.1	106	2018	4.7	57.0	105	2148	6.2	60.6	139
AOR/PROGRESSIVE		7465	4797	10.5	64.3	112	4699	10.6	62.9	113	4646	10.8	62.2	115	3496	10.1	46.8	107
BEAUTIFUL MUSIC		5061	3030	6.7	59.9	104	2962	6.7	58.5	105	2833	6.6	56.0	103	2470	7.1	48.8	111
BLACK		1914	1022	2.2	53.4	93	930	2.1	48.6	87	911	2.1	47.6	88	875	2.5	45.7	104
CLASSICAL		2304	1530	3.4	66.4	116	1495	3.4	64.9	116	1405	3.3	61.0	112	1331	3.8	57.8	132
CHR/ROCK		10663	6894	15.1	64.7	113	6687	15.1	62.7	112	6521	15.2	61.2	113	5188	14.9	48.7	111
COUNTRY		13919	7820	17.2	56.2	98	7711	17.4	55.4	99	7528	17.5	54.1	100	5207	15.0	37.4	85
GOLDEN OLDIES		2040	1191	2.6	58.4	102	1155	2.6	56.6	101	1118	2.6	54.8	101	946	2.7	46.4	106
MOR/NOSTALGIA		5105	3179	7.0	62.3	108	3137	7.1	61.4	110	3046	7.1	59.7	110	2422	7.0	47.4	108
NEWS/TALK		4764	2789	6.1	58.5	102	2726	6.2	57.2	102	2637	6.1	55.4	102	2418	7.0	50.8	116
RELIGIOUS		2164	1015	2.2	46.9	82	971	2.2	44.9	80	956	2.2	44.2	81	829	2.4	38.3	87
SOFT ROCK		623	450	1.0	72.2	126	439	1.0	70.5	126	439	1.0	70.5	130	369	1.1	59.2	135
URBAN CONTEMPORARY		1331	873	1.9	65.6	114	805	1.8	60.5	108	763	1.8	57.3	106	661	1.9	49.7	113
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	2024	4.4	63.5	111	1946	4.4	61.1	109	1917	4.5	60.2	111	1513	4.4	47.5	108
ABC DIRECTION		2724	1720	3.8	63.1	110	1699	3.8	62.4	112	1652	3.8	60.6	112	1413	4.1	51.9	118
ABC ENTERTAINMENT		5256	3028	6.6	57.6	100	2983	6.7	56.8	102	2917	6.8	55.5	102	2146	6.2	40.8	93
ABC FM		2263	1424	3.1	62.9	109	1398	3.2	61.8	111	1369	3.2	60.5	111	925	2.7	40.9	93
ABC INFORMATION		5618	3158	6.9	56.2	98	3136	7.1	55.8	100	3011	7.0	53.6	99	2641	7.6	47.0	107
ABC ROCK		2857	1781	3.9	62.3	108	1750	4.0	61.3	110	1741	4.0	60.9	112	1500	4.3	52.5	120
CBS		5953	3414	7.5	57.3	100	3267	7.4	54.9	98	3176	7.4	53.4	98	2886	8.3	48.5	111
MUTUAL		4979	2803	6.2	56.3	98	2651	6.0	53.2	95	2584	6.0	51.9	96	2295	6.6	46.1	105
NBC		7279	4193	9.2	57.6	100	4110	9.3	56.5	101	4002	9.3	55.0	101	3249	9.4	44.6	102
RADIORADIO		2389	1511	3.3	63.2	110	1454	3.3	60.9	109	1438	3.3	60.2	111	1184	3.4	49.6	113
RKO ONE		2583	1712	3.8	66.3	115	1637	3.7	63.4	113	1586	3.7	61.4	113	1214	3.5	47.0	107
RKO TWO		3674	2057	4.5	56.0	97	2018	4.6	54.9	98	1998	4.6	54.4	100	1488	4.3	40.5	93
THE SOURCE		3514	2123	4.7	60.4	105	2048	4.6	58.3	104	2031	4.7	57.8	106	1447	4.2	41.2	94
NON-WIRED : BLAIR		9864	5678	12.5	57.6	100	5539	12.5	56.2	101	5427	12.6	55.0	101	4412	12.7	44.7	102
INTERNET		13522	8370	18.4	61.9	108	8117	18.3	60.0	107	7847	18.2	58.0	107	6853	19.7	50.7	116
KATZ RADIO GROUP		19321	11655	25.6	60.3	105	11352	25.6	58.8	105	11044	25.7	57.2	105	9166	26.4	47.4	108
SUPERNET		10739	6982	15.3	65.0	113	6834	15.4	63.6	114	6695	15.6	62.3	115	5013	14.4	46.7	107
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	2657	5.8	52.0	91	2566	5.8	50.3	90	2508	5.8	49.1	90	2035	5.9	39.9	91
WKDAY 9:00 AM - 1:00 PM		5383	2787	6.1	51.8	90	2692	6.1	50.0	90	2609	6.1	48.5	89	1993	5.7	37.0	85
WKDAY 1:00 PM - 4:30 PM		6469	3317	7.3	51.3	89	3164	7.1	48.9	88	3080	7.2	47.6	88	2387	6.9	36.9	84
WKDAY 4:30 PM - 7:30 PM		19661	10839	23.8	55.1	96	10513	23.7	53.5	96	10210	23.7	51.9	96	8367	24.1	42.6	97
WKDAY 7:30 PM - 8:00 PM		27579	15397	33.8	55.8	97	14883	33.6	54.0	97	14410	33.5	52.2	96	11840	34.1	42.9	98
WKDAY 11:00 PM - 11:30 PM		22964	13243	29.1	57.7	100	12818	28.9	55.8	100	12516	29.1	54.5	100	10189	29.4	44.4	101
WKDAY 11:30 PM - 1:00 AM		8158	4642	10.2	56.9	99	4519	10.2	55.4	99	4408	10.2	54.0	100	3570	10.3	43.8	100
M-SAT 8-11 PM+SUN 7-11 PM		30140	17180	37.7	57.0	99	16678	37.7	55.3	99	16197	37.6	53.7	99	13355	38.5	44.3	101
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	934	2.1	45.6	79	883	2.0	43.1	77	861	2.0	42.0	77	727	2.1	35.5	81
ANOTHER WORLD	N	1214	550	1.2	45.3	79	527	1.2	43.4	78	523	1.2	43.1	79	381	1.1	31.4	72
AS THE WORLD TURNS	C	1740	965	2.1	55.5	97	940	2.1	54.0	97	916	2.1	52.6	97	558	1.6	32.1	73
CAPITOL	C	1016	593	1.3	58.4	102	573	1.3	56.4	101	561	1.3	55.2	102	378	1.1	37.2	85
CBS MORN. NEWS 1	C	1203	641	1.4	53.3	93	604	1.4	50.2	90	593	1.4	49.3	91	480	1.4	39.9	91
CBS MORN. NEWS 2	C	773	433	1.0	56.0	97	405	0.9	52.4	94	403	0.9	52.1	96	294	0.8	38.0	87
DAYS OF OUR LIVES	N	1629	801	1.8	49.2	86	792	1.8	48.6	87	788	1.8	48.4	89	586	1.7	36.0	82
FACTS OF LIFE - DAYTIME	N	961	491	1.1	51.1	89	479	1.1	49.8	89	474	1.1	49.3	91	321	0.9	33.4	76
FAMILY FEUD	A	1390	612	1.3	44.0	77	591	1.3	42.5	76	548	1.3	39.4	73	423	1.2	30.4	70
GENERAL HOSPITAL	A	1463	678	1.5	46.3	81	657	1.5	44.9	80	620	1.4	42.4	78	492	1.4	33.6	77
GOOD MORNING, AMERICA-730	A	1705	850	1.9	49.9	87	836	1.9	49.0	88	817	1.9	47.9	88	699	2.0	41.0	94
GOOD MORNING, AMERICA-830	A	889	418	0.9	47.0	82	408	0.9	45.9	82	400	0.9	45.0	83	329	0.9	37.0	85
GUIDING LIGHT	C	1754	980	2.2	55.9	97	944	2.1	53.8	96	922	2.1	52.6	97	582	1.7	33.2	76
ONE LIFE TO LIVE	A	1100	470	1.0	42.7	74	449	1.0	40.8	73	438	1.0	39.8	73	392	1.1	35.6	81
PRESS YOUR LUCK	C	1222	743	1.6	60.8	106	727	1.6	59.5	106	696	1.6	57.0	105	469	1.4	38.4	88
PRICE IS RIGHT 1	C	2692	1350	3.0	50.1	87	1311	3.0	48.7	87	1257	2.9	46.7	86	957	2.8	35.5	81
PRICE IS RIGHT 2	C	2764	1430	3.1	51.7	90	1396	3.2	50.5	90	1361	3.2	49.2	91	1024	3.0	37.0	85
RYAN'S HOPE	A	880	440	1.0	50.0	87	410	0.9	46.6	83	396	0.9	45.0	83	387	1.1	44.0	100
SALE OF THE CENTURY	N	926	453	1.0	48.9	85	447	1.0	48.3	86	444	1.0	47.9	88	290	0.8	31.3	72
SEARCH FOR TOMORROW	N	359	154	0.3	42.9	75	151	0.3	42.1	75	149	0.3	41.5	76	89	0.3	24.8	57
TODAY SHOW 1	N	1890	883	1.9	46.7	81	866	2.0	45.8	82	842	2.0	44.6	82	845	2.4	44.7	102
TODAY SHOW 2	N	1344	590	1.3	43.9	76	553	1.2	41.1	74	538	1.3	40.0	74	405	1.2	30.1	69
$25,000 PYRAMID	C	1462	845	1.9	57.8	101	834	1.9	57.0	102	812	1.9	55.5	102	537	1.5	36.7	84
WHEEL OF FORTUNE	N	1497	767	1.7	51.2	89	756	1.7	50.5	90	738	1.7	49.3	91	496	1.4	33.1	76
YOUNG AND THE RESTLESS	C	1954	1078	2.4	55.2	96	1047	2.4	53.6	96	1022	2.4	52.3	96	599	1.7	30.7	70
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	1630	3.6	59.2	103	1589	3.6	57.7	103	1562	3.6	56.7	104	1278	3.7	46.4	106
NBA PLAYOFF GAME -1	C	3881	2331	5.1	60.1	105	2259	5.1	58.2	104	2197	5.1	56.6	104	1769	5.1	45.6	104
NBC MAJOR LEAGUE PRE-GAME	N	2805	1491	3.3	53.2	92	1393	3.1	49.7	89	1378	3.2	49.1	90	1191	3.4	42.5	97
SPORTSWORLD - SUN	N	2041	1064	2.3	52.1	91	1046	2.4	51.2	92	1024	2.4	50.2	92	914	2.6	44.8	102
SUNDAY MORNING	C	2555	1493	3.3	58.4	102	1476	3.3	57.8	103	1430	3.3	56.0	103	1252	3.6	49.0	112

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(MALES)

		TOTAL U.S.	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
		'000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	45552	100.0	57.5	100	44283	100.0	55.9	100	43035	100.0	54.3	100	34705	100.0	43.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	12989	28.5	53.4	93	12591	28.4	51.8	93	12176	28.3	50.1	92	10036	28.9	41.3	94
NETWORK AFFILIATES - LATE		17197	9677	21.2	56.3	98	9367	21.2	54.5	97	9113	21.2	53.0	98	7558	21.8	43.9	100
INDEPENDENTS - LATE		2887	1649	3.6	57.1	99	1592	3.6	55.1	99	1561	3.6	54.1	100	1366	3.9	47.3	108
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	6316	13.9	55.9	97	6051	13.7	53.5	96	5856	13.6	51.8	95	4571	13.2	40.4	92
ABC MONDAY NIGHT MOVIE	A	4379	2508	5.5	57.3	100	2451	5.5	56.0	100	2363	5.5	54.0	99	2021	5.8	46.2	105
ABC SUNDAY NIGHT MOVIE	A	9910	5688	12.5	57.4	100	5555	12.5	56.1	100	5378	12.5	54.3	100	4310	12.4	43.5	99
ABC WORLD NEWS TONIGHT	A	6212	3488	7.7	56.1	98	3339	7.5	53.8	96	3200	7.4	51.5	95	2902	8.4	46.7	107
AFTERMASH	C	4575	2501	5.5	54.7	95	2452	5.5	53.6	96	2376	5.5	51.9	96	1929	5.6	42.2	96
ALICE	C	6777	3772	8.3	55.7	97	3654	8.3	53.9	97	3589	8.3	53.0	98	2808	8.1	41.4	95
AMERICAN PARADE	C	4868	2526	5.5	51.9	90	2440	5.5	50.1	90	2366	5.5	48.6	90	2188	6.3	44.9	103
BENSON	A	7593	4076	8.9	53.7	93	3972	9.0	52.3	94	3872	9.0	51.0	94	3069	8.8	40.4	92
BLUE THUNDER	A	6036	3496	7.7	57.9	101	3446	7.8	57.1	102	3377	7.8	55.9	103	2541	7.3	42.1	96
CAGNEY & LACEY	C	7698	4531	9.9	58.9	102	4418	10.0	57.4	103	4309	10.0	56.0	103	3456	10.0	44.9	103
CBS EVENING NEWS-DEAN	C	4066	2167	4.8	53.3	93	2108	4.8	51.8	93	2045	4.8	50.3	93	1789	5.2	44.0	100
CBS EVENING NEWS-RATHER	C	8092	4351	9.6	53.8	94	4197	9.5	51.9	93	4078	9.5	50.4	93	3322	9.6	41.1	94
CBS SAT. NEWS-SCHIEFFER	C	4795	2285	5.0	47.7	83	2221	5.0	46.3	83	2181	5.1	45.5	84	1823	5.3	38.0	87
CBS SATURDAY NIGHT MOVIE	C	6034	3308	7.3	54.8	95	3172	7.2	52.6	94	3065	7.1	50.8	94	2640	7.6	43.8	100
CBS WEDNESDAY NIGHT MOVIE	C	4993	2861	6.3	57.3	100	2770	6.3	55.5	99	2653	6.2	53.1	98	2178	6.3	43.6	100
CHEERS	N	6976	4529	9.9	64.9	113	4342	9.8	62.2	111	4182	9.7	59.9	110	3771	10.9	54.1	123
DALLAS	C	13575	7170	15.7	52.8	92	6877	15.5	50.7	91	6629	15.4	48.8	90	5194	15.0	38.3	87
DIFF'RENT STROKES	N	3684	1878	4.1	51.0	89	1842	4.2	50.0	89	1743	4.1	47.3	87	1503	4.3	40.8	93
DOUBLE TROUBLE	N	4462	2567	5.6	57.5	100	2479	5.6	55.6	99	2427	5.6	54.4	100	2059	5.9	46.1	105
DUCK FACTORY	N	4810	3066	6.7	63.7	111	2951	6.7	61.4	110	2845	6.6	59.1	109	2538	7.3	52.8	121
DUKES OF HAZZARD	C	5951	3236	7.1	54.4	95	3112	7.0	52.3	94	3031	7.0	50.9	94	2330	6.7	39.2	89
DYNASTY	A	11325	6155	13.5	54.3	95	5936	13.4	52.4	94	5715	13.3	50.5	93	4708	13.6	41.6	95
FACTS OF LIFE	N	4512	2422	5.3	53.7	93	2337	5.3	51.8	93	2290	5.3	50.8	93	1791	5.2	39.7	91
FALCON CREST	C	9215	4931	10.8	53.5	93	4747	10.7	51.5	92	4625	10.7	50.2	92	3782	10.9	41.0	94
FALL GUY	A	8604	4926	10.8	57.3	100	4740	10.7	55.1	99	4546	10.6	52.8	97	3657	10.5	42.5	97
FAMILY TIES	N	4179	2364	5.2	56.6	98	2243	5.1	53.7	96	2167	5.0	51.9	96	1666	4.8	39.9	91
FANTASY ISLAND	A	4781	2833	6.2	59.3	103	2741	6.2	57.3	103	2699	6.3	56.5	104	2134	6.1	44.6	102
FOULUPS,BLEEPS & BLUNDERS	A	6697	4087	9.0	61.0	106	4024	9.1	60.1	108	3939	9.2	58.8	108	3078	8.9	46.0	105
FOUR SEASONS	C	3873	2119	4.7	54.7	95	2068	4.7	53.4	96	2001	4.6	51.7	95	1706	4.9	44.0	101
GIMME A BREAK	N	4310	2184	4.8	50.7	88	2059	4.6	47.8	86	1978	4.6	45.9	85	1510	4.4	35.0	80
HART TO HART	A	5751	2978	6.5	51.8	90	2934	6.6	51.0	91	2824	6.6	49.1	90	2111	6.1	36.7	84
HILL STREET BLUES	N	8568	5417	11.9	63.2	110	5206	11.8	60.8	109	5048	11.7	58.9	109	4335	12.5	50.6	116
HOTEL	A	8801	4676	10.3	53.1	92	4530	10.2	51.5	92	4377	10.2	49.7	92	3504	10.1	39.8	91
JEFFERSONS	C	6978	3776	8.3	54.1	94	3625	8.2	51.9	93	3571	8.3	51.2	94	2841	8.2	40.7	93
JENNIFER SLEPT HERE	N	3021	1626	3.6	53.8	94	1608	3.6	53.2	95	1565	3.6	51.8	95	1249	3.6	41.3	94
KATE & ALLIE	C	6811	4077	9.0	59.9	104	3926	8.9	57.6	103	3824	8.9	56.1	103	3106	8.9	45.6	104
KNIGHT RIDER	N	5256	3068	6.7	58.4	102	2912	6.6	55.4	99	2846	6.6	54.1	100	2246	6.5	42.7	98
LOVE BOAT	A	7174	3976	8.7	55.4	96	3862	8.7	53.8	96	3758	8.7	52.4	96	2825	8.1	39.4	90
MAGNUM PI	C	10438	6177	13.6	59.2	103	5985	13.5	57.3	103	5878	13.7	56.3	104	4554	13.1	43.6	100
MAMA'S FAMILY	N	3488	1862	4.1	53.4	93	1828	4.1	52.4	94	1758	4.1	50.4	93	1430	4.1	41.0	94
MASTER, THE	N	4127	2420	5.3	58.6	102	2373	5.4	57.5	103	2304	5.4	55.8	103	1830	5.3	44.3	101
MATT HOUSTON	A	5978	3466	7.6	58.0	101	3348	7.6	56.0	100	3227	7.5	54.0	99	2662	7.7	44.5	102
NBC MONDAY NIGHT MOVIE	N	10446	6283	13.8	60.1	105	6069	13.7	58.1	104	5875	13.7	56.2	104	5069	14.6	48.5	111
NBC NIGHTLY NEWS	N	5571	3005	6.6	53.9	94	2940	6.6	52.8	94	2870	6.7	51.5	95	2321	6.7	41.7	95
NBC NIGHTLY NEWS-SAT	N	3675	1840	4.0	50.1	87	1757	4.0	47.8	86	1720	4.0	46.8	86	1628	4.7	44.3	101
NBC NIGHTLY NEWS-SUN	N	2905	1547	3.4	53.3	93	1494	3.4	51.4	92	1418	3.3	48.8	90	1258	3.6	43.3	99
NBC SUNDAY NIGHT MOVIE	N	8352	5118	11.2	61.3	107	4885	11.0	58.5	105	4751	11.0	56.9	105	3964	11.4	47.5	108
NEWHART	C	6864	4151	9.1	60.5	105	3983	9.0	58.0	104	3894	9.0	56.7	104	3134	9.0	45.7	104
ONE DAY AT A TIME	C	3866	2073	4.6	53.6	93	2009	4.5	52.0	93	1960	4.6	50.7	93	1431	4.1	37.0	85
PEOPLE ARE FUNNY	N	3956	2172	4.8	54.9	96	2148	4.9	54.3	97	2074	4.8	52.4	97	1621	4.7	41.0	94
REAL PEOPLE	N	6305	3336	7.3	52.9	92	3234	7.3	51.3	92	3152	7.3	50.0	92	2397	6.9	38.0	87
REMINGTON STEELE	N	5884	3581	7.9	60.9	106	3468	7.8	58.9	105	3402	7.9	57.8	106	2805	8.1	47.7	109
RIPLEY'S BELIEVE IT - NOT	A	5706	3530	7.7	61.9	108	3473	7.8	60.9	109	3402	7.9	59.6	110	2571	7.4	45.1	103
RIPTIDE	N	6202	3435	7.5	55.4	96	3285	7.4	53.0	95	3204	7.4	51.7	95	2367	6.8	38.2	87
SCARECROW & MRS. KING	C	6513	3772	8.3	57.9	101	3648	8.2	56.0	100	3518	8.2	54.0	99	2844	8.2	43.7	100
SIMON & SIMON	C	8593	4939	10.8	57.5	100	4754	10.7	55.3	99	4637	10.8	54.0	99	3674	10.6	42.8	98
60 MINUTES	C	13342	7380	16.2	55.3	96	7186	16.2	53.9	96	7008	16.3	52.5	97	6053	17.4	45.4	104
ST. ELSEWHERE	N	6029	3570	7.8	59.2	103	3449	7.8	57.2	102	3331	7.7	55.2	102	3054	8.8	50.7	116
THREE'S COMPANY	A	8565	5079	11.1	59.3	103	4978	11.2	58.1	104	4773	11.1	55.7	103	3824	11.0	44.6	102
T.J. HOOKER	A	7400	4000	8.8	54.1	94	3836	8.7	51.8	93	3719	8.6	50.3	93	2823	8.1	38.1	87
TONIGHT SHOW	N	2433	1382	3.0	56.8	99	1346	3.0	55.3	99	1326	3.1	54.5	100	1102	3.2	45.3	103
TRAPPER JOHN, M.D.	C	5958	3175	7.0	53.3	93	3073	6.9	51.6	92	2994	7.0	50.3	93	2559	7.4	43.0	98
TV BLOOPERS & PRAC. JOKES	N	9086	5077	11.1	55.9	97	4963	11.2	54.6	98	4876	11.3	53.7	99	3857	11.1	42.4	97
20/20	A	8306	4464	9.8	53.7	94	4335	9.8	52.2	93	4155	9.7	50.0	92	3573	10.3	43.0	98
WEBSTER	A	6788	3754	8.2	55.3	96	3664	8.3	54.0	97	3549	8.2	52.3	96	2801	8.1	41.3	94
WORLD NEWS - SUN	A	2036	1221	2.7	60.0	104	1166	2.6	57.3	103	1127	2.6	55.4	102	865	2.5	42.5	97
YELLOW ROSE	N	3174	1633	3.6	51.4	90	1576	3.6	49.7	89	1523	3.5	48.0	88	1182	3.4	37.2	85
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	10340	22.7	63.4	110	10066	22.7	61.7	110	9844	22.9	60.4	111	7213	20.8	44.2	101
BASKETBALL - COLLEGE GAMES		10054	6527	14.3	64.9	113	6389	14.4	63.5	114	6240	14.5	62.1	114	4707	13.6	46.8	107
BASKETBALL - PRO GAMES		8248	5556	12.2	67.4	117	5391	12.2	65.4	117	5320	12.4	64.5	119	3837	11.1	46.5	106
BOWLING		5356	3192	7.0	59.6	104	3095	7.0	57.8	103	3020	7.0	56.4	104	2208	6.4	41.2	94
BOXING		11255	7464	16.4	66.3	115	7260	16.4	64.5	115	7193	16.7	63.9	118	5305	15.3	47.1	108
FOOTBALL - COLLEGE GAMES		14647	9655	21.2	65.9	115	9447	21.3	64.5	115	9259	21.5	63.2	116	7140	20.6	48.7	111
FOOTBALL - PRO GAMES		23581	16087	35.3	68.2	119	15805	35.7	67.0	120	15600	36.2	66.2	122	11969	34.5	50.8	116
GOLF		6145	4102	9.0	66.8	116	4036	9.1	65.7	118	3970	9.2	64.6	119	3458	10.0	56.3	129
POST-SEASON COLL. FOOTBALL		12828	8942	19.6	69.7	121	8707	19.7	67.9	121	8509	19.8	66.3	122	6608	19.0	51.5	118
POST-SEASON PRO FOOTBALL		15397	10634	23.3	69.1	120	10417	23.5	67.7	121	10229	23.8	66.4	122	8055	23.2	52.3	119
TENNIS		3483	2185	4.8	62.7	109	2118	4.8	60.8	109	2097	4.9	60.2	111	2068	6.0	59.4	136
WRESTLING - PROFESSIONAL		6023	3589	7.9	59.6	104	3454	7.8	57.3	103	3401	7.9	56.5	104	2153	6.2	35.7	82

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DRINK MALT BEVERAGES OR WINE
(MALES)

	TOTAL	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	26340	100.0	33.2	100	23222	100.0	29.3	100								
HOUSEHOLD HEADS	66405	22254	84.5	33.5	101	19954	85.9	30.0	103								
18 - 24	13945	4220	16.0	30.3	91	3437	14.8	24.6	84								
25 - 34	19334	6886	26.1	35.6	107	6088	26.2	31.5	107								
35 - 44	14196	5380	20.4	37.9	114	4833	20.8	34.0	116								
45 - 54	10896	4024	15.3	36.9	111	3596	15.5	33.0	113								
55 - 64	10378	3297	12.5	31.8	96	2972	12.8	28.6	98								
65 OR OLDER	10514	2535	9.6	24.1	73	2296	9.9	21.8	75								
18 - 34	33279	11106	42.2	33.4	100	9525	41.0	28.6	98								
18 - 49	52904	18441	70.0	34.9	105	16125	69.4	30.5	104								
25 - 54	44426	16289	61.8	36.7	110	14517	62.5	32.7	112								
35 - 49	19625	7336	27.9	37.4	112	6601	28.4	33.6	115								
50 OR OLDER	26359	7899	30.0	30.0	90	7097	30.6	26.9	92								
GRADUATED COLLEGE	15982	8690	33.0	54.4	164	8172	35.2	51.1	175								
ATTENDED COLLEGE	13629	5501	20.9	40.4	121	4733	20.4	34.7	119								
GRADUATED HIGH SCHOOL	28591	8237	31.3	28.8	87	7081	30.5	24.8	85								
DID NOT GRADUATE HIGH SCHOOL	21061	3913	14.9	18.6	56	3236	13.9	15.4	52								
EMPLOYED FULL-TIME	52316	19058	72.4	36.4	110	16998	73.2	32.5	111								
EMPLOYED PART-TIME	4113	1520	5.8	37.0	111	1179	5.1	28.7	98								
NOT EMPLOYED	22834	5762	21.9	25.2	76	5045	21.7	22.1	75								
PROFESSIONAL/MANAGER	15034	7768	29.5	51.7	155	7182	30.9	47.8	163								
TECH/CLERICAL/SALES	11255	4417	16.8	39.2	118	3936	16.9	35.0	119								
PRECISION/CRAFT	11607	3346	12.7	28.8	87	2940	12.7	25.3	86								
OTHER EMPLOYED	18534	5048	19.2	27.2	82	4119	17.7	22.2	76								
SINGLE	19562	6536	24.8	33.4	101	5542	23.9	28.3	97								
MARRIED	51896	17228	65.4	33.2	100	15406	66.3	29.7	101								
DIVORCED/SEPARATED/WIDOWED	7804	2576	9.8	33.0	99	2274	9.8	29.1	99								
PARENTS	25372	8500	32.3	33.5	101	7521	32.4	29.6	101								
WHITE	69658	23811	90.4	34.2	103	21048	90.6	30.2	103								
BLACK	7909	2009	7.6	25.4	76	1708	7.4	21.6	74								
OTHER	1696	521	2.0	30.7	92	*466	2.0	27.5	94								
NORTHEAST-CENSUS	17202	7347	27.9	42.7	129	6160	26.5	35.8	122								
NORTH CENTRAL	20461	6415	24.4	31.4	94	5496	23.7	26.9	92								
SOUTH	26695	6018	22.8	22.5	68	5283	22.7	19.8	68								
WEST	14906	6561	24.9	44.0	132	6284	27.1	42.2	144								
NORTHEAST-MKTG.	17962	7647	29.0	42.6	128	6337	27.3	35.3	120								
EAST CENTRAL	11741	3298	12.5	28.1	85	2842	12.2	24.2	83								
WEST CENTRAL	13518	4747	18.0	35.1	106	4071	17.5	30.1	103								
SOUTH	23168	4822	18.3	20.8	63	4335	18.7	18.7	64								
PACIFIC	12874	5827	22.1	45.3	136	5637	24.3	43.8	149								
COUNTY SIZE A	32596	13296	50.5	40.8	123	11812	50.9	36.2	124								
COUNTY SIZE B	23814	7659	29.1	32.2	97	6820	29.4	28.6	98								
COUNTY SIZE C	12663	3530	13.4	27.9	84	3020	13.0	23.8	81								
COUNTY SIZE D	10190	1855	7.0	18.2	55	1570	6.8	15.4	53								
METRO CENTRAL CITY	23190	8885	33.7	38.3	115	7959	34.3	34.3	117								
METRO SUBURBAN	36920	13028	49.5	35.3	106	11644	50.1	31.5	108								
NON METRO	19152	4428	16.8	23.1	70	3620	15.6	18.9	65								
TOP 5 ADI'S	18703	8276	31.4	44.2	133	7344	31.6	39.3	134								
TOP 10 ADI'S	26158	10924	41.5	41.8	126	9571	41.2	36.6	125								
TOP 20 ADI'S	36612	14442	54.8	39.4	119	12753	54.9	34.8	119								
HSHLD INC. $50,000 OR MORE	9326	4630	17.6	49.6	149	4033	17.4	43.2	148								
$40,000 OR MORE	18002	8474	32.2	47.1	142	7552	32.5	42.0	143								
$30,000 OR MORE	31361	13904	52.8	44.3	133	12528	53.9	39.9	136								
$25,000 OR MORE	39858	17070	64.8	42.8	129	15329	66.0	38.5	131								
$20,000 - $24,999	8664	2429	9.2	28.0	84	2045	8.8	23.6	81								
$15,000 - $19,999	7964	2215	8.4	27.8	84	1897	8.2	23.8	81								
$10,000 - $14,999	11093	2636	10.0	23.8	72	2255	9.7	20.3	69								
UNDER $10,000	11683	1990	7.6	17.0	51	1697	7.3	14.5	50								
HOUSEHOLD OF 1 PERSON	7453	2483	9.4	33.3	100	2202	9.5	29.5	101								
2 PEOPLE	24757	8644	32.8	34.9	105	7799	33.6	31.5	108								
3 OR 4 PEOPLE	32682	10961	41.6	33.5	101	9641	41.5	29.5	101								
5 OR MORE PEOPLE	14370	4253	16.1	29.6	89	3580	15.4	24.9	85								
NO CHILD IN HSHLD	46768	15711	59.6	33.6	101	13979	60.2	29.9	102								
CHILD(REN) UNDER 2 YRS	4799	1399	5.3	29.2	88	1233	5.3	25.7	88								
2 - 5 YEARS	11125	3420	13.0	30.7	93	2951	12.7	26.5	91								
6 - 11 YEARS	14193	4732	18.0	33.3	100	4151	17.9	29.2	100								
12 - 17 YEARS	17402	5615	21.3	32.3	97	4951	21.3	28.5	97								
RESIDENCE OWNED	56398	18830	71.5	33.4	100	16635	71.6	29.5	101								
VALUE: $50,000 OR MORE	34811	14195	53.9	40.8	123	12623	54.4	36.3	124								
VALUE: UNDER $50,000	21587	4635	17.6	21.5	65	4012	17.3	18.6	63								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(MALES)

		TOTAL U.S.	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL MALES		79263	26340	100.0	33.2	100	23222	100.0	29.3	100								
MAGAZINES	QUINTILE 1	16033	7329	27.8	45.7	138	6609	28.5	41.2	141								
	QUINTILE 2	15354	5868	22.3	38.2	115	5070	21.8	33.0	113								
	QUINTILE 3	15888	5344	20.3	33.6	101	4682	20.2	29.5	101								
	QUINTILE 4	17310	4878	18.5	28.2	85	4249	18.3	24.5	84								
	QUINTILE 5	14677	2921	11.1	19.9	60	2611	11.2	17.8	61								
NEWSPAPERS	QUINTILE 1	15277	6886	26.1	45.1	136	6129	26.4	40.1	137								
	QUINTILE 2	22745	8311	31.6	36.5	110	7389	31.8	32.5	111								
	QUINTILE 3	10692	3687	14.0	34.5	104	3347	14.4	31.3	107								
	QUINTILE 4	11646	3489	13.2	30.0	90	2951	12.7	25.3	86								
	QUINTILE 5	18903	3968	15.1	21.0	63	3406	14.7	18.0	62								
OUTDOOR	QUINTILE 1	16620	6028	22.9	36.3	109	5487	23.6	33.0	113								
	QUINTILE 2	16377	5761	21.9	35.2	106	4994	21.5	30.5	104								
	QUINTILE 3	15995	5419	20.6	33.9	102	4733	20.4	29.6	101								
	QUINTILE 4	15592	4927	18.7	31.6	95	4271	18.4	27.4	93								
	QUINTILE 5	14679	4206	16.0	28.7	86	3738	16.1	25.5	87								
RADIO-DRIVE TIME	QUINTILE 1	15746	5108	19.4	32.4	98	4399	18.9	27.9	95								
	QUINTILE 2	15067	4988	18.9	33.1	100	4464	19.2	29.6	101								
	QUINTILE 3	15631	5559	21.1	35.6	107	4915	21.2	31.4	107								
	QUINTILE 4	16245	6141	23.3	37.8	114	5339	23.0	32.9	112								
	QUINTILE 5	16573	4545	17.3	27.4	83	4105	17.7	24.8	85								
RADIO-MID-DAY	TERCILE 1	21788	7110	27.0	32.6	98	6169	26.6	28.3	97								
	TERCILE 2	21151	7041	26.7	33.3	100	6238	26.9	29.5	101								
	TERCILE 3	36323	12190	46.3	33.6	101	10815	46.6	29.8	102								
RADIO-TOTAL	QUINTILE 1	15977	5349	20.3	33.5	101	4542	19.6	28.4	97								
	QUINTILE 2	15923	4932	18.7	31.0	93	4348	18.7	27.3	93								
	QUINTILE 3	14980	5853	22.2	39.1	118	5271	22.7	35.2	120								
	QUINTILE 4	17123	5724	21.7	33.4	101	5074	21.8	29.6	101								
	QUINTILE 5	15260	4482	17.0	29.4	88	3987	17.2	26.1	89								
TV-PRIME TIME	QUINTILE 1	15674	5249	19.9	33.5	101	4625	19.9	29.5	101								
	QUINTILE 2	15944	5439	20.6	34.1	103	4722	20.3	29.6	101								
	QUINTILE 3	16037	5586	21.2	34.8	105	5113	22.0	31.9	109								
	QUINTILE 4	15412	5274	20.0	34.2	103	4614	19.9	29.9	102								
	QUINTILE 5	16194	4793	18.2	29.6	89	4148	17.9	25.6	87								
TV-DAYTIME	TERCILE 1	19156	5566	21.1	29.1	87	4945	21.3	25.8	88								
	TERCILE 2	19343	5993	22.8	31.0	93	5324	22.9	27.5	94								
	TERCILE 3	40764	14781	56.1	36.3	109	12954	55.8	31.8	108								
TV-TOTAL	QUINTILE 1	15844	5081	19.3	32.1	97	4521	19.5	28.5	97								
	QUINTILE 2	15767	5178	19.7	32.8	99	4624	19.9	29.3	100								
	QUINTILE 3	15775	5352	20.3	33.9	102	4708	20.3	29.8	102								
	QUINTILE 4	15903	5596	21.2	35.2	106	4885	21.0	30.7	105								
	QUINTILE 5	15974	5133	19.5	32.1	97	4485	19.3	28.1	96								
MAGAZINES-NEWSPAPERS: DUAL		21225	9510	36.1	44.8	135	8544	36.8	40.3	137								
MAGAZINE IMPERATIVE		17728	5967	22.7	33.7	101	5133	22.1	29.0	99								
NEWSPAPER IMPERATIVE		22987	7464	28.3	32.5	98	6590	28.4	28.7	98								
MAGAZINES-OUTDOOR: DUAL		16244	6917	26.3	42.6	128	6063	26.1	37.3	127								
MAGAZINE IMPERATIVE		24016	9251	35.1	38.5	116	8164	35.2	34.0	116								
OUTDOOR IMPERATIVE		26020	7436	28.2	28.6	86	6558	28.2	25.2	86								
MAGAZINES-RADIO: DUAL		16918	6767	25.7	40.0	120	5952	25.6	35.2	120								
MAGAZINE IMPERATIVE		23456	9611	36.5	41.0	123	8564	36.9	36.5	125								
RADIO IMPERATIVE		23900	6692	25.4	28.0	84	5825	25.1	24.4	83								
MAGAZINES-TELEVISION: DUAL		15791	6425	24.4	40.7	122	5597	24.1	35.4	121								
MAGAZINE IMPERATIVE		25476	10013	38.0	39.3	118	8880	38.2	34.9	119								
TELEVISION IMPERATIVE		25744	6724	25.5	26.1	79	6040	26.0	23.5	80								
NEWSPAPERS-OUTDOOR: DUAL		17628	6859	26.0	38.9	117	6098	26.3	34.6	118								
NEWSPAPER IMPERATIVE		26414	10111	38.4	38.3	115	9054	39.0	34.3	117								
OUTDOOR IMPERATIVE		23059	6756	25.6	29.3	88	5906	25.4	25.6	87								
NEWSPAPERS-RADIO: DUAL		17996	7104	27.0	39.5	119	6251	26.9	34.7	119								
NEWSPAPER IMPERATIVE		26269	10450	39.7	39.8	120	9450	40.7	36.0	123								
RADIO IMPERATIVE		21342	5754	21.8	27.0	81	4963	21.4	23.3	79								
NEWSPAPERS-TELEVISION: DUAL		17359	6553	24.9	37.7	114	5878	25.3	33.9	116								
NEWSPAPER IMPERATIVE		26889	10952	41.6	40.7	123	9702	41.8	36.1	123								
TELEVISION IMPERATIVE		21698	5749	21.8	26.5	80	5106	22.0	23.5	80								
OUTDOOR-RADIO: DUAL		16456	5640	21.4	34.3	103	4916	21.2	29.9	102								
OUTDOOR IMPERATIVE		25870	9273	35.2	35.8	108	8356	36.0	32.3	110								
RADIO IMPERATIVE		23943	7787	29.6	32.5	98	6737	29.0	28.1	96								
OUTDOOR-TELEVISION: DUAL		15918	5561	21.1	34.9	105	4989	21.5	31.3	107								
OUTDOOR IMPERATIVE		26398	9401	35.7	35.6	107	8188	35.3	31.0	106								
TELEVISION IMPERATIVE		24851	7523	28.6	30.3	91	6581	28.3	26.5	90								
RADIO-TELEVISION: DUAL		15584	5023	19.1	32.2	97	4498	19.4	28.9	99								
RADIO IMPERATIVE		25472	8791	33.4	34.5	104	7654	33.0	30.0	103								
TELEVISION IMPERATIVE		25578	8569	32.5	33.5	101	7661	33.0	30.0	102								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(MALES)

	TOTAL U.S. '000	DRINK DINNER/ TABLE WINES A '000	B % DOWN	C ACROSS %	D INDX	DRINK ANY DOMESTIC DINNER/TABLE WINES A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	26340	100.0	33.2	100	23222	100.0	29.3	100								
ATLANTIC MONTHLY	452	294	1.1	65.0	196	274	1.2	60.6	207								
BARRON'S	1058	527	2.0	49.8	150	489	2.1	46.2	158								
BETTER HOMES & GARDENS	4773	1908	7.2	40.0	120	1689	7.3	35.4	121								
BON APPETIT	1037	680	2.6	65.6	197	628	2.7	60.6	207								
BUSINESS WEEK	3193	1570	6.0	49.2	148	1412	6.1	44.2	151								
CAR AND DRIVER	2705	1106	4.2	40.9	123	909	3.9	33.6	115								
CBS MAGAZINE NETWORK (GROSS)	5678	2383	9.0	42.0	126	1936	8.3	34.1	116								
CHANGING TIMES	1847	903	3.4	48.9	147	765	3.3	41.4	141								
COLONIAL HOMES	492	188	0.7	38.2	115	161	0.7	32.7	112								
CONDE NAST MAG. PKG. (GROSS)	2066	866	3.3	41.9	126	686	3.0	33.2	113								
CONSUMERS DIGEST	1719	641	2.4	37.3	112	563	2.4	32.8	112								
COSMOPOLITAN	1762	781	3.0	44.3	133	658	2.8	37.3	127								
COUNTRY LIVING	1110	352	1.3	31.7	95	293	1.3	26.4	90								
CUISINE	660	412	1.6	62.4	188	370	1.6	56.1	191								
CYCLE WORLD	1924	596	2.3	31.0	93	482	2.1	25.1	86								
DCI:CREATIVE IDEAS FOR LIV	437	*178	0.7	40.7	123	*147	0.6	33.6	115								
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	899	3.4	36.1	109	804	3.5	32.3	110								
DISCOVER	1279	534	2.0	41.8	126	454	2.0	35.5	121								
EBONY	2898	800	3.0	27.6	83	654	2.8	22.6	77								
ESQUIRE	1384	593	2.3	42.8	129	464	2.0	33.5	114								
ESSENCE	850	312	1.2	36.7	110	234	1.0	27.5	94								
FAMILY CIRCLE	2430	942	3.6	38.8	117	866	3.7	35.6	122								
THE FAMILY HANDYMAN	2356	736	2.8	31.2	94	628	2.7	26.7	91								
FAMILY WEEKLY	11533	3674	13.9	31.9	96	3082	13.3	26.7	91								
FIELD & STREAM	7444	2268	8.6	30.5	92	1982	8.5	26.6	91								
FOOD & WINE	416	226	0.9	54.3	163	193	0.8	46.4	158								
FORBES	1865	1115	4.2	59.8	180	1041	4.5	55.8	191								
FORTUNE	1849	992	3.8	53.7	161	930	4.0	50.3	172								
GENTLEMEN'S QUARTERLY	2284	1038	3.9	45.4	137	855	3.7	37.4	128								
GLAMOUR	538	*273	1.0	50.7	153	*225	1.0	41.8	143								
GOLF DIGEST	1649	720	2.7	43.7	131	654	2.8	39.7	135								
GOLF DIGEST/TENNIS (GROSS)	2294	972	3.7	42.4	128	850	3.7	37.1	126								
GOLF MAGAZINE	1577	733	2.8	46.5	140	592	2.5	37.5	128								
GOLF MAGAZINE/SKI (GROSS)	2487	1255	4.8	50.5	152	1049	4.5	42.2	144								
GOOD HOUSEKEEPING	2569	1022	3.9	39.8	120	893	3.8	34.8	119								
HARPER'S BAZAAR	431	*179	0.7	41.5	125	**132	0.6	30.6	105								
HEALTH	788	*237	0.9	30.1	91	*188	0.8	23.9	81								
HEARST MAG CORP. BUY (GROSS)	18781	7249	27.5	38.6	116	6144	26.5	32.7	112								
HEARST MAN POWER (GROSS)	9169	3281	12.5	35.8	108	2798	12.0	30.5	104								
HEARST WOMAN POWER (GROSS)	5452	2219	8.4	40.7	122	1900	8.2	34.8	119								
HOUSE BEAUTIFUL	1020	469	1.8	46.0	138	404	1.7	39.6	135								
INC.	993	539	2.0	54.3	163	495	2.1	49.8	170								
JET	2808	781	3.0	27.8	84	678	2.9	24.1	82								
LADIES' HOME JOURNAL	1868	661	2.5	35.4	106	578	2.5	30.9	106								
LHJ FAMILY GRP COMBO(GROSS)	3582	1312	5.0	36.6	110	1093	4.7	30.5	104								
LIFE	4817	2095	8.0	43.5	131	1793	7.7	37.2	127								
L.A. TIMES HOME MAGAZINE	1465	934	3.5	63.8	192	905	3.9	61.8	211								
MADEMOISELLE	460	*219	0.8	47.6	143	*199	0.9	43.3	148								
MC CALL'S	1764	659	2.5	37.4	112	519	2.2	29.4	100								
MC CALL'S/WRK MOTHER (GROSS)	2062	757	2.9	36.7	110	592	2.5	28.7	98								
MECHANIX ILLUSTRATED	3625	1318	5.0	36.4	109	1147	4.9	31.6	108								
METROPOLITAN HOME	495	259	1.0	52.3	157	*173	0.7	34.9	119								
MONEY	3017	1657	6.3	54.9	165	1553	6.7	51.5	176								
MOTHER EARTH NEWS	1203	512	1.9	42.6	128	478	2.1	39.7	136								
MS.	*257	*152	0.6	59.1	178	**114	0.5	44.4	151								
NATIONAL ENQUIRER	6921	2168	8.2	31.3	94	1834	7.9	26.5	90								
NATIONAL GEOGRAPHIC	11626	5440	20.7	46.8	141	4906	21.1	42.2	144								
NATIONAL SUNDAY MAGAZINE PKG	49424	18828	71.5	38.1	115	16693	71.9	33.8	115								
NATURAL HISTORY	753	351	1.3	46.6	140	314	1.4	41.7	142								
NEW WOMAN	*296	**106	0.4	35.8	108	**88	0.4	29.7	101								
NEW YORK INCLUDING CUE	541	275	1.0	50.8	153	237	1.0	43.8	150								
THE NEW YORKER	1078	605	2.3	56.1	169	532	2.3	49.4	168								
NEWSWEEK	9602	4274	16.2	44.5	134	3731	16.1	38.9	133								
THE N.Y. TIMES DAILY EDITION	1376	871	3.3	63.3	190	802	3.5	58.3	199								
THE N.Y. TIMES MAGAZINE	2110	1362	5.2	64.5	194	1197	5.2	56.7	194								
OMNI	1927	932	3.5	48.4	146	808	3.5	41.9	143								
ON CABLE	911	280	1.1	30.7	92	269	1.2	29.5	101								
1001 HOME IDEAS	927	414	1.6	44.7	134	326	1.4	35.2	120								
ORGANIC GARDENING	1430	509	1.9	35.6	107	407	1.8	28.5	97								
OUTDOOR LIFE	4064	1159	4.4	28.5	86	1024	4.4	25.2	86								
PARADE MAGAZINE	24538	9591	36.4	39.1	118	8482	36.5	34.6	118								

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DRINK MALT BEVERAGES OR WINE
(MALES)

	TOTAL	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL MALES	79263	26340	100.0	33.2	100	23222	100.0	29.3	100								
PARENTS	1126	476	1.8	42.3	127	413	1.8	36.7	125								
PENTHOUSE	4157	1826	6.9	43.9	132	1574	6.8	37.9	129								
PEOPLE	7591	2961	11.2	39.0	117	2639	11.4	34.8	119								
PLAYBOY	8379	3442	13.1	41.1	124	2956	12.7	35.3	120								
POPULAR HOT RODDING	2110	480	1.8	22.7	68	390	1.7	18.5	63								
POPULAR MECHANICS	4850	1792	6.8	36.9	111	1562	6.7	32.2	110								
POPULAR SCIENCE	3397	1517	5.8	44.7	134	1351	5.8	39.8	136								
PREVENTION	1720	691	2.6	40.2	121	516	2.2	30.0	102								
PSYCHOLOGY TODAY	1344	688	2.6	51.2	154	612	2.6	45.5	155								
READER'S DIGEST	16016	5963	22.6	37.2	112	5296	22.8	33.1	113								
REDBOOK	1121	416	1.6	37.1	112	348	1.5	31.0	106								
ROAD & TRACK	2161	1086	4.1	50.3	151	914	3.9	42.3	144								
ROLLING STONE	1948	937	3.6	48.1	145	736	3.2	37.8	129								
RUNNER'S WORLD	899	431	1.6	47.9	144	400	1.7	44.5	152								
SATURDAY EVENING POST	841	309	1.2	36.7	111	268	1.2	31.9	109								
SCIENCE 84	841	432	1.6	51.4	155	362	1.6	43.0	147								
SCIENCE DIGEST	1194	436	1.7	36.5	110	392	1.7	32.8	112								
SCIENTIFIC AMERICAN	1379	728	2.8	52.8	159	620	2.7	45.0	153								
SELF	436	*121	0.5	27.8	84	**77	0.3	17.7	60								
SEVENTEEN	614	*296	1.1	48.2	145	*250	1.1	40.7	139								
SKI	910	523	2.0	57.5	173	457	2.0	50.2	171								
SMITHSONIAN	2937	1596	6.1	54.3	164	1385	6.0	47.2	161								
SOAP OPERA DIGEST	545	*141	0.5	25.9	78	**108	0.5	19.8	68								
SOUTHERN LIVING	2054	721	2.7	35.1	106	658	2.8	32.0	109								
SPORT	2799	1076	4.1	38.4	116	949	4.1	33.9	116								
THE SPORTING NEWS	1938	709	2.7	36.6	110	582	2.5	30.0	103								
SPORTS AFIELD	3125	1054	4.0	33.7	101	844	3.6	27.0	92								
SPORTS ILLUSTRATED	11159	4219	16.0	37.8	114	3659	15.8	32.8	112								
STAR	4095	1209	4.6	29.5	89	1006	4.3	24.6	84								
SUNDAY	25169	10233	38.8	40.7	122	9121	39.3	36.2	124								
SUNSET	1294	847	3.2	65.5	197	829	3.6	64.1	219								
TV GUIDE	18508	6305	23.9	34.1	103	5521	23.8	29.8	102								
TENNIS	645	252	1.0	39.1	118	*196	0.8	30.4	104								
TIME	12124	5514	20.9	45.5	137	4809	20.7	39.7	135								
TOWN & COUNTRY	493	296	1.1	60.0	181	251	1.1	50.9	174								
TRAVEL & LEISURE	1122	571	2.2	50.9	153	514	2.2	45.8	156								
TRUE STORY	690	**160	0.6	23.2	70	**116	0.5	16.8	57								
U.S.NEWS & WORLD REPORT	6571	2790	10.6	42.5	128	2412	10.4	36.7	125								
USA TODAY	3120	1595	6.1	51.1	154	1459	6.3	46.8	160								
US	1315	554	2.1	42.1	127	437	1.9	33.2	113								
VOGUE	632	253	1.0	40.0	120	*185	0.8	29.3	100								
WALL STREET JOURNAL	4247	2462	9.3	58.0	174	2323	10.0	54.7	187								
WEIGHT WATCHERS	398	*126	0.5	31.7	95	*124	0.5	31.2	106								
WOMAN'S DAY	1139	388	1.5	34.1	103	327	1.4	28.7	98								
WORKING MOTHER	*298	**98	0.4	32.9	99	**73	0.3	24.5	84								
WORKING WOMAN	327	*127	0.5	38.8	117	**91	0.4	27.8	95								
WORLD TENNIS	397	*208	0.8	52.4	158	*152	0.7	38.3	131								
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3852	14.6	40.0	120	3099	13.3	32.2	110								
BLAIR INSERTS	43762	17635	67.0	40.3	121	15672	67.5	35.8	122								
DAILY NEWSPAPERS																	
READ ANY	52459	19181	72.8	36.6	110	17069	73.5	32.5	111								
READ ONE	41891	14592	55.4	34.8	105	13027	56.1	31.1	106								
READ TWO OR MORE	10568	4589	17.4	43.4	131	4042	17.4	38.2	131								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	20013	76.0	38.5	116	17704	76.2	34.1	116								
READ ONE	44561	16416	62.3	36.8	111	14460	62.3	32.4	111								
READ TWO OR MORE	7368	3596	13.7	48.8	147	3244	14.0	44.0	150								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.85				32.39											
30 DAY REACH	71522	24234	92.0	33.9	102	21320	91.8	29.8	102								
50 SHWG - 30 DAY AV FREQ	15.55	16.57				16.86											
30 DAY REACH	68168	23297	88.4	34.2	103	20487	88.2	30.1	103								
25 SHWG - 30 DAY AV FREQ	8.43	8.98				9.10											
30 DAY REACH	62898	21544	81.8	34.3	103	19026	81.9	30.2	103								
CABLE TV: HOME WIRED	31664	11059	42.0	34.9	105	10006	43.1	31.6	108								
HOME NOT WIRED	47599	15281	58.0	32.1	97	13216	56.9	27.8	95								
HAVE PAY CABLE	17139	6620	25.1	38.6	116	5976	25.7	34.9	119								

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DRINK MALT BEVERAGES OR WINE
(MALES)

		TOTAL U.S.	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
		'000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	26340	100.0	33.2	100	23222	100.0	29.3	100								
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	16554	62.8	34.8	105	14595	62.8	30.6	105								
10:00 AM - 3:00 PM		29926	10022	38.0	33.5	101	8775	37.8	29.3	100								
3:00 PM - 7:00 PM		37666	13326	50.6	35.4	106	11732	50.5	31.1	106								
7:00 PM - MIDNIGHT		18909	6296	23.9	33.3	100	5498	23.7	29.1	99								
MIDNIGHT - 6:00 AM		11822	3958	15.0	33.5	101	3481	15.0	29.4	101								
6:00 AM - MIDNIGHT		63254	21786	82.7	34.4	104	19176	82.6	30.3	103								
ENTIRE DAY		64057	22048	83.7	34.4	104	19428	83.7	30.3	104								
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	6252	23.7	37.7	113	5471	23.6	33.0	113								
ALL NEWS		3542	1761	6.7	49.7	150	1625	7.0	45.9	157								
AOR/PROGRESSIVE		7465	2603	9.9	34.9	105	2269	9.8	30.4	104								
BEAUTIFUL MUSIC		5061	2008	7.6	39.7	119	1818	7.8	35.9	123								
BLACK		1914	529	2.0	27.6	83	470	2.0	24.6	84								
CLASSICAL		2304	1107	4.2	48.0	145	1025	4.4	44.5	152								
CHR/ROCK		10663	3894	14.8	36.5	110	3392	14.6	31.8	109								
COUNTRY		13919	3774	14.3	27.1	82	3254	14.0	23.4	80								
GOLDEN OLDIES		2040	725	2.8	35.5	107	632	2.7	31.0	106								
MOR/NOSTALGIA		5105	1755	6.7	34.4	103	1622	7.0	31.8	108								
NEWS/TALK		4764	1983	7.5	41.6	125	1765	7.6	37.0	126								
RELIGIOUS		2164	621	2.4	28.7	86	525	2.3	24.3	83								
SOFT ROCK		623	*212	0.8	34.0	102	*171	0.7	27.4	94								
URBAN CONTEMPORARY		1331	423	1.6	31.8	96	305	1.3	22.9	78								
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	971	3.7	30.5	92	843	3.6	26.5	90								
ABC DIRECTION		2724	1074	4.1	39.4	119	874	3.8	32.1	110								
ABC ENTERTAINMENT		5256	1515	5.8	28.8	87	1384	6.0	26.3	90								
ABC FM		2263	562	2.1	24.8	75	464	2.0	20.5	70								
ABC INFORMATION		5618	2061	7.8	36.7	110	1786	7.7	31.8	109								
ABC ROCK		2857	1102	4.2	38.6	116	936	4.0	32.8	112								
CBS		5953	2284	8.7	38.4	115	2089	9.0	35.1	120								
MUTUAL		4979	1678	6.4	33.7	101	1479	6.4	29.7	101								
NBC		7279	2492	9.5	34.2	103	2198	9.5	30.2	103								
RADIORADIO		2389	879	3.3	36.8	111	719	3.1	30.1	103								
RKO ONE		2583	872	3.3	33.8	102	798	3.4	30.9	105								
RKO TWO		3674	1230	4.7	33.5	101	1129	4.9	30.7	105								
THE SOURCE		3514	1083	4.1	30.8	93	952	4.1	27.1	92								
NOW-WIRED : BLAIR		9864	3196	12.1	32.4	98	2773	11.9	28.1	96								
INTERNET		13522	5103	19.4	37.7	114	4469	19.2	33.0	113								
KATZ RADIO GROUP		19321	7020	26.7	36.3	109	6232	26.8	32.3	110								
SUPERNET		10739	3755	14.3	35.0	105	3382	14.6	31.5	107								
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	1546	5.9	30.3	91	1376	5.9	26.9	92								
WKDAY 9:00 AM - 1:00 PM		5383	1537	5.8	28.6	86	1358	5.8	25.2	86								
WKDAY 1:00 PM - 4:30 PM		6469	1769	6.7	27.3	82	1593	6.9	24.6	84								
WKDAY 4:30 PM - 7:30 PM		19661	6444	24.5	32.8	99	5755	24.8	29.3	100								
WKDAY 7:30 PM - 8:00 PM		27579	9021	34.2	32.7	98	7953	34.2	28.8	98								
WKDAY 11:00 PM - 11:30 PM		22964	7598	28.8	33.1	100	6657	28.7	29.0	99								
WKDAY 11:30 PM - 1:00 AM		8158	2714	10.3	33.3	100	2370	10.2	29.1	99								
M-SAT 8-11 PM+SUN 7-11 PM		30140	10176	38.6	33.8	102	8991	38.7	29.8	102								
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	498	1.9	24.3	73	442	1.9	21.6	74								
ANOTHER WORLD	N	1214	280	1.1	23.1	69	255	1.1	21.0	72								
AS THE WORLD TURNS	C	1740	416	1.6	23.9	72	361	1.6	20.7	71								
CAPITOL	C	1016	260	1.0	25.6	77	215	0.9	21.2	72								
CBS MORN. NEWS 1	C	1203	400	1.5	33.3	100	383	1.6	31.8	109								
CBS MORN. NEWS 2	C	773	229	0.9	29.6	89	194	0.8	25.1	86								
DAYS OF OUR LIVES	N	1629	465	1.8	28.5	86	422	1.8	25.9	88								
FACTS OF LIFE - DAYTIME	N	961	277	1.1	28.8	87	260	1.1	27.1	92								
FAMILY FEUD	A	1390	326	1.2	23.5	71	290	1.2	20.9	71								
GENERAL HOSPITAL	A	1463	354	1.3	24.2	73	329	1.4	22.5	77								
GOOD MORNING, AMERICA-730	A	1705	516	2.0	30.3	91	479	2.1	28.1	96								
GOOD MORNING, AMERICA-830	A	889	244	0.9	27.4	83	218	0.9	24.5	84								
GUIDING LIGHT	C	1754	405	1.5	23.1	69	345	1.5	19.7	67								
ONE LIFE TO LIVE	A	1100	294	1.1	26.7	80	265	1.1	24.1	82								
PRESS YOUR LUCK	C	1222	347	1.3	28.4	85	290	1.2	23.7	81								
PRICE IS RIGHT 1	C	2692	714	2.7	26.5	80	646	2.8	24.0	82								
PRICE IS RIGHT 2	C	2764	766	2.9	27.7	83	690	3.0	25.0	85								
RYAN'S HOPE	A	880	262	1.0	29.8	90	245	1.1	27.8	95								
SALE OF THE CENTURY	N	926	228	0.9	24.6	74	209	0.9	22.6	77								
SEARCH FOR TOMORROW	N	359	*76	0.3	21.2	64	*69	0.3	19.2	66								
TODAY SHOW 1	N	1890	716	2.7	37.9	114	637	2.7	33.7	115								
TODAY SHOW 2	N	1344	302	1.1	22.5	68	274	1.2	20.4	70								
$25,000 PYRAMID	C	1462	420	1.6	28.7	86	367	1.6	25.1	86								
WHEEL OF FORTUNE	N	1497	408	1.5	27.3	82	347	1.5	23.2	79								
YOUNG AND THE RESTLESS	C	1954	436	1.7	22.3	67	381	1.6	19.5	67								
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	1004	3.8	36.4	110	898	3.9	32.6	111								
NBA PLAYOFF GAME -1	C	3881	1310	5.0	33.8	102	1174	5.1	30.2	103								
NBC MAJOR LEAGUE PRE-GAME	N	2805	907	3.4	32.3	97	822	3.5	29.3	100								
SPORTSWORLD - SUN	N	2041	716	2.7	35.1	106	628	2.7	30.8	105								
SUNDAY MORNING	C	2555	1007	3.8	39.4	119	933	4.0	36.5	125								

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DRINK MALT BEVERAGES OR WINE
(MALES)

		TOTAL U.S. '000	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	26340	100.0	33.2	100	23222	100.0	29.3	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	7735	29.4	31.8	96	6979	30.1	28.7	98								
NETWORK AFFILIATES - LATE		17197	5673	21.5	33.0	99	5025	21.6	29.2	100								
INDEPENDENTS - LATE		2887	1096	4.2	38.0	114	976	4.2	33.8	115								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	3376	12.8	29.9	90	2985	12.9	26.4	90								
ABC MONDAY NIGHT MOVIE	A	4379	1490	5.7	34.0	102	1346	5.8	30.7	105								
ABC SUNDAY NIGHT MOVIE	A	9910	3337	12.7	33.7	101	2965	12.8	29.9	102								
ABC WORLD NEWS TONIGHT	A	6212	2174	8.3	35.0	105	1878	8.1	30.2	103								
AFTERMASH	C	4575	1359	5.2	29.7	89	1282	5.5	28.0	96								
ALICE	C	6777	2003	7.6	29.6	89	1779	7.7	26.3	90								
AMERICAN PARADE	C	4868	1685	6.4	34.6	104	1510	6.5	31.0	106								
BENSON	A	7593	2262	8.6	29.8	90	1996	8.6	26.3	90								
BLUE THUNDER	A	6036	1876	7.1	31.1	94	1616	7.0	26.8	91								
CAGNEY & LACEY	C	7698	2689	10.2	34.9	105	2363	10.2	30.7	105								
CBS EVENING NEWS-DEAN	C	4066	1378	5.2	33.9	102	1275	5.5	31.4	107								
CBS EVENING NEWS-RATHER	C	8092	2585	9.8	31.9	96	2357	10.1	29.1	99								
CBS SAT. NEWS-SCHIEFFER	C	4795	1386	5.3	28.9	87	1287	5.5	26.8	92								
CBS SATURDAY NIGHT MOVIE	C	6034	1972	7.5	32.7	98	1716	7.4	28.4	97								
CBS WEDNESDAY NIGHT MOVIE	C	4993	1593	6.0	31.9	96	1390	6.0	27.8	95								
CHEERS	N	6976	3021	11.5	43.3	130	2715	11.7	38.9	133								
DALLAS	C	13575	3687	14.0	27.2	82	3236	13.9	23.8	81								
DIFF'RENT STROKES	N	3684	1248	4.7	33.9	102	1158	5.0	31.4	107								
DOUBLE TROUBLE	N	4462	1507	5.7	33.8	102	1360	5.9	30.5	104								
DUCK FACTORY	N	4810	2021	7.7	42.0	126	1831	7.9	38.1	130								
DUKES OF HAZZARD	C	5951	1738	6.6	29.2	88	1507	6.5	25.3	86								
DYNASTY	A	11325	3434	13.0	30.3	91	2979	12.8	26.3	90								
FACTS OF LIFE	N	4512	1345	5.1	29.8	90	1223	5.3	27.1	93								
FALCON CREST	C	9215	2758	10.5	29.9	90	2290	9.9	24.9	85								
FALL GUY	A	8604	2633	10.0	30.6	92	2313	10.0	26.9	92								
FAMILY TIES	N	4179	1301	4.9	31.1	94	1159	5.0	27.7	95								
FANTASY ISLAND	A	4781	1657	6.3	34.7	104	1476	6.4	30.9	105								
FOULUPS,BLEEPS & BLUNDERS	A	6697	2414	9.2	36.0	108	2062	8.9	30.8	105								
FOUR SEASONS	C	3873	1191	4.5	30.8	93	1093	4.7	28.2	96								
GIMME A BREAK	N	4310	1062	4.0	24.6	74	950	4.1	22.0	75								
HART TO HART	A	5751	1650	6.3	28.7	86	1457	6.3	25.3	86								
HILL STREET BLUES	N	8568	3273	12.4	38.2	115	2886	12.4	33.7	115								
HOTEL	A	8801	2514	9.5	28.6	86	2194	9.4	24.9	85								
JEFFERSONS	C	6978	2023	7.7	29.0	87	1819	7.8	26.1	89								
JENNIFER SLEPT HERE	N	3021	1040	3.9	34.4	104	952	4.1	31.5	108								
KATE & ALLIE	C	6811	2431	9.2	35.7	107	2166	9.3	31.8	109								
KNIGHT RIDER	N	5256	1711	6.5	32.6	98	1519	6.5	28.9	99								
LOVE BOAT	A	7174	2128	8.1	29.7	89	1858	8.0	25.9	88								
MAGNUM PI	C	10438	3501	13.3	33.5	101	3094	13.3	29.6	101								
MAMA'S FAMILY	N	3488	1081	4.1	31.0	93	940	4.0	26.9	92								
MASTER, THE	N	4127	1376	5.2	33.3	100	1145	4.9	27.7	95								
MATT HOUSTON	A	5978	2061	7.8	34.5	104	1869	8.0	31.3	107								
NBC MONDAY NIGHT MOVIE	N	10446	3963	15.0	37.9	114	3528	15.2	33.8	115								
NBC NIGHTLY NEWS	N	5571	1808	6.9	32.5	98	1663	7.2	29.9	102								
NBC NIGHTLY NEWS-SAT	N	3675	1351	5.1	36.8	111	1217	5.2	33.1	113								
NBC NIGHTLY NEWS-SUN	N	2905	967	3.7	33.3	100	894	3.8	30.8	105								
NBC SUNDAY NIGHT MOVIE	N	8352	3114	11.8	37.3	112	2765	11.9	33.1	113								
NEWHART	C	6864	2394	9.1	34.9	105	2132	9.2	31.1	106								
ONE DAY AT A TIME	C	3866	1146	4.4	29.6	89	1085	4.7	28.1	96								
PEOPLE ARE FUNNY	N	3956	1241	4.7	31.4	94	1084	4.7	27.4	94								
REAL PEOPLE	N	6305	1764	6.7	28.0	84	1575	6.8	25.0	85								
REMINGTON STEELE	N	5884	2051	7.8	34.9	105	1630	7.0	27.7	95								
RIPLEY'S BELIEVE IT - NOT	A	5706	2068	7.9	36.2	109	1835	7.9	32.2	110								
RIPTIDE	N	6202	1731	6.6	27.9	84	1477	6.4	23.8	81								
SCARECROW & MRS. KING	C	6513	2279	8.7	35.0	105	1996	8.6	30.6	105								
SIMON & SIMON	C	8593	2764	10.5	32.2	97	2439	10.5	28.4	97								
60 MINUTES	C	13342	4602	17.5	34.5	104	4153	17.9	31.1	106								
ST. ELSEWHERE	N	6029	2346	8.9	38.9	117	2066	8.9	34.3	117								
THREE'S COMPANY	A	8565	2924	11.1	34.1	103	2530	10.9	29.5	101								
T.J. HOOKER	A	7400	2197	8.3	29.7	89	1922	8.3	26.0	89								
TONIGHT SHOW	N	2433	872	3.3	35.8	108	772	3.3	31.7	108								
TRAPPER JOHN, M.D.	C	5958	1890	7.2	31.7	95	1666	7.2	28.0	95								
TV BLOOPERS & PRAC. JOKES	N	9086	2966	11.3	32.6	98	2618	11.3	28.8	98								
20/20	A	8306	2578	9.8	31.0	93	2329	10.0	28.0	96								
WEBSTER	A	6788	2040	7.7	30.1	90	1859	8.0	27.4	93								
WORLD NEWS - SUN	A	2036	612	2.3	30.1	90	529	2.3	26.0	89								
YELLOW ROSE	N	3174	854	3.2	26.9	81	769	3.3	24.2	83								
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	5597	21.2	34.3	103	5123	22.1	31.4	107								
BASKETBALL - COLLEGE GAMES		10054	3616	13.7	36.0	108	3336	14.4	33.2	113								
BASKETBALL - PRO GAMES		8248	2890	11.0	35.0	105	2626	11.3	31.8	109								
BOWLING		5356	1776	6.7	33.2	100	1627	7.0	30.4	104								
BOXING		11255	4010	15.2	35.6	107	3568	15.4	31.7	108								
FOOTBALL - COLLEGE GAMES		14647	5718	21.7	39.0	117	5297	22.8	36.2	123								
FOOTBALL - PRO GAMES		23581	9292	35.3	39.4	119	8408	36.2	35.7	122								
GOLF		6145	2856	10.8	46.5	140	2701	11.6	44.0	150								
POST-SEASON COLL. FOOTBALL		12828	5173	19.6	40.3	121	4808	20.7	37.5	128								
POST-SEASON PRO FOOTBALL		15397	6442	24.5	41.8	126	5983	25.8	38.9	133								
TENNIS		3483	1569	6.0	45.0	136	1477	6.4	42.4	145								
WRESTLING - PROFESSIONAL		6023	1491	5.7	24.8	74	1392	6.0	23.1	79								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

	TOTAL U.S. '000	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	30513	100.0	34.5	100	28861	100.0	32.6	100	27821	100.0	31.4	100	42399	100.0	47.9	100
FEMALE HOMEMAKERS	80986	27143	89.0	33.5	97	25605	88.7	31.6	97	24589	88.4	30.4	97	38379	90.5	47.4	99
EMPLOYED MOTHERS	18702	7530	24.7	40.3	117	7055	24.4	37.7	116	6818	24.5	36.5	116	10448	24.6	55.9	117
18 - 24	14726	6961	22.8	47.3	137	6677	23.1	45.3	139	6533	23.5	44.4	141	7619	18.0	51.7	108
25 - 34	20202	8813	28.9	43.6	126	8437	29.2	41.8	128	8223	29.6	40.7	129	11433	27.0	56.6	118
35 - 44	14781	5286	17.3	35.8	104	4931	17.1	33.4	102	4767	17.1	32.3	103	7644	18.0	51.7	108
45 - 54	11449	3565	11.7	31.1	90	3245	11.2	28.3	87	3060	11.0	26.7	85	5401	12.7	47.2	98
55 - 64	11846	3189	10.5	26.9	78	3044	10.5	25.7	79	2883	10.4	24.3	77	5158	12.2	43.5	91
65 OR OLDER	15459	2699	8.8	17.5	51	2527	8.8	16.3	50	2356	8.5	15.2	48	5144	12.1	33.3	69
18 - 34	34928	15773	51.7	45.2	131	15114	52.4	43.3	133	14756	53.0	42.2	134	19052	44.9	54.5	114
18 - 49	55154	22967	75.3	41.6	121	21749	75.4	39.4	121	21167	76.1	38.4	122	29367	69.3	53.2	111
25 - 54	46433	17665	57.9	38.0	110	16613	57.6	35.8	110	16049	57.7	34.6	110	24478	57.7	52.7	110
35 - 49	20226	7193	23.6	35.6	103	6635	23.0	32.8	101	6410	23.0	31.7	101	10314	24.3	51.0	106
50 OR OLDER	33310	7546	24.7	22.7	66	7112	24.6	21.4	65	6654	23.9	20.0	64	13032	30.7	39.1	82
GRADUATED COLLEGE	12110	4753	15.6	39.2	114	4651	16.1	38.4	118	4546	16.3	37.5	119	7906	18.6	65.3	136
ATTENDED COLLEGE	15309	5913	19.4	38.6	112	5726	19.8	37.4	115	5509	19.8	36.0	114	9517	22.4	62.2	130
GRADUATED HIGH SCHOOL	36912	13577	44.5	36.8	107	12892	44.7	34.9	107	12387	44.5	33.6	107	17748	41.9	48.1	100
DID NOT GRADUATE HIGH SCHOOL	24134	6270	20.5	26.0	75	5592	19.4	23.2	71	5380	19.3	22.3	71	7228	17.0	29.9	62
EMPLOYED FULL-TIME	35457	14740	48.3	41.6	121	13975	48.4	39.4	121	13617	48.9	38.4	122	20127	47.5	56.8	118
EMPLOYED PART-TIME	8514	3502	11.5	41.1	119	3379	11.7	39.7	122	3259	11.7	38.3	122	4722	11.1	55.5	116
NOT EMPLOYED	44494	12271	40.2	27.6	80	11507	39.9	25.9	79	10945	39.3	24.6	78	17550	41.4	39.4	82
PROFESSIONAL/MANAGER	10811	4580	15.0	42.4	123	4398	15.2	40.7	125	4257	15.3	39.4	125	7215	17.0	66.7	139
TECH/CLERICAL/SALES	19640	8119	26.6	41.3	120	7743	26.8	39.4	121	7645	27.5	38.9	124	11640	27.5	59.3	124
PRECISION/CRAFT	1023	*456	1.5	44.6	129	*439	1.5	42.9	132	*430	1.5	42.0	134	531	1.3	51.9	108
OTHER EMPLOYED	12498	5088	16.7	40.7	118	4773	16.5	38.2	117	4545	16.3	36.4	116	5463	12.9	43.7	91
SINGLE	15995	7605	24.9	47.5	138	7258	25.1	45.4	139	7033	25.3	44.0	140	8942	21.1	55.9	117
MARRIED	51689	16392	53.7	31.7	92	15632	54.2	30.2	93	15096	54.3	29.2	93	24787	58.5	48.0	100
DIVORCED/SEPARATED/WIDOWED	20780	6517	21.4	31.4	91	5971	20.7	28.7	88	5692	20.5	27.4	87	8670	20.4	41.7	87
PARENTS	33922	12599	41.3	37.1	108	11721	40.6	34.6	106	11348	40.8	33.5	106	16901	39.9	49.8	104
WHITE	76422	26557	87.0	34.8	101	25570	88.6	33.5	103	24714	88.8	32.3	103	37801	89.2	49.5	103
BLACK	10066	3339	10.9	33.2	96	2674	9.3	26.6	81	2534	9.1	25.2	80	3586	8.5	35.6	74
OTHER	1976	*617	2.0	31.2	91	*617	2.1	31.2	96	*572	2.1	28.9	92	*1013	2.4	51.3	107
NORTHEAST-CENSUS	19803	6696	21.9	33.8	98	6391	22.1	32.3	99	6156	22.1	31.1	99	11521	27.2	58.2	121
NORTH CENTRAL	22181	8804	28.9	39.7	115	8481	29.4	38.2	117	8227	29.6	37.1	118	10791	25.5	48.6	102
SOUTH	30082	8642	28.3	28.7	83	7870	27.3	26.2	80	7561	27.2	25.1	80	10623	25.1	35.3	74
WEST	16398	6371	20.9	38.9	113	6120	21.2	37.3	114	5877	21.1	35.8	114	9464	22.3	57.7	120
NORTHEAST-MKTG.	20163	6837	22.4	33.9	98	6451	22.4	32.0	98	6184	22.2	30.7	98	12373	29.2	61.4	128
EAST CENTRAL	13054	4538	14.9	34.8	101	4348	15.1	33.3	102	4238	15.2	32.5	103	5644	13.3	43.2	90
WEST CENTRAL	14993	6281	20.6	41.9	121	6116	21.2	40.8	125	5931	21.3	39.6	126	7815	18.4	52.1	109
SOUTH	25785	7289	23.9	28.3	82	6618	22.9	25.7	79	6379	22.9	24.7	79	8243	19.4	32.0	67
PACIFIC	14470	5568	18.2	38.5	112	5327	18.5	36.8	113	5090	18.3	35.2	112	8324	19.6	57.5	120
COUNTY SIZE A	36705	13457	44.1	36.7	106	12616	43.7	34.4	105	12175	43.8	33.2	105	20628	48.7	56.2	117
COUNTY SIZE B	26819	9200	30.2	34.3	99	8747	30.3	32.6	100	8454	30.4	31.5	100	12348	29.1	46.0	96
COUNTY SIZE C	13597	4612	15.1	33.9	98	4457	15.4	32.8	100	4263	15.3	31.4	100	5923	14.0	43.6	91
COUNTY SIZE D	11344	3245	10.6	28.6	83	3041	10.5	26.8	82	2928	10.5	25.8	82	3500	8.3	30.9	64
METRO CENTRAL CITY	26825	9813	32.2	36.6	106	9106	31.6	33.9	104	8732	31.4	32.6	104	13505	31.9	50.3	105
METRO SUBURBAN	39912	13900	45.6	34.8	101	13407	46.5	33.6	103	12937	46.5	32.4	103	21079	49.7	52.8	110
NON METRO	21728	6800	22.3	31.3	91	6348	22.0	29.2	90	6152	22.1	28.3	90	7816	18.4	36.0	75
TOP 5 ADI'S	20847	7633	25.0	36.6	106	7129	24.7	34.2	105	6769	24.3	32.5	103	12461	29.4	59.8	125
TOP 10 ADI'S	28719	9764	32.0	34.0	99	9019	31.2	31.4	96	8604	30.9	30.0	95	16244	38.3	56.6	118
TOP 20 ADI'S	40904	14627	47.9	35.8	104	13719	47.5	33.5	103	13182	47.4	32.2	102	22774	53.7	55.7	116
HSHLD INC. $50,000 OR MORE	7931	2932	9.6	37.0	107	2831	9.8	35.7	109	2809	10.1	35.4	113	5663	13.4	71.4	149
$40,000 OR MORE	15233	6252	20.5	41.0	119	6063	21.0	39.8	122	5959	21.4	39.1	124	10049	23.7	66.0	138
$30,000 OR MORE	28333	10736	35.2	37.9	110	10296	35.7	36.3	111	10087	36.3	35.6	113	17518	41.3	61.8	129
$25,000 OR MORE	36417	13677	44.8	37.6	109	13130	45.5	36.1	111	12768	45.9	35.1	111	22275	52.5	61.2	128
$20,000 - $24,999	9943	3779	12.4	38.0	110	3567	12.4	35.9	110	3493	12.6	35.1	112	4869	11.5	49.0	102
$15,000 - $19,999	9211	3398	11.1	36.9	107	3271	11.3	35.5	109	3143	11.3	34.1	109	4233	10.0	46.0	96
$10,000 - $14,999	13477	4568	15.0	33.9	98	4346	15.1	32.2	99	4143	14.9	30.7	98	5299	12.5	39.3	82
UNDER $10,000	19418	5091	16.7	26.2	76	4546	15.8	23.4	72	4274	15.4	22.0	70	5723	13.5	29.5	61
HOUSEHOLD OF 1 PERSON	11987	3414	11.2	28.5	83	3230	11.2	26.9	83	3116	11.2	26.0	83	5091	12.0	42.5	89
2 PEOPLE	27046	9014	29.5	33.3	97	8682	30.1	32.1	98	8305	29.9	30.7	98	12954	30.6	47.9	100
3 OR 4 PEOPLE	34251	12241	40.1	35.7	104	11434	39.6	33.4	102	11081	39.8	32.4	103	17337	40.9	50.6	106
5 OR MORE PEOPLE	15180	5844	19.2	38.5	112	5514	19.1	36.3	111	5318	19.1	35.0	111	7017	16.5	46.2	96
NO CHILD IN HSHLD	49819	15896	52.1	31.9	93	15221	52.7	30.6	94	14587	52.4	29.3	93	23201	54.7	46.6	97
CHILD(REN) UNDER 2 YRS	6045	2447	8.0	40.5	117	2302	8.0	38.1	117	2213	8.0	36.6	116	2779	6.6	46.0	96
2 - 5 YEARS	15233	5928	19.4	38.9	113	5530	19.2	36.3	111	5372	19.3	35.3	112	7404	17.5	48.6	101
6 - 11 YEARS	16260	6114	20.0	37.6	109	5648	19.6	34.7	106	5449	19.6	33.5	107	7647	18.0	47.0	98
12 - 17 YEARS	19173	7204	23.6	37.6	109	6736	23.3	35.1	108	6545	23.5	34.1	109	9705	22.9	50.6	106
RESIDENCE OWNED	61371	19213	63.0	31.3	91	18319	63.5	29.8	91	17673	63.5	28.8	92	29677	70.0	48.4	101
VALUE: $50,000 OR MORE	35355	12052	39.5	34.1	99	11451	39.7	32.4	99	11085	39.8	31.4	100	21114	49.8	59.7	125
VALUE: UNDER $50,000	26016	7161	23.5	27.5	80	6869	23.8	26.4	81	6588	23.7	25.3	81	8563	20.2	32.9	69

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

		TOTAL U.S. '000	DRINK MALT BASED BEVERAGES A '000	B % DOWN	C % ACROSS	D INDX	DRINK BEER A '000	B % DOWN	C % ACROSS	D INDX	DRINK CANNED OR BOTTLED BEER A '000	B % DOWN	C % ACROSS	D INDX	DRINK ANY WINE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	30513	100.0	34.5	100	28861	100.0	32.6	100	27821	100.0	31.4	100	42399	100.0	47.9	100
MAGAZINES	QUINTILE 1	17988	7150	23.4	39.7	115	6892	23.9	38.3	117	6602	23.7	36.7	117	10759	25.4	59.8	125
	QUINTILE 2	19446	7536	24.7	38.8	112	7218	25.0	37.1	114	6960	25.0	35.8	114	10866	25.6	55.9	117
	QUINTILE 3	14626	5218	17.1	35.7	103	4986	17.3	34.1	104	4874	17.5	33.3	106	7279	17.2	49.8	104
	QUINTILE 4	16014	5397	17.7	33.7	98	4903	17.0	30.6	94	4741	17.0	29.6	94	6748	15.9	42.1	88
	QUINTILE 5	20389	5212	17.1	25.6	74	4862	16.8	23.8	73	4644	16.7	22.8	72	6749	15.9	33.1	69
NEWSPAPERS	QUINTILE 1	13830	5012	16.4	36.2	105	4772	16.5	34.5	106	4532	16.3	32.8	104	8576	20.2	62.0	129
	QUINTILE 2	26350	8919	29.2	33.8	98	8471	29.4	32.1	99	8231	29.6	31.2	99	13145	31.0	49.9	104
	QUINTILE 3	12415	4744	15.5	38.2	111	4516	15.6	36.4	111	4394	15.8	35.4	113	6474	15.3	52.1	109
	QUINTILE 4	21911	7886	25.8	36.0	104	7509	26.0	34.3	105	7288	26.2	33.3	106	9667	22.8	44.1	92
	QUINTILE 5	13960	3953	13.0	28.3	82	3593	12.4	25.7	79	3375	12.1	24.2	77	4537	10.7	32.5	68
OUTDOOR	QUINTILE 1	16810	6800	22.3	40.5	117	6400	22.2	38.1	117	6157	22.1	36.6	116	9751	23.0	58.0	121
	QUINTILE 2	17101	6556	21.5	38.3	111	6239	21.6	36.5	112	6032	21.7	35.3	112	8387	19.8	49.0	102
	QUINTILE 3	17579	6174	20.2	35.1	102	5993	20.8	34.1	104	5858	21.1	33.3	106	8784	20.7	50.0	104
	QUINTILE 4	18343	6082	19.9	33.2	96	5713	19.8	31.1	95	5378	19.3	29.3	93	8328	19.6	45.4	95
	QUINTILE 5	18631	4901	16.1	26.3	76	4517	15.7	24.2	74	4396	15.8	23.6	75	7150	16.9	38.4	80
RADIO-DRIVE TIME	QUINTILE 1	17390	6143	20.1	35.3	102	5803	20.1	33.4	102	5541	19.9	31.9	101	8650	20.4	49.7	104
	QUINTILE 2	16591	6220	20.4	37.5	109	5899	20.4	35.6	109	5706	20.5	34.4	109	8503	20.1	51.3	107
	QUINTILE 3	16910	6410	21.0	37.9	110	5981	20.7	35.4	108	5748	20.7	34.0	108	8717	20.6	51.5	108
	QUINTILE 4	18002	6307	20.7	35.0	102	6053	21.0	33.6	103	5890	21.2	32.7	104	8662	20.4	48.1	100
	QUINTILE 5	19572	5433	17.8	27.8	80	5126	17.8	26.2	80	4935	17.7	25.2	80	7866	18.6	40.2	84
RADIO-MID-DAY	TERCILE 1	23248	8349	27.4	35.9	104	7910	27.4	34.0	104	7623	27.4	32.8	104	11185	26.4	48.1	100
	TERCILE 2	23667	8366	27.4	35.3	102	8000	27.7	33.8	104	7704	27.7	32.6	104	11662	27.5	49.3	103
	TERCILE 3	41549	13798	45.2	33.2	96	12951	44.9	31.2	96	12494	44.9	30.1	96	19552	46.1	47.1	98
RADIO-TOTAL	QUINTILE 1	17786	6421	21.0	36.1	105	6014	20.8	33.8	104	5776	20.8	32.5	103	8664	20.4	48.7	102
	QUINTILE 2	17316	6392	20.9	36.9	107	6119	21.2	35.3	108	5901	21.2	34.1	108	8614	20.3	49.7	104
	QUINTILE 3	18428	6799	22.3	36.9	107	6452	22.4	35.0	107	6239	22.4	33.9	108	9694	22.9	52.6	110
	QUINTILE 4	17669	6390	20.9	36.2	105	6010	20.8	34.0	104	5792	20.8	32.8	104	8850	20.9	50.1	105
	QUINTILE 5	17265	4511	14.8	26.1	76	4267	14.8	24.7	76	4112	14.8	23.8	76	6577	15.5	38.1	79
TV-PRIME TIME	QUINTILE 1	17416	5453	17.9	31.3	91	5194	18.0	29.8	91	4971	17.9	28.5	91	7888	18.6	45.3	94
	QUINTILE 2	17413	6259	20.5	35.9	104	5946	20.6	34.1	105	5674	20.4	32.6	104	8464	20.0	48.6	101
	QUINTILE 3	17943	6479	21.2	36.1	105	6115	21.2	34.1	104	5872	21.1	32.7	104	8969	21.2	50.0	104
	QUINTILE 4	18442	6567	21.5	35.6	103	6143	21.3	33.3	102	5969	21.5	32.4	103	9388	22.1	50.9	106
	QUINTILE 5	17250	5754	18.9	33.4	97	5463	18.9	31.7	97	5336	19.2	30.9	98	7691	18.1	44.6	93
TV-DAYTIME	TERCILE 1	29966	9628	31.6	32.1	93	8991	31.2	30.0	92	8554	30.7	28.5	91	12531	29.6	41.8	87
	TERCILE 2	29480	10341	33.9	35.1	102	9816	34.0	33.3	102	9433	33.9	32.0	102	14404	34.0	48.9	102
	TERCILE 3	29018	10544	34.6	36.3	105	10054	34.8	34.6	106	9834	35.3	33.9	108	15464	36.5	53.3	111
TV-TOTAL	QUINTILE 1	17740	5525	18.1	31.1	90	5156	17.9	29.1	89	4943	17.8	27.9	89	7314	17.3	41.2	86
	QUINTILE 2	17674	5564	18.2	31.5	91	5342	18.5	30.2	93	5094	18.3	28.8	92	7894	18.6	44.7	93
	QUINTILE 3	17730	6422	21.0	36.2	105	6088	21.1	34.3	105	5833	21.0	32.9	105	9206	21.7	51.9	108
	QUINTILE 4	17563	6820	22.4	38.8	113	6462	22.4	36.8	113	6281	22.6	35.8	114	9117	21.5	51.9	108
	QUINTILE 5	17757	6183	20.3	34.8	101	5813	20.1	32.7	100	5671	20.4	31.9	102	8869	20.9	49.9	104
MAGAZINES-NEWSPAPERS: DUAL		23278	8855	29.0	38.0	110	8412	29.1	36.1	111	8116	29.2	34.9	111	14010	33.0	60.2	126
MAGAZINE IMPERATIVE		21634	8564	28.1	39.6	115	8284	28.7	38.3	117	7983	28.7	36.9	117	11077	26.1	51.2	107
NEWSPAPER IMPERATIVE		23455	7453	24.4	31.8	92	7012	24.3	29.9	92	6781	24.4	28.9	92	10892	25.7	46.4	97
MAGAZINES-OUTDOOR: DUAL		17482	7512	24.6	43.0	125	7287	25.2	41.7	128	7075	25.4	40.5	129	10523	24.8	60.2	126
MAGAZINE IMPERATIVE		28830	9961	32.6	34.6	100	9491	32.9	32.9	101	9125	32.8	31.7	101	15226	35.9	52.8	110
OUTDOOR IMPERATIVE		26119	8961	29.4	34.3	99	8390	29.1	32.1	98	8050	28.9	30.8	98	11545	27.2	44.2	92
MAGAZINES-RADIO: DUAL		20162	8022	26.3	39.8	115	7661	26.5	38.0	116	7340	26.4	36.4	116	11350	26.8	56.3	117
MAGAZINE IMPERATIVE		26292	9784	32.1	37.2	108	9430	32.7	35.9	110	9106	32.7	34.6	110	14760	34.8	56.1	117
RADIO IMPERATIVE		25308	8354	27.4	33.0	96	7834	27.1	31.0	95	7601	27.3	30.0	96	10749	25.4	42.5	89
MAGAZINES-TELEVISION: DUAL		17312	6206	20.3	35.8	104	5999	20.8	34.7	106	5731	20.6	33.1	105	9188	21.7	53.1	111
MAGAZINE IMPERATIVE		29099	11736	38.5	40.3	117	11218	38.9	38.6	118	10880	39.1	37.4	119	17180	40.5	59.0	123
TELEVISION IMPERATIVE		27505	7871	25.8	28.6	83	7319	25.4	26.6	82	7024	25.2	25.5	81	10209	24.1	37.1	77
NEWSPAPERS-OUTDOOR: DUAL		18628	7478	24.5	40.1	116	7225	25.0	38.8	119	6996	25.1	37.6	119	10784	25.4	57.9	121
NEWSPAPER IMPERATIVE		29178	9193	30.1	31.5	91	8627	29.9	29.6	91	8332	29.9	28.6	91	14619	34.5	50.1	105
OUTDOOR IMPERATIVE		25260	9423	30.9	37.3	108	8888	30.8	35.2	108	8573	30.8	33.9	108	11830	27.9	46.8	98
NEWSPAPERS-RADIO: DUAL		19246	7168	23.5	37.2	108	6768	23.5	35.2	108	6462	23.2	33.6	107	10638	25.1	55.3	115
NEWSPAPER IMPERATIVE		28155	9628	31.6	34.2	99	9188	31.8	32.6	100	8945	32.2	31.8	101	15033	35.5	53.4	111
RADIO IMPERATIVE		25308	9150	30.0	36.2	105	8727	30.2	34.5	106	8453	30.4	33.4	106	11215	26.5	44.3	92
NEWSPAPERS-TELEVISION: DUAL		18615	6215	20.4	33.4	97	5944	20.6	31.9	98	5706	20.5	30.7	97	9429	22.2	50.7	106
NEWSPAPER IMPERATIVE		29207	10862	35.6	37.2	108	10318	35.8	35.3	108	9993	35.9	34.2	109	16643	39.3	57.0	119
TELEVISION IMPERATIVE		25472	8148	26.7	32.0	93	7666	26.6	30.1	92	7333	26.4	28.8	92	9997	23.6	39.2	82
OUTDOOR-RADIO: DUAL		17292	7071	23.2	40.9	119	6678	23.1	38.6	118	6455	23.2	37.3	119	9266	21.9	53.6	112
OUTDOOR IMPERATIVE		26915	9915	32.5	36.8	107	9469	32.8	35.2	108	9133	32.8	33.9	108	13730	32.4	51.0	106
RADIO IMPERATIVE		28938	9489	31.1	32.8	95	8978	31.1	31.0	95	8648	31.1	29.9	95	13511	31.9	46.7	97
OUTDOOR-TELEVISION: DUAL		16112	5959	19.5	37.0	107	5658	19.6	35.1	108	5462	19.6	33.9	108	7939	18.7	49.3	103
OUTDOOR IMPERATIVE		28228	11323	37.1	40.1	116	10801	37.4	38.3	117	10479	37.7	37.1	118	15591	36.8	55.2	115
TELEVISION IMPERATIVE		30024	8700	28.5	29.0	84	8233	28.5	27.4	84	7840	28.2	26.1	83	12609	29.7	42.0	88
RADIO-TELEVISION: DUAL		17803	6118	20.1	34.4	100	5772	20.0	32.4	99	5464	19.6	30.7	98	8490	20.0	47.7	100
RADIO IMPERATIVE		28338	10804	35.4	38.1	111	10237	35.5	36.1	111	9936	35.7	35.1	111	14944	35.2	52.7	110
TELEVISION IMPERATIVE		28445	8799	28.8	30.9	90	8403	29.1	29.5	91	8115	29.2	28.5	91	12370	29.2	43.5	91

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

	TOTAL U.S.	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	30513	100.0	34.5	100	28861	100.0	32.6	100	27821	100.0	31.4	100	42399	100.0	47.9	100
ATLANTIC MONTHLY	415	*139	0.5	33.5	97	*139	0.5	33.5	103	*137	0.5	33.0	105	251	0.6	60.5	126
BARRON'S	522	*241	0.8	46.2	134	*238	0.8	45.6	140	*228	0.8	43.7	139	405	1.0	77.6	162
BETTER HOMES & GARDENS	17429	6049	19.8	34.7	101	5712	19.8	32.8	100	5503	19.8	31.6	100	9297	21.9	53.3	111
BON APPETIT	2772	1055	3.5	38.1	110	1018	3.5	36.7	113	904	3.2	32.6	104	1939	4.6	69.9	146
BUSINESS WEEK	1469	613	2.0	41.7	121	553	1.9	37.6	115	508	1.8	34.6	110	955	2.3	65.0	136
CAR AND DRIVER	397	*149	0.5	37.5	109	*137	0.5	34.5	106	**126	0.5	31.7	101	*239	0.6	60.2	126
CBS MAGAZINE NETWORK (GROSS)	1633	676	2.2	41.4	120	638	2.2	39.1	120	587	2.1	35.9	114	987	2.3	60.4	126
CHANGING TIMES	1554	666	2.2	42.9	124	647	2.2	41.6	128	612	2.2	39.4	125	889	2.1	57.2	119
COLONIAL HOMES	1304	458	1.5	35.1	102	448	1.6	34.4	105	433	1.6	33.2	106	823	1.9	63.1	132
CONDE NAST MAG. PKG. (GROSS)	17858	7732	25.3	43.3	126	7396	25.6	41.4	127	7073	25.4	39.6	126	10929	25.8	61.2	128
CONSUMERS DIGEST	1406	560	1.8	39.8	115	535	1.9	38.1	117	493	1.8	35.1	111	808	1.9	57.5	120
COSMOPOLITAN	8815	3951	12.9	44.8	130	3803	13.2	43.1	132	3694	13.3	41.9	133	5408	12.8	61.3	128
COUNTRY LIVING	2636	1055	3.5	40.0	116	1041	3.6	39.5	121	1015	3.6	38.5	122	1740	4.1	66.0	138
CUISINE	1554	668	2.2	43.0	125	632	2.2	40.7	125	605	2.2	38.9	124	1106	2.6	71.2	148
CYCLE WORLD	469	*226	0.7	48.2	140	*200	0.7	42.6	131	**173	0.6	36.9	117	*273	0.6	58.2	121
DCI:CREATIVE IDEAS FOR LIV	2631	881	2.9	33.5	97	842	2.9	32.0	98	804	2.9	30.6	97	1421	3.4	54.0	113
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2197	7.2	31.1	90	2105	7.3	29.8	91	2021	7.3	28.6	91	3550	8.4	50.2	105
DISCOVER	998	330	1.1	33.1	96	318	1.1	31.9	98	302	1.1	30.3	96	571	1.3	57.2	119
EBONY	4289	1625	5.3	37.9	110	1322	4.6	30.8	94	1262	4.5	29.4	94	1825	4.3	42.6	89
ESQUIRE	1176	473	1.6	40.2	117	387	1.3	32.9	101	329	1.2	28.0	89	520	1.2	44.2	92
ESSENCE	2392	931	3.1	38.9	113	729	2.5	30.5	93	662	2.4	27.7	88	967	2.3	40.4	84
FAMILY CIRCLE	17209	5869	19.2	34.1	99	5649	19.6	32.8	101	5398	19.4	31.4	100	9199	21.7	53.5	112
THE FAMILY HANDYMAN	1184	485	1.6	41.0	119	462	1.6	39.0	120	447	1.6	37.8	120	628	1.5	53.0	111
FAMILY WEEKLY	12391	4324	14.2	34.9	101	4183	14.5	33.8	103	4025	14.5	32.5	103	5711	13.5	46.1	96
FIELD & STREAM	2438	903	3.0	37.0	107	882	3.1	36.2	111	848	3.0	34.8	111	1171	2.8	48.0	100
FOOD & WINE	614	276	0.9	45.0	130	259	0.9	42.2	129	259	0.9	42.2	134	435	1.0	70.8	148
FORBES	813	375	1.2	46.1	134	346	1.2	42.6	130	342	1.2	42.1	134	647	1.5	79.6	166
FORTUNE	1083	466	1.5	43.0	125	424	1.5	39.2	120	393	1.4	36.3	115	807	1.9	74.5	155
GENTLEMEN'S QUARTERLY	1197	637	2.1	53.2	154	593	2.1	49.5	152	551	2.0	46.0	146	697	1.6	58.2	121
GLAMOUR	6625	2956	9.7	44.6	129	2863	9.9	43.2	132	2750	9.9	41.5	132	3942	9.3	59.5	124
GOLF DIGEST	707	350	1.1	49.5	144	339	1.2	47.9	147	332	1.2	47.0	149	484	1.1	68.5	143
GOLF DIGEST/TENNIS (GROSS)	1316	655	2.1	49.8	144	641	2.2	48.7	149	611	2.2	46.4	148	865	2.0	65.7	137
GOLF MAGAZINE	469	*207	0.7	44.1	128	*207	0.7	44.1	135	*207	0.7	44.1	140	309	0.7	65.9	137
GOLF MAGAZINE/SKI (GROSS)	1060	444	1.5	41.9	121	442	1.5	41.7	128	415	1.5	39.2	124	632	1.5	59.6	124
GOOD HOUSEKEEPING	17784	6301	20.7	35.4	103	6062	21.0	34.1	104	5849	21.0	32.9	105	9393	22.2	52.8	110
HARPER'S BAZAAR	2931	1226	4.0	41.8	121	1137	3.9	38.8	119	1057	3.8	36.1	115	1986	4.7	67.8	141
HEALTH	2199	859	2.8	39.1	113	784	2.7	35.7	109	747	2.7	34.0	108	1148	2.7	52.2	109
HEARST MAG CORP. BUY (GROSS)	49148	18732	61.4	38.1	110	18016	62.4	36.7	112	17274	62.1	35.1	112	28423	67.0	57.8	121
HEARST MAN POWER (GROSS)	2113	783	2.6	37.1	107	763	2.6	36.1	111	741	2.7	35.1	112	1134	2.7	53.7	112
HEARST WOMAN POWER (GROSS)	35062	13340	43.7	38.0	110	12804	44.4	36.5	112	12352	44.4	35.2	112	19568	46.2	55.8	116
HOUSE BEAUTIFUL	3865	1470	4.8	38.0	110	1426	4.9	36.9	113	1319	4.7	34.1	109	2376	5.6	61.5	128
INC.	315	*149	0.5	47.3	137	*138	0.5	43.8	134	*133	0.5	42.2	134	*223	0.5	70.8	148
JET	3690	1470	4.8	39.8	115	1196	4.1	32.4	99	1124	4.0	30.5	97	1557	3.7	42.2	88
LADIES' HOME JOURNAL	12930	4680	15.3	36.2	105	4488	15.6	34.7	106	4307	15.5	33.3	106	7049	16.6	54.5	114
LHJ FAMILY GRP COMBO(GROSS)	18161	6772	22.2	37.3	108	6473	22.4	35.6	109	6224	22.4	34.3	109	10060	23.7	55.4	116
LIFE	5065	2163	7.1	42.7	124	2075	7.2	41.0	126	1974	7.1	39.0	124	3119	7.4	61.6	128
L.A. TIMES HOME MAGAZINE	1310	513	1.7	39.2	114	490	1.7	37.4	115	483	1.7	36.9	117	791	1.9	60.4	126
MADEMOISELLE	3759	1710	5.6	45.5	132	1624	5.6	43.2	132	1548	5.6	41.2	131	2281	5.4	60.7	127
MC CALL'S	14658	5520	18.1	37.7	109	5251	18.2	35.8	110	4987	17.9	34.0	108	7700	18.2	52.5	110
MC CALL'S/WRK MOTHER (GROSS)	15857	5968	19.6	37.6	109	5669	19.6	35.8	110	5351	19.2	33.7	107	8325	19.6	52.5	110
MECHANIX ILLUSTRATED	809	322	1.1	39.8	115	322	1.1	39.8	122	*292	1.0	36.1	115	418	1.0	51.7	108
METROPOLITAN HOME	1009	364	1.2	36.1	105	349	1.2	34.6	106	349	1.3	34.6	110	682	1.6	67.6	141
MONEY	1707	715	2.3	41.9	121	676	2.3	39.6	121	643	2.3	37.7	120	1062	2.5	62.2	130
MOTHER EARTH NEWS	1123	509	1.7	45.3	131	502	1.7	44.7	137	491	1.8	43.7	139	769	1.8	68.5	143
MS.	932	449	1.5	48.2	140	409	1.4	43.9	135	382	1.4	41.0	130	667	1.6	71.6	149
NATIONAL ENQUIRER	11971	4262	14.0	35.6	103	3920	13.6	32.7	100	3774	13.6	31.5	100	5276	12.4	44.1	92
NATIONAL GEOGRAPHIC	10503	4061	13.3	38.7	112	3924	13.6	37.4	115	3809	13.7	36.3	115	6506	15.3	61.9	129
NATIONAL SUNDAY MAGAZINE PKG	54325	19493	63.9	35.9	104	18573	64.4	34.2	105	17967	64.6	33.1	105	28867	68.1	53.1	111
NATURAL HISTORY	626	257	0.8	41.1	119	*255	0.9	40.7	125	*243	0.9	38.8	123	457	1.1	73.0	152
NEW WOMAN	1992	854	2.8	42.9	124	834	2.9	41.9	128	809	2.9	40.6	129	1142	2.7	57.3	120
NEW YORK INCLUDING CUE	547	220	0.7	40.2	117	215	0.7	39.3	120	*182	0.7	33.3	106	408	1.0	74.6	156
THE NEW YORKER	1380	655	2.1	47.5	138	633	2.2	45.9	141	589	2.1	42.7	136	1096	2.6	79.4	166
NEWSWEEK	6925	2696	8.8	38.9	113	2521	8.7	36.4	112	2426	8.7	35.0	111	4486	10.6	64.8	135
THE N.Y. TIMES DAILY EDITION	1363	490	1.6	36.0	104	474	1.6	34.8	107	448	1.6	32.9	105	1048	2.5	76.9	160
THE N.Y. TIMES MAGAZINE	2333	917	3.0	39.3	114	902	3.1	38.7	119	867	3.1	37.2	118	1826	4.3	78.3	163
OMNI	872	346	1.1	39.7	115	334	1.2	38.3	117	317	1.1	36.4	116	534	1.3	61.2	128
ON CABLE	1298	559	1.8	43.1	125	554	1.9	42.7	131	518	1.9	39.9	127	789	1.9	60.8	127
1001 HOME IDEAS	3032	1233	4.0	40.7	118	1202	4.2	39.6	122	1169	4.2	38.6	123	1862	4.4	61.4	128
ORGANIC GARDENING	1680	505	1.7	30.1	87	497	1.7	29.6	91	454	1.6	27.0	86	870	2.1	51.8	108
OUTDOOR LIFE	960	404	1.3	42.1	122	399	1.4	41.6	127	369	1.3	38.4	122	499	1.2	52.0	108
PARADE MAGAZINE	26755	9804	32.1	36.6	106	9290	32.2	34.7	106	8920	32.1	33.3	106	14741	34.8	55.1	115

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

	TOTAL U.S.	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
	'000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	30513	100.0	34.5	100	28861	100.0	32.6	100	27821	100.0	31.4	100	42399	100.0	47.9	100
PARENTS	4173	1793	5.9	43.0	125	1700	5.9	40.7	125	1634	5.9	39.2	125	2355	5.6	56.4	118
PENTHOUSE	973	615	2.0	63.2	183	586	2.0	60.2	185	552	2.0	56.7	180	587	1.4	60.3	126
PEOPLE	13479	5688	18.6	42.2	122	5434	18.8	40.3	124	5212	18.7	38.7	123	8185	19.3	60.7	127
PLAYBOY	2183	1002	3.3	45.9	133	944	3.3	43.2	133	902	3.2	41.3	131	1308	3.1	59.9	125
POPULAR HOT RODDING	388	**168	0.6	43.3	126	**168	0.6	43.3	133	**166	0.6	42.8	136	*167	0.4	43.0	90
POPULAR MECHANICS	1037	346	1.1	33.4	97	329	1.1	31.7	97	321	1.2	31.0	98	463	1.1	44.6	93
POPULAR SCIENCE	920	409	1.3	44.5	129	397	1.4	43.2	132	395	1.4	42.9	137	522	1.2	56.7	118
PREVENTION	4071	1096	3.6	26.9	78	1058	3.7	26.0	80	980	3.5	24.1	77	2067	4.9	50.8	106
PSYCHOLOGY TODAY	1940	736	2.4	37.9	110	728	2.5	37.5	115	708	2.5	36.5	116	1184	2.8	61.0	127
READER'S DIGEST	24031	8155	26.7	33.9	98	7793	27.0	32.4	99	7447	26.8	31.0	99	12266	28.9	51.0	106
REDBOOK	8464	3089	10.1	36.5	106	2938	10.2	34.7	106	2808	10.1	33.2	105	4768	11.2	56.3	118
ROAD & TRACK	429	*176	0.6	41.0	119	**164	0.6	38.2	117	**160	0.6	37.3	119	*258	0.6	60.1	125
ROLLING STONE	1355	798	2.6	58.9	171	766	2.7	56.5	173	750	2.7	55.4	176	937	2.2	69.2	144
RUNNER'S WORLD	329	*109	0.4	33.1	96	*99	0.3	30.1	92	*99	0.4	30.1	96	*143	0.3	43.5	91
SATURDAY EVENING POST	1268	464	1.5	36.6	106	447	1.5	35.3	108	427	1.5	33.7	107	737	1.7	58.1	121
SCIENCE 84	702	312	1.0	44.4	129	312	1.1	44.4	136	312	1.1	44.4	141	489	1.2	69.7	145
SCIENCE DIGEST	553	246	0.8	44.5	129	245	0.8	44.3	136	239	0.9	43.2	137	407	1.0	73.6	154
SCIENTIFIC AMERICAN	615	291	1.0	47.3	137	*276	1.0	44.9	138	*260	0.9	42.3	134	511	1.2	83.1	173
SELF	2683	1281	4.2	47.7	138	1222	4.2	45.5	140	1198	4.3	44.7	142	1771	4.2	66.0	138
SEVENTEEN	3309	1525	5.0	46.1	134	1470	5.1	44.4	136	1420	5.1	42.9	136	1836	4.3	55.5	116
SKI	591	*236	0.8	39.9	116	*235	0.8	39.8	122	*208	0.7	35.2	112	323	0.8	54.7	114
SMITHSONIAN	3039	1109	3.6	36.5	106	1042	3.6	34.3	105	1010	3.6	33.2	106	2137	5.0	70.3	147
SOAP OPERA DIGEST	3683	1471	4.8	39.9	116	1380	4.8	37.5	115	1264	4.5	34.3	109	1666	3.9	45.2	94
SOUTHERN LIVING	4434	1317	4.3	29.7	86	1263	4.4	28.5	87	1217	4.4	27.4	87	2129	5.0	48.0	100
SPORT	701	*280	0.9	39.9	116	*261	0.9	37.2	114	*226	0.8	32.2	103	385	0.9	54.9	115
THE SPORTING NEWS	518	*271	0.9	52.3	152	*261	0.9	50.4	154	*252	0.9	48.6	155	*351	0.8	67.8	141
SPORTS AFIELD	523	*190	0.6	36.3	105	*189	0.7	36.1	111	*182	0.7	34.8	111	264	0.6	50.5	105
SPORTS ILLUSTRATED	3325	1485	4.9	44.7	129	1441	5.0	43.3	133	1368	4.9	41.1	131	2040	4.8	61.4	128
STAR	8567	3271	10.7	38.2	111	3064	10.6	35.8	110	2924	10.5	34.1	109	3951	9.3	46.1	96
SUNDAY	27630	9929	32.5	35.9	104	9468	32.8	34.3	105	9222	33.1	33.4	106	15836	37.3	57.3	120
SUNSET	2219	835	2.7	37.6	109	826	2.9	37.2	114	770	2.8	34.7	110	1583	3.7	71.3	149
TV GUIDE	24258	9170	30.1	37.8	110	8725	30.2	36.0	110	8298	29.8	34.2	109	11958	28.2	49.3	103
TENNIS	609	305	1.0	50.1	145	303	1.0	49.8	153	*280	1.0	46.0	146	381	0.9	62.6	131
TIME	9929	4043	13.3	40.7	118	3907	13.5	39.3	121	3757	13.5	37.8	120	6444	15.2	64.9	135
TOWN & COUNTRY	1062	376	1.2	35.4	103	374	1.3	35.2	108	333	1.2	31.4	100	687	1.6	64.7	135
TRAVEL & LEISURE	1051	445	1.5	42.3	123	415	1.4	39.5	121	407	1.5	38.7	123	790	1.9	75.2	157
TRUE STORY	3946	1606	5.3	40.7	118	1481	5.1	37.5	115	1392	5.0	35.3	112	1639	3.9	41.5	87
U.S.NEWS & WORLD REPORT	3782	1214	4.0	32.1	93	1134	3.9	30.0	92	1069	3.8	28.3	90	2203	5.2	58.2	122
USA TODAY	1874	815	2.7	43.5	126	771	2.7	41.1	126	704	2.5	37.6	119	1199	2.8	64.0	133
US	2213	985	3.2	44.5	129	932	3.2	42.1	129	907	3.3	41.0	130	1396	3.3	63.1	132
VOGUE	4792	1785	5.8	37.2	108	1687	5.8	35.2	108	1577	5.7	32.9	105	2936	6.9	61.3	128
WALL STREET JOURNAL	2045	909	3.0	44.4	129	868	3.0	42.4	130	827	3.0	40.4	129	1427	3.4	69.8	146
WEIGHT WATCHERS	2364	816	2.7	34.5	100	776	2.7	32.8	101	736	2.6	31.1	99	1318	3.1	55.8	116
WOMAN'S DAY	15182	5200	17.0	34.3	99	4898	17.0	32.3	99	4688	16.9	30.9	98	7911	18.7	52.1	109
WORKING MOTHER	1198	449	1.5	37.5	109	418	1.4	34.9	107	364	1.3	30.4	97	625	1.5	52.2	109
WORKING WOMAN	1523	764	2.5	50.2	145	729	2.5	47.9	147	664	2.4	43.6	139	981	2.3	64.4	134
WORLD TENNIS	*183	**73	0.2	39.9	116	**73	0.3	39.9	122	**73	0.3	39.9	127	*116	0.3	63.4	132
ZIFF-DAVIS MAG NETWK (GROSS)	2776	924	3.0	33.3	97	877	3.0	31.6	97	840	3.0	30.3	96	1631	3.8	58.8	123
BLAIR INSERTS	47909	17346	56.8	36.2	105	16481	57.1	34.4	105	15968	57.4	33.3	106	26377	62.2	55.1	115
DAILY NEWSPAPERS																	
READ ANY	56731	19642	64.4	34.6	100	18623	64.5	32.8	101	17968	64.6	31.7	101	29000	68.4	51.1	107
READ ONE	47696	16460	53.9	34.5	100	15599	54.0	32.7	100	15044	54.1	31.5	100	23709	55.9	49.7	104
READ TWO OR MORE	9034	3182	10.4	35.2	102	3024	10.5	33.5	103	2924	10.5	32.4	103	5291	12.5	58.6	122
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	20701	67.8	35.9	104	19750	68.4	34.2	105	19119	68.7	33.1	105	30674	72.3	53.1	111
READ ONE	50513	17863	58.5	35.4	103	17014	59.0	33.7	103	16558	59.5	32.8	104	25982	61.3	51.4	107
READ TWO OR MORE	7219	2838	9.3	39.3	114	2736	9.5	37.9	116	2561	9.2	35.5	113	4692	11.1	65.0	136
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.66				30.62				30.75				31.12			
30 DAY REACH	78184	27751	90.9	35.5	103	26266	91.0	33.6	103	25298	90.9	32.4	103	38506	90.8	49.3	103
50 SHWG - 30 DAY AV FREQ	14.80	15.99				15.95				16.02				16.25			
30 DAY REACH	74239	26684	87.5	35.9	104	25297	87.7	34.1	104	24368	87.6	32.8	104	36995	87.3	49.8	104
25 SHWG - 30 DAY AV FREQ	8.05	8.53				8.48				8.51				8.75			
30 DAY REACH	68254	25065	82.1	36.7	106	23832	82.6	34.9	107	22958	82.5	33.6	107	34359	81.0	50.3	105
CABLE TV: HOME WIRED	35215	13381	43.9	38.0	110	12702	44.0	36.1	111	12280	44.1	34.9	111	18701	44.1	53.1	111
HOME NOT WIRED	53250	17132	56.1	32.2	93	16159	56.0	30.3	93	15541	55.9	29.2	93	23699	55.9	44.5	93
HAVE PAY CABLE	17885	7423	24.3	41.5	120	7050	24.4	39.4	121	6849	24.6	38.3	122	10744	25.3	60.1	125

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

	TOTAL U.S.	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
		A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	30513	100.0	34.5	100	28861	100.0	32.6	100	27821	100.0	31.4	100	42399	100.0	47.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	17675	57.9	36.8	107	16718	57.9	34.8	107	16105	57.9	33.6	107	24531	57.9	51.1	107
10:00 AM - 3:00 PM	33674	12158	39.8	36.1	105	11574	40.1	34.4	105	11105	39.9	33.0	105	16289	38.4	48.4	101
3:00 PM - 7:00 PM	34431	13092	42.9	38.0	110	12478	43.2	36.2	111	12076	43.4	35.1	112	17847	42.1	51.8	108
7:00 PM - MIDNIGHT	17761	7025	23.0	39.6	115	6614	22.9	37.2	114	6406	23.0	36.1	115	8938	21.1	50.3	105
MIDNIGHT - 6:00 AM	10087	3908	12.8	38.7	112	3729	12.9	37.0	113	3606	13.0	35.7	114	5418	12.8	53.7	112
6:00 AM - MIDNIGHT	64318	23717	77.7	36.9	107	22485	77.9	35.0	107	21676	77.9	33.7	107	32393	76.4	50.4	105
ENTIRE DAY	65181	23955	78.5	36.8	107	22723	78.7	34.9	107	21909	78.7	33.6	107	32822	77.4	50.4	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	6794	22.3	39.0	113	6472	22.4	37.2	114	6293	22.6	36.1	115	8991	21.2	51.6	108
ALL NEWS	2520	896	2.9	35.6	103	850	2.9	33.7	103	830	3.0	32.9	105	1483	3.5	58.8	123
AOR/PROGRESSIVE	4419	2037	6.7	46.1	134	1990	6.9	45.0	138	1915	6.9	43.3	138	2600	6.1	58.8	123
BEAUTIFUL MUSIC	6119	2287	7.5	37.4	108	2209	7.7	36.1	111	2147	7.7	35.1	112	3082	7.3	50.4	105
BLACK	2623	1005	3.3	38.3	111	846	2.9	32.3	99	800	2.9	30.5	97	1104	2.6	42.1	88
CLASSICAL	1553	623	2.0	40.1	116	574	2.0	37.0	113	550	2.0	35.4	113	912	2.2	58.7	123
CHR/ROCK	11282	4845	15.9	42.9	125	4661	16.1	41.3	127	4563	16.4	40.4	129	6803	16.0	60.3	126
COUNTRY	13343	4534	14.9	34.0	99	4327	15.0	32.4	99	4138	14.9	31.0	99	5608	13.2	42.0	88
GOLDEN OLDIES	1299	487	1.6	37.5	109	455	1.6	35.0	107	443	1.6	34.1	108	560	1.3	43.1	90
MOR/NOSTALGIA	5241	1664	5.5	31.7	92	1585	5.5	30.2	93	1493	5.4	28.5	91	2676	6.3	51.1	107
NEWS/TALK	4165	1351	4.4	32.4	94	1318	4.6	31.6	97	1259	4.5	30.2	96	2500	5.9	60.0	125
RELIGIOUS	3324	859	2.8	25.8	75	754	2.6	22.7	70	724	2.6	21.8	69	1212	2.9	36.5	76
SOFT ROCK	609	*215	0.7	35.3	102	*203	0.7	33.3	102	*203	0.7	33.3	106	301	0.7	49.4	103
URBAN CONTEMPORARY	1853	749	2.5	40.4	117	629	2.2	33.9	104	570	2.0	30.8	98	1056	2.5	57.0	119
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1520	5.0	40.8	118	1434	5.0	38.5	118	1391	5.0	37.4	119	1894	4.5	50.9	106
ABC DIRECTION	2488	821	2.7	33.0	96	756	2.6	30.4	93	723	2.6	29.1	92	1235	2.9	49.6	104
ABC ENTERTAINMENT	5129	1794	5.9	35.0	101	1747	6.1	34.1	104	1712	6.2	33.4	106	2436	5.7	47.5	99
ABC FM	2498	1045	3.4	41.8	121	904	3.1	36.2	111	857	3.1	34.3	109	1303	3.1	52.2	109
ABC INFORMATION	5721	1990	6.5	34.8	101	1880	6.5	32.9	101	1783	6.4	31.2	99	3136	7.4	54.8	114
ABC ROCK	2021	937	3.1	46.4	134	937	3.2	46.4	142	933	3.4	46.2	147	1273	3.0	63.0	131
CBS	4756	1632	5.3	34.3	99	1581	5.5	33.2	102	1535	5.5	32.3	103	2392	5.6	50.3	105
MUTUAL	5272	1922	6.3	36.5	106	1834	6.4	34.8	107	1716	6.2	32.5	103	2643	6.2	50.1	105
NBC	4964	1457	4.8	29.4	85	1411	4.9	28.4	87	1344	4.8	27.1	86	2557	6.0	51.5	107
RADIORADIO	2218	876	2.9	39.5	115	850	2.9	38.3	117	839	3.0	37.8	120	1255	3.0	56.6	118
RKO ONE	2565	1024	3.4	39.9	116	973	3.4	37.9	116	950	3.4	37.0	118	1441	3.4	56.2	117
RKO TWO	3640	1386	4.5	38.1	110	1301	4.5	35.7	110	1272	4.6	34.9	111	1634	3.9	44.9	94
THE SOURCE	2467	1153	3.8	46.7	136	1107	3.8	44.9	138	1067	3.8	43.3	138	1309	3.1	53.1	111
NON-WIRED : BLAIR	9466	3578	11.7	37.8	110	3365	11.7	35.5	109	3257	11.7	34.4	109	4923	11.6	52.0	109
INTERNET	13616	5249	17.2	38.6	112	4892	17.0	35.9	110	4749	17.1	34.9	111	7439	17.5	54.6	114
KATZ RADIO GROUP	16998	6664	21.8	39.2	114	6413	22.2	37.7	116	6158	22.1	36.2	115	9336	22.0	54.9	115
SUPERNET	11622	4102	13.4	35.3	102	3871	13.4	33.3	102	3740	13.4	32.2	102	5949	14.0	51.2	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	3025	9.9	32.1	93	2840	9.8	30.1	92	2729	9.8	29.0	92	4226	10.0	44.8	94
WKDAY 9:00 AM - 1:00 PM	13304	4297	14.1	32.3	94	4003	13.9	30.1	92	3825	13.7	28.8	91	5575	13.1	41.9	87
WKDAY 1:00 PM - 4:30 PM	17591	5649	18.5	32.1	93	5269	18.3	30.0	92	5057	18.2	28.7	91	7433	17.5	42.3	88
WKDAY 4:30 PM - 7:30 PM	24418	7792	25.5	31.9	93	7316	25.3	30.0	92	6996	25.1	28.7	91	11002	25.9	45.1	94
WKDAY 7:30 PM - 8:00 PM	34400	10933	35.8	31.8	92	10305	35.7	30.0	92	9845	35.4	28.6	91	15324	36.1	44.5	93
WKDAY 11:00 PM - 11:30 PM	26120	8771	28.7	33.6	97	8360	29.0	32.0	98	8035	28.9	30.8	98	12306	29.0	47.1	98
WKDAY 11:30 PM - 1:00 AM	8402	2970	9.7	35.3	102	2806	9.7	33.4	102	2714	9.8	32.3	103	3895	9.2	46.4	97
M-SAT 8-11 PM+SUN 7-11 PM	36828	12530	41.1	34.0	99	11873	41.1	32.2	99	11394	41.0	30.9	98	17618	41.6	47.8	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	2600	8.5	36.0	104	2410	8.4	33.4	102	2296	8.3	31.8	101	3540	8.3	49.0	102
ANOTHER WORLD N	4924	1365	4.5	27.7	80	1248	4.3	25.3	78	1167	4.2	23.7	75	1619	3.8	32.9	69
AS THE WORLD TURNS C	5966	1919	6.3	32.2	93	1805	6.3	30.3	93	1718	6.2	28.8	92	2262	5.3	37.9	79
CAPITOL C	3672	1258	4.1	34.3	99	1171	4.1	31.9	98	1114	4.0	30.3	96	1512	3.6	41.2	86
CBS MORN. NEWS 1 C	1590	557	1.8	35.0	102	531	1.8	33.4	102	480	1.7	30.2	96	695	1.6	43.7	91
CBS MORN. NEWS 2 C	1298	407	1.3	31.4	91	384	1.3	29.6	91	324	1.2	25.0	79	578	1.4	44.5	93
DAYS OF OUR LIVES N	6389	1942	6.4	30.4	88	1815	6.3	28.4	87	1747	6.3	27.3	87	2592	6.1	40.6	85
FACTS OF LIFE - DAYTIME N	2526	728	2.4	28.8	84	680	2.4	26.9	83	646	2.3	25.6	81	852	2.0	33.7	70
FAMILY FEUD A	3427	1117	3.7	32.6	94	1011	3.5	29.5	90	973	3.5	28.4	90	1337	3.2	39.0	81
GENERAL HOSPITAL A	6870	2211	7.2	32.2	93	2058	7.1	30.0	92	1990	7.2	29.0	92	3260	7.7	47.5	99
GOOD MORNING, AMERICA-730 A	3767	1262	4.1	33.5	97	1203	4.2	31.9	98	1165	4.2	30.9	98	1769	4.2	47.0	98
GOOD MORNING, AMERICA-830 A	3076	1038	3.4	33.7	98	993	3.4	32.3	99	962	3.5	31.3	99	1502	3.5	48.8	102
GUIDING LIGHT C	5789	1892	6.2	32.7	95	1770	6.1	30.6	94	1693	6.1	29.2	93	2405	5.7	41.5	87
ONE LIFE TO LIVE A	4918	1672	5.5	34.0	99	1529	5.3	31.1	95	1465	5.3	29.8	95	2230	5.3	45.3	95
PRESS YOUR LUCK C	2367	761	2.5	32.2	93	713	2.5	30.1	92	689	2.5	29.1	93	944	2.2	39.9	83
PRICE IS RIGHT 1 C	4727	1460	4.8	30.9	90	1342	4.6	28.4	87	1288	4.6	27.2	87	1793	4.2	37.9	79
PRICE IS RIGHT 2 C	5511	1763	5.8	32.0	93	1623	5.6	29.5	90	1568	5.6	28.5	90	2140	5.0	38.8	81
RYAN'S HOPE A	3479	1281	4.2	36.8	107	1212	4.2	34.8	107	1176	4.2	33.8	107	1642	3.9	47.2	98
SALE OF THE CENTURY N	2823	782	2.6	27.7	80	700	2.4	24.8	76	641	2.3	22.7	72	947	2.2	33.5	70
SEARCH FOR TOMORROW N	2525	754	2.5	29.9	87	672	2.3	26.6	82	653	2.3	25.9	82	929	2.2	36.8	77
TODAY SHOW 1 N	2979	932	3.1	31.3	91	849	2.9	28.5	87	812	2.9	27.3	87	1375	3.2	46.2	96
TODAY SHOW 2 N	2792	724	2.4	25.9	75	683	2.4	24.5	75	657	2.4	23.5	75	1130	2.7	40.5	84
$25,000 PYRAMID C	2899	879	2.9	30.3	88	803	2.8	27.7	85	750	2.7	25.9	82	1192	2.8	41.1	86
WHEEL OF FORTUNE N	4689	1397	4.6	29.8	86	1283	4.4	27.4	84	1237	4.4	26.4	84	1762	4.2	37.6	78
YOUNG AND THE RESTLESS C	6231	1996	6.5	32.0	93	1807	6.3	29.0	89	1747	6.3	28.0	89	2197	5.2	35.3	74
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	720	2.4	36.5	106	675	2.3	34.2	105	658	2.4	33.4	106	942	2.2	47.8	100
NBA PLAYOFF GAME -1 C	1246	414	1.4	33.2	96	405	1.4	32.5	100	393	1.4	31.5	100	540	1.3	43.3	90
NBC MAJOR LEAGUE PRE-GAME N	1140	312	1.0	27.4	79	284	1.0	24.9	76	*274	1.0	24.0	76	335	0.8	29.4	61
SPORTSWORLD - SUN N	1328	479	1.6	36.1	105	471	1.6	35.5	109	459	1.6	34.6	110	607	1.4	45.7	95
SUNDAY MORNING C	1645	536	1.8	32.6	94	492	1.7	29.9	92	453	1.6	27.5	88	789	1.9	48.0	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

		TOTAL U.S.	DRINK MALT BASED BEVERAGES				DRINK BEER				DRINK CANNED OR BOTTLED BEER				DRINK ANY WINE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	30513	100.0	34.5	100	28861	100.0	32.6	100	27821	100.0	31.4	100	42399	100.0	47.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	8437	27.7	30.2	87	7972	27.6	28.5	87	7573	27.2	27.1	86	12127	28.6	43.4	90
NETWORK AFFILIATES - LATE		21966	7180	23.5	32.7	95	6840	23.7	31.1	95	6599	23.7	30.0	96	10280	24.2	46.8	98
INDEPENDENTS - LATE		2247	824	2.7	36.7	106	799	2.8	35.6	109	757	2.7	33.7	107	1392	3.3	61.9	129
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	3896	12.8	33.8	98	3674	12.7	31.9	98	3555	12.8	30.8	98	4981	11.7	43.2	90
ABC MONDAY NIGHT MOVIE	A	6879	2396	7.9	34.8	101	2282	7.9	33.2	102	2240	8.1	32.6	104	3442	8.1	50.0	104
ABC SUNDAY NIGHT MOVIE	A	13690	4747	15.6	34.7	101	4502	15.6	32.9	101	4375	15.7	32.0	102	6819	16.1	49.8	104
ABC WORLD NEWS TONIGHT	A	6589	2063	6.8	31.3	91	1990	6.9	30.2	93	1892	6.8	28.7	91	2715	6.4	41.2	86
AFTERMASH	C	6391	2273	7.4	35.6	103	2126	7.4	33.3	102	2043	7.3	32.0	102	3105	7.3	48.6	101
ALICE	C	10273	3620	11.9	35.2	102	3408	11.8	33.2	102	3274	11.8	31.9	101	4796	11.3	46.7	97
AMERICAN PARADE	C	7130	2144	7.0	30.1	87	1988	6.9	27.9	85	1836	6.6	25.8	82	3082	7.3	43.2	90
BENSON	A	11665	3743	12.3	32.1	93	3498	12.1	30.0	92	3350	12.0	28.7	91	5722	13.5	49.1	102
BLUE THUNDER	A	5442	1835	6.0	33.7	98	1682	5.8	30.9	95	1626	5.8	29.9	95	2631	6.2	48.3	101
CAGNEY & LACEY	C	10565	3635	11.9	34.4	100	3522	12.2	33.3	102	3336	12.0	31.6	100	4977	11.7	47.1	98
CBS EVENING NEWS-DEAN	C	3668	1020	3.3	27.8	81	909	3.1	24.8	76	871	3.1	23.7	76	1848	4.4	50.4	105
CBS EVENING NEWS-RATHER	C	7561	2354	7.7	31.1	90	2247	7.8	29.7	91	2109	7.6	27.9	89	3627	8.6	48.0	100
CBS SAT. NEWS-SCHIEFFER	C	3948	1211	4.0	30.7	89	1108	3.8	28.1	86	1051	3.8	26.6	85	1780	4.2	45.1	94
CBS SATURDAY NIGHT MOVIE	C	5966	2031	6.7	34.0	99	1931	6.7	32.4	99	1853	6.7	31.1	99	2910	6.9	48.8	102
CBS WEDNESDAY NIGHT MOVIE	C	6529	2354	7.7	36.1	105	2268	7.9	34.7	106	2107	7.6	32.3	103	2924	6.9	44.8	93
CHEERS	N	9842	3515	11.5	35.7	104	3343	11.6	34.0	104	3190	11.5	32.4	103	5276	12.4	53.6	112
DALLAS	C	23935	7808	25.6	32.6	95	7350	25.5	30.7	94	7026	25.3	29.4	93	11318	26.7	47.3	99
DIFF'RENT STROKES	N	7574	2343	7.7	30.9	90	2224	7.7	29.4	90	2103	7.6	27.8	88	3083	7.3	40.7	85
DOUBLE TROUBLE	N	7786	2706	8.9	34.8	101	2594	9.0	33.3	102	2475	8.9	31.8	101	3704	8.7	47.6	99
DUCK FACTORY	N	6290	2224	7.3	35.4	103	2115	7.3	33.6	103	2004	7.2	31.9	101	3309	7.8	52.6	110
DUKES OF HAZZARD	C	6402	1882	6.2	29.4	85	1747	6.1	27.3	84	1656	6.0	25.9	82	2472	5.8	38.6	81
DYNASTY	A	21955	7765	25.4	35.4	103	7149	24.8	32.6	100	6974	25.1	31.8	101	10480	24.7	47.7	100
FACTS OF LIFE	N	8898	3021	9.9	34.0	98	2841	9.8	31.9	98	2714	9.8	30.5	97	4084	9.6	45.9	96
FALCON CREST	C	21877	7272	23.8	33.2	96	6845	23.7	31.3	96	6604	23.7	30.2	96	10489	24.7	47.9	100
FALL GUY	A	10045	3359	11.0	33.4	97	3089	10.7	30.8	94	2975	10.7	29.6	94	4443	10.5	44.2	92
FAMILY TIES	N	8922	2804	9.2	31.4	91	2685	9.3	30.1	92	2536	9.1	28.4	90	4062	9.6	45.5	95
FANTASY ISLAND	A	8288	2658	8.7	32.1	93	2436	8.4	29.4	90	2368	8.5	28.6	91	3655	8.6	44.1	92
FOULUPS,BLEEPS & BLUNDERS	A	9891	3314	10.9	33.5	97	3190	11.1	32.3	99	3052	11.0	30.9	98	4444	10.5	44.9	94
FOUR SEASONS	C	5429	1877	6.2	34.6	100	1746	6.0	32.2	99	1660	6.0	30.6	97	2681	6.3	49.4	103
GIMME A BREAK	N	9646	2647	8.7	27.4	80	2518	8.7	26.1	80	2347	8.4	24.3	77	3946	9.3	40.9	85
HART TO HART	A	9983	3678	12.1	36.8	107	3450	12.0	34.6	106	3359	12.1	33.6	107	4580	10.8	45.9	96
HILL STREET BLUES	N	9688	3721	12.2	38.4	111	3605	12.5	37.2	114	3423	12.3	35.3	112	5293	12.5	54.6	114
HOTEL	A	15435	5215	17.1	33.8	98	4907	17.0	31.8	97	4711	16.9	30.5	97	7261	17.1	47.0	98
JEFFERSONS	C	10031	3726	12.2	37.1	108	3458	12.0	34.5	106	3325	12.0	33.1	105	4718	11.1	47.0	98
JENNIFER SLEPT HERE	N	6376	2056	6.7	32.2	93	1972	6.8	30.9	95	1861	6.7	29.2	93	2790	6.6	43.8	91
KATE & ALLIE	C	9951	3658	12.0	36.8	107	3483	12.1	35.0	107	3323	11.9	33.4	106	5057	11.9	50.8	106
KNIGHT RIDER	N	7908	2814	9.2	35.6	103	2688	9.3	34.0	104	2585	9.3	32.7	104	3547	8.4	44.9	94
LOVE BOAT	A	13226	4139	13.6	31.3	91	3787	13.1	28.6	88	3641	13.1	27.5	88	5881	13.9	44.5	93
MAGNUM PI	C	12105	4163	13.6	34.4	100	3916	13.6	32.4	99	3778	13.6	31.2	99	5409	12.8	44.7	93
MAMA'S FAMILY	N	6364	2065	6.8	32.4	94	1970	6.8	31.0	95	1793	6.4	28.2	90	2819	6.6	44.3	92
MASTER, THE	N	3955	1312	4.3	33.2	96	1224	4.2	30.9	95	1189	4.3	30.1	96	1817	4.3	45.9	96
MATT HOUSTON	A	6903	2370	7.8	34.3	100	2221	7.7	32.2	99	2156	7.7	31.2	99	3328	7.8	48.2	101
NBC MONDAY NIGHT MOVIE	N	13443	4938	16.2	36.7	106	4711	16.3	35.0	107	4522	16.3	33.6	107	6400	15.1	47.6	99
NBC NIGHTLY NEWS	N	5585	1543	5.1	27.6	80	1420	4.9	25.4	78	1372	4.9	24.6	78	2292	5.4	41.0	86
NBC NIGHTLY NEWS-SAT	N	3688	1071	3.5	29.0	84	990	3.4	26.8	82	977	3.5	26.5	84	1467	3.5	39.8	83
NBC NIGHTLY NEWS-SUN	N	3310	967	3.2	29.2	85	884	3.1	26.7	82	851	3.1	25.7	82	1453	3.4	43.9	92
NBC SUNDAY NIGHT MOVIE	N	9238	3455	11.3	37.4	108	3308	11.5	35.8	110	3188	11.5	34.5	110	4344	10.2	47.0	98
NEWHART	C	9876	3461	11.3	35.0	102	3344	11.6	33.9	104	3122	11.2	31.6	101	4687	11.1	47.5	99
ONE DAY AT A TIME	C	7954	2649	8.7	33.3	97	2522	8.7	31.7	97	2407	8.7	30.3	96	3830	9.0	48.2	100
PEOPLE ARE FUNNY	N	5182	1651	5.4	31.9	92	1578	5.5	30.5	93	1460	5.2	28.2	90	2254	5.3	43.5	91
REAL PEOPLE	N	9674	2947	9.7	30.5	88	2770	9.6	28.6	88	2671	9.6	27.6	88	4002	9.4	41.4	86
REMINGTON STEELE	N	8511	2771	9.1	32.6	94	2642	9.2	31.0	95	2544	9.1	29.9	95	3926	9.3	46.1	96
RIPLEY'S BELIEVE IT - NOT	A	5656	2052	6.7	36.3	105	1998	6.9	35.3	108	1943	7.0	34.4	109	2746	6.5	48.6	101
RIPTIDE	N	7718	2529	8.3	32.8	95	2366	8.2	30.7	94	2246	8.1	29.1	93	3471	8.2	45.0	94
SCARECROW & MRS. KING	C	11058	3528	11.6	31.9	92	3367	11.7	30.4	93	3210	11.5	29.0	92	4876	11.5	44.1	92
SIMON & SIMON	C	11615	4038	13.2	34.8	101	3795	13.1	32.7	100	3697	13.3	31.8	101	4989	11.8	43.0	90
60 MINUTES	C	14326	4458	14.6	31.1	90	4096	14.2	28.6	88	3936	14.1	27.5	87	6866	16.2	47.9	100
ST. ELSEWHERE	N	7670	2695	8.8	35.1	102	2583	8.9	33.7	103	2466	8.9	32.2	102	3984	9.4	51.9	108
THREE'S COMPANY	A	12068	4304	14.1	35.7	103	4009	13.9	33.2	102	3919	14.1	32.5	103	5699	13.4	47.2	99
T.J. HOOKER	A	9735	3217	10.5	33.0	96	2934	10.2	30.1	92	2775	10.0	28.5	91	4388	10.3	45.1	94
TONIGHT SHOW	N	2531	873	2.9	34.5	100	825	2.9	32.6	100	787	2.8	31.1	99	1325	3.1	52.4	109
TRAPPER JOHN, M.D.	C	10374	3519	11.5	33.9	98	3339	11.6	32.2	99	3213	11.5	31.0	98	4606	10.9	44.4	93
TV BLOOPERS & PRAC. JOKES	N	9795	3465	11.4	35.4	103	3315	11.5	33.8	104	3154	11.3	32.2	102	4403	10.4	45.0	94
20/20	A	10009	3327	10.9	33.2	96	3160	10.9	31.6	97	3030	10.9	30.3	96	4654	11.0	46.5	97
WEBSTER	A	11934	3764	12.3	31.5	91	3528	12.2	29.6	91	3369	12.1	28.2	90	5932	14.0	49.7	104
WORLD NEWS - SUN	A	3291	1048	3.4	31.8	92	1007	3.5	30.6	94	975	3.5	29.6	94	1520	3.6	46.2	96
YELLOW ROSE	N	5196	1599	5.2	30.8	89	1514	5.2	29.1	89	1454	5.2	28.0	89	2186	5.2	42.1	88
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	3746	12.3	39.2	114	3574	12.4	37.4	115	3440	12.4	36.0	115	5178	12.2	54.2	113
BASKETBALL - COLLEGE GAMES		4414	1910	6.3	43.3	125	1782	6.2	40.4	124	1741	6.3	39.4	125	2267	5.3	51.4	107
BASKETBALL - PRO GAMES		3876	1662	5.4	42.9	124	1557	5.4	40.2	123	1547	5.6	39.9	127	2062	4.9	53.2	111
BOWLING		4056	1585	5.2	39.1	113	1550	5.4	38.2	117	1515	5.4	37.4	119	2137	5.0	52.7	110
BOXING		4154	1809	5.9	43.5	126	1721	6.0	41.4	127	1591	5.7	38.3	122	2016	4.8	48.5	101
FOOTBALL - COLLEGE GAMES		6754	2597	8.5	38.5	111	2473	8.6	36.6	112	2365	8.5	35.0	111	3582	8.4	53.0	111
FOOTBALL - PRO GAMES		12364	5738	18.8	46.4	135	5540	19.2	44.8	137	5377	19.3	43.5	138	7149	16.9	57.8	121
GOLF		3615	1533	5.0	42.4	123	1477	5.1	40.9	125	1393	5.0	38.5	123	2273	5.4	62.9	131
POST-SEASON COLL. FOOTBALL		5296	2289	7.5	43.2	125	2235	7.7	42.2	129	2032	7.3	38.4	122	2743	6.5	51.8	108
POST-SEASON PRO FOOTBALL		6693	3159	10.4	47.2	137	3039	10.5	45.4	139	2901	10.4	43.3	138	3970	9.4	59.3	124
TENNIS		3281	1371	4.5	41.8	121	1300	4.5	39.6	121	1232	4.4	37.5	119	2018	4.8	61.5	128
WRESTLING - PROFESSIONAL		3672	1532	5.0	41.7	121	1425	4.9	38.8	119	1328	4.8	36.2	115	1434	3.4	39.1	81

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

	TOTAL U.S.	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	33199	100.0	37.5	100	29053	100.0	32.8	100								
FEMALE HOMEMAKERS	80986	30148	90.8	37.2	99	26520	91.3	32.7	100								
EMPLOYED MOTHERS	18702	8639	26.0	46.2	123	7236	24.9	38.7	118								
18 - 24	14726	5428	16.3	36.9	98	4578	15.8	31.1	95								
25 - 34	20202	9242	27.8	45.7	122	7998	27.5	39.6	121								
35 - 44	14781	6229	18.8	42.1	112	5366	18.5	36.3	111								
45 - 54	11449	4364	13.1	38.1	102	3907	13.4	34.1	104								
55 - 64	11846	4043	12.2	34.1	91	3595	12.4	30.3	92								
65 OR OLDER	15459	3893	11.7	25.2	67	3610	12.4	23.4	71								
18 - 34	34928	14670	44.2	42.0	112	12575	43.3	36.0	110								
18 - 49	55154	23070	69.5	41.8	111	19816	68.2	35.9	109								
25 - 54	46433	19835	59.7	42.7	114	17271	59.4	37.2	113								
35 - 49	20226	8400	25.3	41.5	111	7241	24.9	35.8	109								
50 OR OLDER	33310	10129	30.5	30.4	81	9237	31.8	27.7	84								
GRADUATED COLLEGE	12110	7143	21.5	59.0	157	6567	22.6	54.2	165								
ATTENDED COLLEGE	15309	7951	23.9	51.9	138	7060	24.3	46.1	140								
GRADUATED HIGH SCHOOL	36912	13322	40.1	36.1	96	11294	38.9	30.6	93								
DID NOT GRADUATE HIGH SCHOOL	24134	4783	14.4	19.8	53	4133	14.2	17.1	52								
EMPLOYED FULL-TIME	35457	16558	49.9	46.7	124	14551	50.1	41.0	125								
EMPLOYED PART-TIME	8514	3842	11.6	45.1	120	3250	11.2	38.2	116								
NOT EMPLOYED	44494	12799	38.6	28.8	77	11253	38.7	25.3	77								
PROFESSIONAL/MANAGER	10811	6455	19.4	59.7	159	5790	19.9	53.6	163								
TECH/CLERICAL/SALES	19640	9595	28.9	48.9	130	8292	28.5	42.2	129								
PRECISION/CRAFT	1023	*415	1.3	40.6	108	*385	1.3	37.6	115								
OTHER EMPLOYED	12498	3935	11.9	31.5	84	3333	11.5	26.7	81								
SINGLE	15995	6876	20.7	43.0	115	6057	20.8	37.9	115								
MARRIED	51689	19799	59.6	38.3	102	17230	59.3	33.3	101								
DIVORCED/SEPARATED/WIDOWED	20780	6524	19.7	31.4	84	5766	19.8	27.7	84								
PARENTS	33922	13084	39.4	38.6	103	11087	38.2	32.7	100								
WHITE	76422	30273	91.2	39.6	106	26600	91.6	34.8	106								
BLACK	10066	2319	7.0	23.0	61	1996	6.9	19.8	60								
OTHER	1976	*607	1.8	30.7	82	**457	1.6	23.1	70								
NORTHEAST-CENSUS	19803	9312	28.0	47.0	125	7869	27.1	39.7	121								
NORTH CENTRAL	22181	8221	24.8	37.1	99	7163	24.7	32.3	98								
SOUTH	30082	7896	23.8	26.2	70	6740	23.2	22.4	68								
WEST	16398	7771	23.4	47.4	126	7281	25.1	44.4	135								
NORTHEAST-MKTG.	20163	10147	30.6	50.3	134	8418	29.0	41.7	127								
EAST CENTRAL	13054	4112	12.4	31.5	84	3513	12.1	26.9	82								
WEST CENTRAL	14993	6015	18.1	40.1	107	5324	18.3	35.5	108								
SOUTH	25785	6079	18.3	23.6	63	5341	18.4	20.7	63								
PACIFIC	14470	6846	20.6	47.3	126	6457	22.2	44.6	136								
COUNTY SIZE A	36705	16344	49.2	44.5	119	14593	50.2	39.8	121								
COUNTY SIZE B	26819	9710	29.2	36.2	96	8320	28.6	31.0	94								
COUNTY SIZE C	13597	4745	14.3	34.9	93	4059	14.0	29.9	91								
COUNTY SIZE D	11344	2401	7.2	21.2	56	2082	7.2	18.4	56								
METRO CENTRAL CITY	26825	10823	32.6	40.3	108	9436	32.5	35.2	107								
METRO SUBURBAN	39912	16541	49.8	41.4	110	14691	50.6	36.8	112								
NON METRO	21728	5835	17.6	26.9	72	4926	17.0	22.7	69								
TOP 5 ADI'S	20847	9713	29.3	46.6	124	8722	30.0	41.8	127								
TOP 10 ADI'S	28719	12813	38.6	44.6	119	11416	39.3	39.8	121								
TOP 20 ADI'S	40904	18114	54.6	44.3	118	16186	55.7	39.6	120								
HSHLD INC. $50,000 OR MORE	7931	4814	14.5	60.7	162	4325	14.9	54.5	166								
$40,000 OR MORE	15233	8738	26.3	57.4	153	7664	26.4	50.3	153								
$30,000 OR MORE	28333	15029	45.3	53.0	141	13246	45.6	46.8	142								
$25,000 OR MORE	36417	19021	57.3	52.2	139	16738	57.6	46.0	140								
$20,000 - $24,999	9943	3571	10.8	35.9	96	3140	10.8	31.6	96								
$15,000 - $19,999	9211	3167	9.5	34.4	92	2864	9.9	31.1	95								
$10,000 - $14,999	13477	3744	11.3	27.8	74	3068	10.6	22.8	69								
UNDER $10,000	19418	3696	11.1	19.0	51	3243	11.2	16.7	51								
HOUSEHOLD OF 1 PERSON	11987	3969	12.0	33.1	88	3711	12.8	31.0	94								
2 PEOPLE	27046	10450	31.5	38.6	103	9274	31.9	34.3	104								
3 OR 4 PEOPLE	34251	13340	40.2	38.9	104	11624	40.0	33.9	103								
5 OR MORE PEOPLE	15180	5441	16.4	35.8	96	4445	15.3	29.3	89								
NO CHILD IN HSHLD	49819	18380	55.4	36.9	98	16627	57.2	33.4	102								
CHILD(REN) UNDER 2 YRS	6045	2054	6.2	34.0	91	1764	6.1	29.2	89								
2 - 5 YEARS	15233	5393	16.2	35.4	94	4427	15.2	29.1	88								
6 - 11 YEARS	16260	5978	18.0	36.8	98	4916	16.9	30.2	92								
12 - 17 YEARS	19173	7363	22.2	38.4	102	6314	21.7	32.9	100								
RESIDENCE OWNED	61371	23816	71.7	38.8	103	21014	72.3	34.2	104								
VALUE: $50,000 OR MORE	35355	17510	52.7	49.5	132	15723	54.1	44.5	135								
VALUE: UNDER $50,000	26016	6306	19.0	24.2	65	5291	18.2	20.3	62								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

		TOTAL U.S. '000	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES		88464	33199	100.0	37.5	100	29053	100.0	32.8	100								
MAGAZINES	QUINTILE 1	17988	8867	26.7	49.3	131	7931	27.3	44.1	134								
	QUINTILE 2	19446	8427	25.4	43.3	115	7429	25.6	38.2	116								
	QUINTILE 3	14626	5768	17.4	39.4	105	4929	17.0	33.7	103								
	QUINTILE 4	16014	5189	15.6	32.4	86	4610	15.9	28.8	88								
	QUINTILE 5	20389	4948	14.9	24.3	65	4155	14.3	20.4	62								
NEWSPAPERS	QUINTILE 1	13830	7055	21.3	51.0	136	6293	21.7	45.5	139								
	QUINTILE 2	26350	10645	32.1	40.4	108	9393	32.3	35.6	109								
	QUINTILE 3	12415	4931	14.9	39.7	106	4271	14.7	34.4	105								
	QUINTILE 4	21911	7377	22.2	33.7	90	6298	21.7	28.7	88								
	QUINTILE 5	13960	3191	9.6	22.9	61	2799	9.6	20.1	61								
OUTDOOR	QUINTILE 1	16810	7740	23.3	46.0	123	6794	23.4	40.4	123								
	QUINTILE 2	17101	6739	20.3	39.4	105	5955	20.5	34.8	106								
	QUINTILE 3	17579	6916	20.8	39.3	105	6256	21.5	35.6	108								
	QUINTILE 4	18343	6423	19.3	35.0	93	5549	19.1	30.3	92								
	QUINTILE 5	18631	5381	16.2	28.9	77	4499	15.5	24.1	74								
RADIO-DRIVE TIME	QUINTILE 1	17390	6721	20.2	38.6	103	5934	20.4	34.1	104								
	QUINTILE 2	16591	6677	20.1	40.2	107	5569	19.2	33.6	102								
	QUINTILE 3	16910	6745	20.3	39.9	106	5938	20.4	35.1	107								
	QUINTILE 4	18002	6908	20.8	38.4	102	6210	21.4	34.5	105								
	QUINTILE 5	19572	6149	18.5	31.4	84	5402	18.6	27.6	84								
RADIO-MID-DAY	TERCILE 1	23248	8555	25.8	36.8	98	7323	25.2	31.5	96								
	TERCILE 2	23667	9053	27.3	38.3	102	7728	26.6	32.7	99								
	TERCILE 3	41549	15591	47.0	37.5	100	14002	48.2	33.7	103								
RADIO-TOTAL	QUINTILE 1	17786	6693	20.2	37.6	100	5824	20.0	32.7	100								
	QUINTILE 2	17316	6706	20.2	38.7	103	5712	19.7	33.0	100								
	QUINTILE 3	18428	7534	22.7	40.9	109	6591	22.7	35.8	109								
	QUINTILE 4	17669	7126	21.5	40.3	107	6418	22.1	36.3	111								
	QUINTILE 5	17265	5140	15.5	29.8	79	4509	15.5	26.1	80								
TV-PRIME TIME	QUINTILE 1	17416	6088	18.3	35.0	93	5339	18.4	30.7	93								
	QUINTILE 2	17413	6622	19.9	38.0	101	5876	20.2	33.7	103								
	QUINTILE 3	17943	6807	20.5	37.9	101	5859	20.2	32.7	99								
	QUINTILE 4	18442	7464	22.5	40.5	108	6461	22.2	35.0	107								
	QUINTILE 5	17250	6218	18.7	36.0	96	5518	19.0	32.0	97								
TV-DAYTIME	TERCILE 1	29966	9395	28.3	31.4	84	8089	27.8	27.0	82								
	TERCILE 2	29480	11045	33.3	37.5	100	9716	33.4	33.0	100								
	TERCILE 3	29018	12759	38.4	44.0	117	11248	38.7	38.8	118								
TV-TOTAL	QUINTILE 1	17740	5418	16.3	30.5	81	4795	16.5	27.0	82								
	QUINTILE 2	17674	5981	18.0	33.8	90	5204	17.9	29.4	90								
	QUINTILE 3	17730	7353	22.1	41.5	111	6353	21.9	35.8	109								
	QUINTILE 4	17563	6987	21.0	39.8	106	6140	21.1	35.0	106								
	QUINTILE 5	17757	7459	22.5	42.0	112	6562	22.6	37.0	113								
MAGAZINES-NEWSPAPERS: DUAL		23278	11432	34.4	49.1	131	10203	35.1	43.8	133								
MAGAZINE IMPERATIVE		21634	8502	25.6	39.3	105	7289	25.1	33.7	103								
NEWSPAPER IMPERATIVE		23455	8562	25.8	36.5	97	7526	25.9	32.1	98								
MAGAZINES-OUTDOOR: DUAL		17482	8457	25.5	48.4	129	7592	26.1	43.4	132								
MAGAZINE IMPERATIVE		28830	12097	36.4	42.0	112	10530	36.2	36.5	111								
OUTDOOR IMPERATIVE		26119	9023	27.2	34.5	92	7798	26.8	29.9	91								
MAGAZINES-RADIO: DUAL		20162	9002	27.1	44.6	119	7811	26.9	38.7	118								
MAGAZINE IMPERATIVE		26292	11840	35.7	45.0	120	10580	36.4	40.2	123								
RADIO IMPERATIVE		25308	8147	24.5	32.2	86	7000	24.1	27.7	84								
MAGAZINES-TELEVISION: DUAL		17312	7184	21.6	41.5	111	6499	22.4	37.5	114								
MAGAZINE IMPERATIVE		29099	14005	42.2	48.1	128	12295	42.3	42.3	129								
TELEVISION IMPERATIVE		27505	7495	22.6	27.2	73	6394	22.0	23.2	71								
NEWSPAPERS-OUTDOOR: DUAL		18628	8963	27.0	48.1	128	7987	27.5	42.9	131								
NEWSPAPER IMPERATIVE		29178	11558	34.8	39.6	106	10128	34.9	34.7	106								
OUTDOOR IMPERATIVE		25260	8891	26.8	35.2	94	7738	26.6	30.6	93								
NEWSPAPERS-RADIO: DUAL		19246	8339	25.1	43.3	115	7156	24.6	37.2	113								
NEWSPAPER IMPERATIVE		28155	12357	37.2	43.9	117	11117	38.3	39.5	120								
RADIO IMPERATIVE		25308	8411	25.3	33.2	89	7229	24.9	28.6	87								
NEWSPAPERS-TELEVISION: DUAL		18615	7398	22.3	39.7	106	6556	22.6	35.2	107								
NEWSPAPER IMPERATIVE		29207	13694	41.2	46.9	125	12128	41.7	41.5	126								
TELEVISION IMPERATIVE		25472	7251	21.8	28.5	76	6268	21.6	24.6	75								
OUTDOOR-RADIO: DUAL		17292	7390	22.3	42.7	114	6372	21.9	36.8	112								
OUTDOOR IMPERATIVE		26915	10836	32.6	40.3	107	9794	33.7	36.4	111								
RADIO IMPERATIVE		28938	10442	31.5	36.1	96	8981	30.9	31.0	94								
OUTDOOR-TELEVISION: DUAL		16112	6288	18.9	39.0	104	5685	19.6	35.3	107								
OUTDOOR IMPERATIVE		28228	12643	38.1	44.8	119	11224	38.6	39.8	121								
TELEVISION IMPERATIVE		30024	9273	27.9	30.9	82	7880	27.1	26.2	80								
RADIO-TELEVISION: DUAL		17803	6274	18.9	35.2	94	5450	18.8	30.6	93								
RADIO IMPERATIVE		28338	11943	36.0	42.1	112	10294	35.4	36.3	111								
TELEVISION IMPERATIVE		28445	9619	29.0	33.8	90	8502	29.3	29.9	91								

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

		DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	33199	100.0	37.5	100	29053	100.0	32.8	100								
ATLANTIC MONTHLY	415	*184	0.6	44.3	118	*179	0.6	43.1	131								
BARRON'S	522	386	1.2	73.9	197	385	1.3	73.8	225								
BETTER HOMES & GARDENS	17429	7448	22.4	42.7	114	6636	22.8	38.1	116								
BON APPETIT	2772	1734	5.2	62.6	167	1667	5.7	60.1	183								
BUSINESS WEEK	1469	829	2.5	56.4	150	793	2.7	54.0	164								
CAR AND DRIVER	397	*211	0.6	53.1	142	*189	0.7	47.6	145								
CBS MAGAZINE NETWORK (GROSS)	1633	915	2.8	56.0	149	862	3.0	52.8	161								
CHANGING TIMES	1554	653	2.0	42.0	112	607	2.1	39.1	119								
COLONIAL HOMES	1304	690	2.1	52.9	141	644	2.2	49.4	150								
CONDE NAST MAG. PKG. (GROSS)	17858	8944	26.9	50.1	133	7996	27.5	44.8	136								
CONSUMERS DIGEST	1406	686	2.1	48.8	130	644	2.2	45.8	139								
COSMOPOLITAN	8815	4359	13.1	49.4	132	3788	13.0	43.0	131								
COUNTRY LIVING	2636	1416	4.3	53.7	143	1309	4.5	49.7	151								
CUISINE	1554	1013	3.1	65.2	174	915	3.1	58.9	179								
CYCLE WORLD	469	*233	0.7	49.7	132	*207	0.7	44.1	134								
DCI:CREATIVE IDEAS FOR LIV	2631	961	2.9	36.5	97	904	3.1	34.4	105								
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2774	8.4	39.3	105	2618	9.0	37.1	113								
DISCOVER	998	472	1.4	47.3	126	447	1.5	44.8	136								
EBONY	4289	1149	3.5	26.8	71	1019	3.5	23.8	72								
ESQUIRE	1176	407	1.2	34.6	92	376	1.3	32.0	97								
ESSENCE	2392	571	1.7	23.9	64	523	1.8	21.9	67								
FAMILY CIRCLE	17209	7435	22.4	43.2	115	6485	22.3	37.7	115								
THE FAMILY HANDYMAN	1184	502	1.5	42.4	113	442	1.5	37.3	114								
FAMILY WEEKLY	12391	4598	13.8	37.1	99	4001	13.8	32.3	98								
FIELD & STREAM	2438	863	2.6	35.4	94	762	2.6	31.3	95								
FOOD & WINE	614	365	1.1	59.4	158	350	1.2	57.0	174								
FORBES	813	598	1.8	73.6	196	567	2.0	69.7	212								
FORTUNE	1083	749	2.3	69.2	184	681	2.3	62.9	191								
GENTLEMEN'S QUARTERLY	1197	582	1.8	48.6	130	525	1.8	43.9	134								
GLAMOUR	6625	3171	9.6	47.9	128	2912	10.0	44.0	134								
GOLF DIGEST	707	418	1.3	59.1	158	413	1.4	58.4	178								
GOLF DIGEST/TENNIS (GROSS)	1316	740	2.2	56.2	150	676	2.3	51.4	156								
GOLF MAGAZINE	469	*285	0.9	60.8	162	*279	1.0	59.5	181								
GOLF MAGAZINE/SKI (GROSS)	1060	548	1.7	51.7	138	491	1.7	46.3	141								
GOOD HOUSEKEEPING	17784	7609	22.9	42.8	114	6635	22.8	37.3	114								
HARPER'S BAZAAR	2931	1543	4.6	52.6	140	1360	4.7	46.4	141								
HEALTH	2199	936	2.8	42.6	113	819	2.8	37.2	113								
HEARST MAG CORP. BUY (GROSS)	49148	22877	68.9	46.5	124	20089	69.1	40.9	124								
HEARST MAN POWER (GROSS)	2113	845	2.5	40.0	107	758	2.6	35.9	109								
HEARST WOMAN POWER (GROSS)	35062	15865	47.8	45.2	121	13736	47.3	39.2	119								
HOUSE BEAUTIFUL	3865	1879	5.7	48.6	130	1668	5.7	43.2	131								
INC.	315	*180	0.5	57.1	152	*174	0.6	55.2	168								
JET	3690	988	3.0	26.8	71	881	3.0	23.9	73								
LADIES' HOME JOURNAL	12930	5691	17.1	44.0	117	4918	16.9	38.0	116								
LHJ FAMILY GRP COMBO(GROSS)	18161	8044	24.2	44.3	118	6990	24.1	38.5	117								
LIFE	5065	2538	7.6	50.1	134	2202	7.6	43.5	132								
L.A. TIMES HOME MAGAZINE	1310	709	2.1	54.1	144	648	2.2	49.5	151								
MADEMOISELLE	3759	1833	5.5	48.8	130	1657	5.7	44.1	134								
MC CALL'S	14658	6142	18.5	41.9	112	5359	18.4	36.6	111								
MC CALL'S/WRK MOTHER (GROSS)	15857	6656	20.0	42.0	112	5782	19.9	36.5	111								
MECHANIX ILLUSTRATED	809	317	1.0	39.2	104	306	1.1	37.8	115								
METROPOLITAN HOME	1009	611	1.8	60.6	161	578	2.0	57.3	174								
MONEY	1707	955	2.9	55.9	149	910	3.1	53.3	162								
MOTHER EARTH NEWS	1123	580	1.7	51.6	138	500	1.7	44.5	136								
MS.	932	542	1.6	58.2	155	477	1.6	51.2	156								
NATIONAL ENQUIRER	11971	3880	11.7	32.4	86	3299	11.4	27.6	84								
NATIONAL GEOGRAPHIC	10503	5611	16.9	53.4	142	5101	17.6	48.6	148								
NATIONAL SUNDAY MAGAZINE PKG	54325	23200	69.9	42.7	114	20323	70.0	37.4	114								
NATURAL HISTORY	626	419	1.3	66.9	178	398	1.4	63.6	194								
NEW WOMAN	1992	957	2.9	48.0	128	836	2.9	42.0	128								
NEW YORK INCLUDING CUE	547	364	1.1	66.5	177	337	1.2	61.6	188								
THE NEW YORKER	1380	978	2.9	70.9	189	924	3.2	67.0	204								
NEWSWEEK	6925	3750	11.3	54.2	144	3410	11.7	49.2	150								
THE N.Y. TIMES DAILY EDITION	1363	993	3.0	72.9	194	913	3.1	67.0	204								
THE N.Y. TIMES MAGAZINE	2333	1669	5.0	71.5	191	1485	5.1	63.7	194								
OMNI	872	490	1.5	56.2	150	434	1.5	49.8	152								
ON CABLE	1298	625	1.9	48.2	128	501	1.7	38.6	118								
1001 HOME IDEAS	3032	1417	4.3	46.7	125	1253	4.3	41.3	126								
ORGANIC GARDENING	1680	698	2.1	41.5	111	666	2.3	39.6	121								
OUTDOOR LIFE	960	376	1.1	39.2	104	343	1.2	35.7	109								
PARADE MAGAZINE	26755	11752	35.4	43.9	117	10182	35.0	38.1	116								

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

	TOTAL U.S. '000	DRINK DINNER/ TABLE WINES A '000	B % DOWN	C % ACROSS %	D INDX	DRINK ANY DOMESTIC DINNER/TABLE WINES A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	33199	100.0	37.5	100	29053	100.0	32.8	100								
PARENTS	4173	2001	6.0	48.0	128	1620	5.6	38.8	118								
PENTHOUSE	973	399	1.2	41.0	109	371	1.3	38.1	116								
PEOPLE	13479	6600	19.9	49.0	130	5765	19.8	42.8	130								
PLAYBOY	2183	1019	3.1	46.7	124	932	3.2	42.7	130								
POPULAR HOT RODDING	388	**108	0.3	27.8	74	**89	0.3	22.9	70								
POPULAR MECHANICS	1037	348	1.0	33.6	89	322	1.1	31.1	95								
POPULAR SCIENCE	920	443	1.3	48.2	128	390	1.3	42.4	129								
PREVENTION	4071	1690	5.1	41.5	111	1535	5.3	37.7	115								
PSYCHOLOGY TODAY	1940	1033	3.1	53.2	142	896	3.1	46.2	141								
READER'S DIGEST	24031	9684	29.2	40.3	107	8626	29.7	35.9	109								
REDBOOK	8464	3896	11.7	46.0	123	3313	11.4	39.1	119								
ROAD & TRACK	429	*254	0.8	59.2	158	*235	0.8	54.8	167								
ROLLING STONE	1355	782	2.4	57.7	154	703	2.4	51.9	158								
RUNNER'S WORLD	329	*138	0.4	41.9	112	*132	0.5	40.1	122								
SATURDAY EVENING POST	1268	614	1.8	48.4	129	586	2.0	46.2	141								
SCIENCE 84	702	393	1.2	56.0	149	385	1.3	54.8	167								
SCIENCE DIGEST	553	301	0.9	54.4	145	244	0.8	44.1	134								
SCIENTIFIC AMERICAN	615	465	1.4	75.6	201	452	1.6	73.5	224								
SELF	2683	1443	4.3	53.8	143	1207	4.2	45.0	137								
SEVENTEEN	3309	1406	4.2	42.5	113	1243	4.3	37.6	114								
SKI	591	264	0.8	44.7	119	*212	0.7	35.9	109								
SMITHSONIAN	3039	1853	5.6	61.0	162	1710	5.9	56.3	171								
SOAP OPERA DIGEST	3683	1163	3.5	31.6	84	993	3.4	27.0	82								
SOUTHERN LIVING	4434	1813	5.5	40.9	109	1714	5.9	38.7	118								
SPORT	701	*343	1.0	48.9	130	*303	1.0	43.2	132								
THE SPORTING NEWS	518	*276	0.8	53.3	142	*222	0.8	42.9	130								
SPORTS AFIELD	523	*196	0.6	37.5	100	*192	0.7	36.7	112								
SPORTS ILLUSTRATED	3325	1685	5.1	50.7	135	1457	5.0	43.8	133								
STAR	8567	2864	8.6	33.4	89	2455	8.5	28.7	87								
SUNDAY	27630	12678	38.2	45.9	122	11173	38.5	40.4	123								
SUNSET	2219	1349	4.1	60.8	162	1310	4.5	59.0	180								
TV GUIDE	24258	9082	27.4	37.4	100	7792	26.8	32.1	98								
TENNIS	609	322	1.0	52.9	141	*263	0.9	43.2	131								
TIME	9929	5395	16.3	54.3	145	4890	16.8	49.2	150								
TOWN & COUNTRY	1062	565	1.7	53.2	142	546	1.9	51.4	157								
TRAVEL & LEISURE	1051	685	2.1	65.2	174	631	2.2	60.0	183								
TRUE STORY	3946	1077	3.2	27.3	73	845	2.9	21.4	65								
U.S.NEWS & WORLD REPORT	3782	1789	5.4	47.3	126	1638	5.6	43.3	132								
USA TODAY	1874	1040	3.1	55.5	148	955	3.3	51.0	155								
US	2213	1045	3.1	47.2	126	931	3.2	42.1	128								
VOGUE	4792	2498	7.5	52.1	139	2221	7.6	46.3	141								
WALL STREET JOURNAL	2045	1355	4.1	66.3	177	1242	4.3	60.7	185								
WEIGHT WATCHERS	2364	1057	3.2	44.7	119	980	3.4	41.5	126								
WOMAN'S DAY	15182	6300	19.0	41.5	111	5656	19.5	37.3	113								
WORKING MOTHER	1198	514	1.5	42.9	114	423	1.5	35.3	108								
WORKING WOMAN	1523	788	2.4	51.7	138	716	2.5	47.0	143								
WORLD TENNIS	*183	**106	0.3	57.9	154	**106	0.4	57.9	176								
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1399	4.2	50.4	134	1296	4.5	46.7	142								
BLAIR INSERTS	47909	21317	64.2	44.5	119	18756	64.6	39.1	119								
DAILY NEWSPAPERS																	
READ ANY	56731	23044	69.4	40.6	108	20343	70.0	35.9	109								
READ ONE	47696	18696	56.3	39.2	104	16457	56.6	34.5	105								
READ TWO OR MORE	9034	4348	13.1	48.1	128	3886	13.4	43.0	131								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	24675	74.3	42.7	114	21595	74.3	37.4	114								
READ ONE	50513	20818	62.7	41.2	110	18133	62.4	35.9	109								
READ TWO OR MORE	7219	3857	11.6	53.4	142	3462	11.9	48.0	146								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.63				31.49											
30 DAY REACH	78184	30227	91.0	38.7	103	26442	91.0	33.8	103								
50 SHWG - 30 DAY AV FREQ	14.80	16.47				16.36											
30 DAY REACH	74239	29109	87.7	39.2	104	25523	87.8	34.4	105								
25 SHWG - 30 DAY AV FREQ	8.05	8.85				8.72											
30 DAY REACH	68254	27106	81.6	39.7	106	23984	82.6	35.1	107								
CABLE TV: HOME WIRED	35215	14768	44.5	41.9	112	12969	44.6	36.8	112								
HOME NOT WIRED	53250	18432	55.5	34.6	92	16085	55.4	30.2	92								
HAVE PAY CABLE	17885	8428	25.4	47.1	126	7430	25.6	41.5	126								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

			DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES		88464	33199	100.0	37.5	100	29053	100.0	32.8	100								
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47994	19412	58.5	40.4	108	16878	58.1	35.2	107								
10:00 AM - 3:00 PM		33674	12568	37.9	37.3	99	10790	37.1	32.0	98								
3:00 PM - 7:00 PM		34431	14038	42.3	40.8	109	12302	42.3	35.7	109								
7:00 PM - MIDNIGHT		17761	6904	20.8	38.9	104	6027	20.7	33.9	103								
MIDNIGHT - 6:00 AM		10087	4366	13.2	43.3	115	3753	12.9	37.2	113								
6:00 AM - MIDNIGHT		64318	25309	76.2	39.3	105	22118	76.1	34.4	105								
ENTIRE DAY		65181	25669	77.3	39.4	105	22443	77.2	34.4	105								
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		17411	7380	22.2	42.4	113	6477	22.3	37.2	113								
ALL NEWS		2520	1123	3.4	44.6	119	986	3.4	39.1	119								
AOR/PROGRESSIVE		4419	2142	6.5	48.5	129	1928	6.6	43.6	133								
BEAUTIFUL MUSIC		6119	2555	7.7	41.8	111	2207	7.6	36.1	110								
BLACK		2623	786	2.4	30.0	80	697	2.4	26.6	81								
CLASSICAL		1553	783	2.4	50.4	134	723	2.5	46.6	142								
CHR/ROCK		11282	5217	15.7	46.2	123	4536	15.6	40.2	122								
COUNTRY		13343	4298	12.9	32.2	86	3658	12.6	27.4	83								
GOLDEN OLDIES		1299	417	1.3	32.1	86	350	1.2	26.9	82								
MOR/NOSTALGIA		5241	2098	6.3	40.0	107	1911	6.6	36.5	111								
NEWS/TALK		4165	2022	6.1	48.5	129	1830	6.3	43.9	134								
RELIGIOUS		3324	934	2.8	28.1	75	814	2.8	24.5	75								
SOFT ROCK		609	*219	0.7	36.0	96	*203	0.7	33.3	101								
URBAN CONTEMPORARY		1853	687	2.1	37.1	99	570	2.0	30.8	94								
WIRED NETWORKS:																		
ABC CONTEMPORARY		3724	1510	4.5	40.5	108	1196	4.1	32.1	98								
ABC DIRECTION		2488	934	2.8	37.5	100	812	2.8	32.6	99								
ABC ENTERTAINMENT		5129	1902	5.7	37.1	99	1644	5.7	32.1	98								
ABC FM		2498	941	2.8	37.7	100	811	2.8	32.5	99								
ABC INFORMATION		5721	2482	7.5	43.4	116	2261	7.8	39.5	120								
ABC ROCK		2021	984	3.0	48.7	130	830	2.9	41.1	125								
CBS		4756	1841	5.5	38.7	103	1575	5.4	33.1	101								
MUTUAL		5272	2046	6.2	38.8	103	1871	6.4	35.5	108								
NBC		4964	2106	6.3	42.4	113	1906	6.6	38.4	117								
RADIORADIO		2218	931	2.8	42.0	112	831	2.9	37.5	114								
RKO ONE		2565	1123	3.4	43.8	117	979	3.4	38.2	116								
RKO TWO		3640	1301	3.9	35.7	95	1185	4.1	32.6	99								
THE SOURCE		2467	1060	3.2	43.0	114	1003	3.5	40.7	124								
NON-WIRED : BLAIR		9466	3913	11.8	41.3	110	3382	11.6	35.7	109								
INTERNET		13616	5933	17.9	43.6	116	5315	18.3	39.0	119								
KATZ RADIO GROUP		16998	7595	22.9	44.7	119	6588	22.7	38.8	118								
SUPERNET		11622	4691	14.1	40.4	108	4061	14.0	34.9	106								
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		9425	3279	9.9	34.8	93	2928	10.1	31.1	95								
WKDAY 9:00 AM - 1:00 PM		13304	4213	12.7	31.7	84	3645	12.5	27.4	83								
WKDAY 1:00 PM - 4:30 PM		17591	5524	16.6	31.4	84	4754	16.4	27.0	82								
WKDAY 4:30 PM - 7:30 PM		24418	8357	25.2	34.2	91	7350	25.3	30.1	92								
WKDAY 7:30 PM - 8:00 PM		34400	11737	35.4	34.1	91	10204	35.1	29.7	90								
WKDAY 11:00 PM - 11:30 PM		26120	9558	28.8	36.6	98	8494	29.2	32.5	99								
WKDAY 11:30 PM - 1:00 AM		8402	2924	8.8	34.8	93	2555	8.8	30.4	93								
M-SAT 8-11 PM+SUN 7-11 PM		36828	13658	41.1	37.1	99	11967	41.2	32.5	99								
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	2585	7.8	35.8	95	2264	7.8	31.4	95								
ANOTHER WORLD	N	4924	1234	3.7	25.1	67	1102	3.8	22.4	68								
AS THE WORLD TURNS	C	5966	1701	5.1	28.5	76	1416	4.9	23.7	72								
CAPITOL	C	3672	1148	3.5	31.3	83	951	3.3	25.9	79								
CBS MORN. NEWS 1	C	1590	519	1.6	32.6	87	474	1.6	29.8	91								
CBS MORN. NEWS 2	C	1298	478	1.4	36.8	98	428	1.5	33.0	100								
DAYS OF OUR LIVES	N	6389	2000	6.0	31.3	83	1757	6.0	27.5	84								
FACTS OF LIFE - DAYTIME	N	2526	663	2.0	26.2	70	557	1.9	22.1	67								
FAMILY FEUD	A	3427	1005	3.0	29.3	78	841	2.9	24.5	75								
GENERAL HOSPITAL	A	6870	2263	6.8	32.9	88	1969	6.8	28.7	87								
GOOD MORNING, AMERICA-730	A	3767	1305	3.9	34.6	92	1148	4.0	30.5	93								
GOOD MORNING, AMERICA-830	A	3076	1125	3.4	36.6	97	970	3.3	31.5	96								
GUIDING LIGHT	C	5789	1821	5.5	31.5	84	1502	5.2	25.9	79								
ONE LIFE TO LIVE	A	4918	1569	4.7	31.9	85	1360	4.7	27.7	84								
PRESS YOUR LUCK	C	2367	683	2.1	28.9	77	550	1.9	23.2	71								
PRICE IS RIGHT 1	C	4727	1331	4.0	28.2	75	1136	3.9	24.0	73								
PRICE IS RIGHT 2	C	5511	1578	4.8	28.6	76	1395	4.8	25.3	77								
RYAN'S HOPE	A	3479	1253	3.8	36.0	96	1063	3.7	30.6	93								
SALE OF THE CENTURY	N	2823	721	2.2	25.5	68	609	2.1	21.6	66								
SEARCH FOR TOMORROW	N	2525	716	2.2	28.4	76	618	2.1	24.5	75								
TODAY SHOW 1	N	2979	1134	3.4	38.1	101	986	3.4	33.1	101								
TODAY SHOW 2	N	2792	910	2.7	32.6	87	819	2.8	29.3	89								
$25,000 PYRAMID	C	2899	914	2.8	31.5	84	735	2.5	25.4	77								
WHEEL OF FORTUNE	N	4689	1341	4.0	28.6	76	1146	3.9	24.4	74								
YOUNG AND THE RESTLESS	C	6231	1628	4.9	26.1	70	1340	4.6	21.5	65								
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1972	680	2.0	34.5	92	605	2.1	30.7	93								
NBA PLAYOFF GAME -1	C	1246	408	1.2	32.7	87	374	1.3	30.0	91								
NBC MAJOR LEAGUE PRE-GAME	N	1140	*237	0.7	20.8	55	*218	0.8	19.1	58								
SPORTSWORLD - SUN	N	1328	483	1.5	36.4	97	362	1.2	27.3	83								
SUNDAY MORNING	C	1645	638	1.9	38.8	103	590	2.0	35.9	109								

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DRINK MALT BEVERAGES OR WINE
(FEMALES)

		TOTAL U.S.	DRINK DINNER/ TABLE WINES				DRINK ANY DOMESTIC DINNER/TABLE WINES											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	33199	100.0	37.5	100	29053	100.0	32.8	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	9283	28.0	33.2	88	8194	28.2	29.3	89								
NETWORK AFFILIATES - LATE		21966	7988	24.1	36.4	97	7079	24.4	32.2	98								
INDEPENDENTS - LATE		2247	1084	3.3	48.2	129	991	3.4	44.1	134								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	3903	11.8	33.9	90	3179	10.9	27.6	84								
ABC MONDAY NIGHT MOVIE	A	6879	2766	8.3	40.2	107	2414	8.3	35.1	107								
ABC SUNDAY NIGHT MOVIE	A	13690	5251	15.8	38.4	102	4639	16.0	33.9	103								
ABC WORLD NEWS TONIGHT	A	6589	1979	6.0	30.0	80	1700	5.9	25.8	79								
AFTERMASH	C	6391	2259	6.8	35.3	94	1973	6.8	30.9	94								
ALICE	C	10273	3596	10.8	35.0	93	3119	10.7	30.4	92								
AMERICAN PARADE	C	7130	2450	7.4	34.4	92	2119	7.3	29.7	90								
BENSON	A	11665	4325	13.0	37.1	99	3830	13.2	32.8	100								
BLUE THUNDER	A	5442	1887	5.7	34.7	92	1641	5.6	30.2	92								
CAGNEY & LACEY	C	10565	3851	11.6	36.5	97	3342	11.5	31.6	96								
CBS EVENING NEWS-DEAN	C	3668	1382	4.2	37.7	100	1202	4.1	32.8	100								
CBS EVENING NEWS-RATHER	C	7561	2902	8.7	38.4	102	2537	8.7	33.6	102								
CBS SAT. NEWS-SCHIEFFER	C	3948	1473	4.4	37.3	99	1351	4.7	34.2	104								
CBS SATURDAY NIGHT MOVIE	C	5966	2171	6.5	36.4	97	1933	6.7	32.4	99								
CBS WEDNESDAY NIGHT MOVIE	C	6529	2224	6.7	34.1	91	1841	6.3	28.2	86								
CHEERS	N	9842	4254	12.8	43.2	115	3759	12.9	38.2	116								
DALLAS	C	23935	8864	26.7	37.0	99	7872	27.1	32.9	100								
DIFF'RENT STROKES	N	7574	2299	6.9	30.4	81	1941	6.7	25.6	78								
DOUBLE TROUBLE	N	7786	2810	8.5	36.1	96	2468	8.5	31.7	97								
DUCK FACTORY	N	6290	2613	7.9	41.5	111	2273	7.8	36.1	110								
DUKES OF HAZZARD	C	6402	1824	5.5	28.5	76	1558	5.4	24.3	74								
DYNASTY	A	21955	7942	23.9	36.2	96	7022	24.2	32.0	97								
FACTS OF LIFE	N	8898	3063	9.2	34.4	92	2651	9.1	29.8	91								
FALCON CREST	C	21877	8232	24.8	37.6	100	7248	24.9	33.1	101								
FALL GUY	A	10045	3390	10.2	33.7	90	2824	9.7	28.1	86								
FAMILY TIES	N	8922	3077	9.3	34.5	92	2589	8.9	29.0	88								
FANTASY ISLAND	A	8288	2738	8.2	33.0	88	2357	8.1	28.4	87								
FOULUPS,BLEEPS & BLUNDERS	A	9891	3372	10.2	34.1	91	2904	10.0	29.4	89								
FOUR SEASONS	C	5429	1937	5.8	35.7	95	1704	5.9	31.4	96								
GIMME A BREAK	N	9646	2903	8.7	30.1	80	2467	8.5	25.6	78								
HART TO HART	A	9983	3697	11.1	37.0	99	3158	10.9	31.6	96								
HILL STREET BLUES	N	9688	4236	12.8	43.7	117	3754	12.9	38.7	118								
HOTEL	A	15435	5700	17.2	36.9	98	5070	17.5	32.8	100								
JEFFERSONS	C	10031	3495	10.5	34.8	93	3125	10.8	31.2	95								
JENNIFER SLEPT HERE	N	6376	2139	6.4	33.5	89	1814	6.2	28.5	87								
KATE & ALLIE	C	9951	3784	11.4	38.0	101	3304	11.4	33.2	101								
KNIGHT RIDER	N	7908	2675	8.1	33.8	90	2187	7.5	27.7	84								
LOVE BOAT	A	13226	4582	13.8	34.6	92	3991	13.7	30.2	92								
MAGNUM PI	C	12105	4336	13.1	35.8	95	3677	12.7	30.4	92								
MAMA'S FAMILY	N	6364	2227	6.7	35.0	93	1929	6.6	30.3	92								
MASTER, THE	N	3955	1337	4.0	33.8	90	1111	3.8	28.1	86								
MATT HOUSTON	A	6903	2522	7.6	36.5	97	2137	7.4	31.0	94								
NBC MONDAY NIGHT MOVIE	N	13443	4975	15.0	37.0	99	4313	14.8	32.1	98								
NBC NIGHTLY NEWS	N	5585	1796	5.4	32.2	86	1603	5.5	28.7	87								
NBC NIGHTLY NEWS-SAT	N	3688	1190	3.6	32.3	86	1082	3.7	29.3	89								
NBC NIGHTLY NEWS-SUN	N	3310	1180	3.6	35.6	95	1045	3.6	31.6	96								
NBC SUNDAY NIGHT MOVIE	N	9238	3359	10.1	36.4	97	2723	9.4	29.5	90								
NEWHART	C	9876	3580	10.8	36.2	97	3139	10.8	31.8	97								
ONE DAY AT A TIME	C	7954	2914	8.8	36.6	98	2491	8.6	31.3	95								
PEOPLE ARE FUNNY	N	5182	1773	5.3	34.2	91	1544	5.3	29.8	91								
REAL PEOPLE	N	9674	3039	9.2	31.4	84	2726	9.4	28.2	86								
REMINGTON STEELE	N	8511	3034	9.1	35.6	95	2632	9.1	30.9	94								
RIPLEY'S BELIEVE IT - NOT	A	5656	2118	6.4	37.4	100	1829	6.3	32.3	98								
RIPTIDE	N	7718	2665	8.0	34.5	92	2284	7.9	29.6	90								
SCARECROW & MRS. KING	C	11058	3858	11.6	34.9	93	3301	11.4	29.9	91								
SIMON & SIMON	C	11615	3854	11.6	33.2	88	3262	11.2	28.1	86								
60 MINUTES	C	14326	5339	16.1	37.3	99	4681	16.1	32.7	99								
ST. ELSEWHERE	N	7670	3151	9.5	41.1	109	2789	9.6	36.4	111								
THREE'S COMPANY	A	12068	4240	12.8	35.1	94	3606	12.4	29.9	91								
T.J. HOOKER	A	9735	3371	10.2	34.6	92	2912	10.0	29.9	91								
TONIGHT SHOW	N	2531	1050	3.2	41.5	111	971	3.3	38.4	117								
TRAPPER JOHN, M.D.	C	10374	3523	10.6	34.0	90	3082	10.6	29.7	90								
TV BLOOPERS & PRAC. JOKES	N	9795	3435	10.3	35.1	93	2953	10.2	30.1	92								
20/20	A	10009	3562	10.7	35.6	95	3102	10.7	31.0	94								
WEBSTER	A	11934	4512	13.6	37.8	101	3973	13.7	33.3	101								
WORLD NEWS - SUN	A	3291	1164	3.5	35.4	94	1030	3.5	31.3	95								
YELLOW ROSE	N	5196	1746	5.3	33.6	90	1497	5.2	28.8	88								
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	4194	12.6	43.9	117	3460	11.9	36.2	110								
BASKETBALL - COLLEGE GAMES		4414	1892	5.7	42.9	114	1615	5.6	36.6	111								
BASKETBALL - PRO GAMES		3876	1518	4.6	39.2	104	1249	4.3	32.2	98								
BOWLING		4056	1530	4.6	37.7	101	1382	4.8	34.1	104								
BOXING		4154	1458	4.4	35.1	94	1261	4.3	30.4	92								
FOOTBALL - COLLEGE GAMES		6754	2732	8.2	40.5	108	2516	8.7	37.3	113								
FOOTBALL - PRO GAMES		12364	5686	17.1	46.0	123	4975	17.1	40.2	123								
GOLF		3615	1853	5.6	51.3	137	1632	5.6	45.1	137								
POST-SEASON COLL. FOOTBALL		5296	2226	6.7	42.0	112	2061	7.1	38.9	118								
POST-SEASON PRO FOOTBALL		6693	3053	9.2	45.6	122	2692	9.3	40.2	122								
TENNIS		3281	1657	5.0	50.5	135	1424	4.9	43.4	132								
WRESTLING - PROFESSIONAL		3672	874	2.6	23.8	63	741	2.6	20.2	61								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-15

3A. DO YOU YOURSELF DRINK IT ?

	'000	%	UNWEIGHTED
YES	12597	7.5	1598
NO	155130	92.5	17512

IF YOU DO

3B. WHAT TYPES DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
DOMESTIC	8676	5.2	5447	3.2	2440	1.5	790	.5	1095
IMPORTED	6895	4.1	3665	2.2	1306	.8	1924	1.1	889
DO NOT KNOW	255	.2							31

3C. ABOUT HOW MANY GLASSES OF ALE DID YOU DRINK IN THE LAST 7 DAYS AND HOW MANY GLASSES OF ALE DID YOU DRINK IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
10 OR MORE	H	1564	.9	167
5 - 9	H	879	.5	120
3 - 4	M	2122	1.3	279
2	M	1840	1.1	248
1	L	1883	1.1	248
NONE	L	4308	2.6	536

...AND HOW MANY GLASSES OF ALE DID YOU DRINK IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
10 OR MORE	2969	1.8	350
5 - 9	1620	1.0	215
3 - 4	1988	1.2	268
2	1727	1.0	240
1	1780	1.1	224
NONE	2513	1.5	301

ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	12597	100.0	7.5	100	2442	100.0	1.5	100	3963	100.0	2.4	100	6191	100.0	3.7	100
MALES	79263	7798	61.9	9.8	131	1663	68.1	2.1	144	2470	62.3	3.1	132	3665	59.2	4.6	125
FEMALES	88464	4798	38.1	5.4	72	780	31.9	0.9	61	1493	37.7	1.7	71	2526	40.8	2.9	77
18 - 24	28671	2948	23.4	10.3	137	863	35.3	3.0	207	857	21.6	3.0	127	1228	19.8	4.3	116
25 - 34	39536	3592	28.5	9.1	121	657	26.9	1.7	114	958	24.2	2.4	103	1977	31.9	5.0	135
35 - 44	28978	2496	19.8	8.6	115	*414	17.0	1.4	98	938	23.7	3.2	137	1143	18.5	3.9	107
45 - 54	22345	1463	11.6	6.5	87	**181	7.4	0.8	56	491	12.4	2.2	93	791	12.8	3.5	96
55 - 64	22224	1005	8.0	4.5	60	**120	4.9	0.5	37	*209	5.3	0.9	40	677	10.9	3.0	83
65 OR OLDER	25973	1093	8.7	4.2	56	*207	8.5	0.8	55	511	12.9	2.0	83	375	6.1	1.4	39
18 - 34	68207	6540	51.9	9.6	128	1520	62.2	2.2	153	1815	45.8	2.7	113	3205	51.8	4.7	127
18 - 49	108058	9852	78.2	9.1	121	2085	85.4	1.9	133	3045	76.8	2.8	119	4722	76.3	4.4	118
25 - 54	90859	7551	59.9	8.3	111	1253	51.3	1.4	95	2388	60.3	2.6	111	3911	63.2	4.3	117
35 - 49	39851	3312	26.3	8.3	111	565	23.1	1.4	97	1230	31.0	3.1	131	1517	24.5	3.8	103
50 OR OLDER	59669	2745	21.8	4.6	61	*357	14.6	0.6	41	919	23.2	1.5	65	1469	23.7	2.5	67
GRADUATED COLLEGE	28091	2910	23.1	10.4	138	*401	16.4	1.4	98	706	17.8	2.5	106	1803	29.1	6.4	174
ATTENDED COLLEGE	28938	2723	21.6	9.4	125	496	20.3	1.7	118	812	20.5	2.8	119	1415	22.9	4.9	132
GRADUATED HIGH SCHOOL	65503	4459	35.4	6.8	91	892	36.5	1.4	94	1418	35.8	2.2	92	2149	34.7	3.3	89
DID NOT GRADUATE HIGH SCHOOL	45195	2505	19.9	5.5	74	653	26.7	1.4	99	1028	25.9	2.3	96	824	13.3	1.8	49
EMPLOYED MALES	56429	5929	47.1	10.5	140	1180	48.3	2.1	144	1760	44.4	3.1	132	2989	48.3	5.3	144
EMPLOYED FEMALES	43971	2956	23.5	6.7	90	*355	14.5	0.8	55	759	19.2	1.7	73	1843	29.8	4.2	114
EMPLOYED FULL-TIME	87773	8049	63.9	9.2	122	1342	55.0	1.5	105	2317	58.5	2.6	112	4390	70.9	5.0	136
EMPLOYED PART-TIME	12627	836	6.6	6.6	88	**192	7.9	1.5	104	**202	5.1	1.6	68	*442	7.1	3.5	95
NOT EMPLOYED	67327	3712	29.5	5.5	73	908	37.2	1.3	93	1445	36.5	2.1	91	1359	22.0	2.0	55
PROFESSIONAL/MANAGER	25845	2817	22.4	10.9	145	*380	15.6	1.5	101	699	17.6	2.7	114	1738	28.1	6.7	182
TECH/CLERICAL/SALES	30895	2595	20.6	8.4	112	*405	16.6	1.3	90	829	20.9	2.7	114	1361	22.0	4.4	119
PRECISION/CRAFT	12629	1202	9.5	9.5	127	*291	11.9	2.3	158	*310	7.8	2.5	104	601	9.7	4.8	129
OTHER EMPLOYED	31031	2271	18.0	7.3	97	459	18.8	1.5	102	680	17.2	2.2	93	1132	18.3	3.6	99
SINGLE	35557	3912	31.1	11.0	146	1091	44.7	3.1	211	1162	29.3	3.3	138	1659	26.8	4.7	126
MARRIED	103585	6852	54.4	6.6	88	1071	43.9	1.0	71	1981	50.0	1.9	81	3800	61.4	3.7	99
DIVORCED/SEPARATED/WIDOWED	28585	1833	14.6	6.4	85	*280	11.5	1.0	67	820	20.7	2.9	121	732	11.8	2.6	69
PARENTS	59295	4271	33.9	7.2	96	802	32.8	1.4	93	1248	31.5	2.1	89	2221	35.9	3.7	101
WHITE	146081	10947	86.9	7.5	100	2111	86.4	1.4	99	3336	84.2	2.3	97	5500	88.8	3.8	102
BLACK	17974	1353	10.7	7.5	100	*218	8.9	1.2	83	569	14.4	3.2	134	566	9.1	3.1	85
OTHER	3672	**297	2.4	8.1	108	**113	4.6	3.1	211	**59	1.5	1.6	68	**125	2.0	3.4	92
NORTHEAST-CENSUS	37005	4379	34.8	11.8	158	898	36.8	2.4	167	1450	36.6	3.9	166	2030	32.8	5.5	149
NORTH CENTRAL	42642	2472	19.6	5.8	77	*454	18.6	1.1	73	826	20.8	1.9	82	1192	19.3	2.8	76
SOUTH	56777	2963	23.5	5.2	69	*470	19.2	0.8	57	1069	27.0	1.9	80	1424	23.0	2.5	68
WEST	31303	2783	22.1	8.9	118	*620	25.4	2.0	136	619	15.6	2.0	84	1545	25.0	4.9	134
NORTHEAST-MKTG.	38125	4346	34.5	11.4	152	853	34.9	2.2	154	1384	34.9	3.6	154	2109	34.1	5.5	150
EAST CENTRAL	24794	1698	13.5	6.8	91	*347	14.2	1.4	96	672	17.0	2.7	115	680	11.0	2.7	74
WEST CENTRAL	28511	1494	11.9	5.2	70	**256	10.5	0.9	62	*445	11.2	1.6	66	794	12.8	2.8	75
SOUTH	48953	2546	20.2	5.2	69	*406	16.6	0.8	57	898	22.7	1.8	78	1241	20.0	2.5	69
PACIFIC	27344	2513	19.9	9.2	122	*581	23.8	2.1	146	565	14.3	2.1	87	1367	22.1	5.0	135
COUNTY SIZE A	69301	6514	51.7	9.4	125	1445	59.2	2.1	143	1956	49.4	2.8	119	3113	50.3	4.5	122
COUNTY SIZE B	50633	3805	30.2	7.5	100	707	29.0	1.4	96	1304	32.9	2.6	109	1795	29.0	3.5	96
COUNTY SIZE C	26259	1516	12.0	5.8	77	*234	9.6	0.9	61	*423	10.7	1.6	68	859	13.9	3.3	89
COUNTY SIZE D	21534	761	6.0	3.5	47	**57	2.3	0.3	18	*280	7.1	1.3	55	*425	6.9	2.0	53
METRO CENTRAL CITY	50014	4795	38.1	9.6	128	1093	44.8	2.2	150	1466	37.0	2.9	124	2236	36.1	4.5	121
METRO SUBURBAN	76832	5942	47.2	7.7	103	1199	49.1	1.6	107	1870	47.2	2.4	103	2874	46.4	3.7	101
NON METRO	40881	1859	14.8	4.5	61	**151	6.2	0.4	25	628	15.8	1.5	65	1081	17.5	2.6	72
TOP 5 ADI'S	39550	4329	34.4	10.9	146	1068	43.7	2.7	185	1178	29.7	3.0	126	2084	33.7	5.3	143
TOP 10 ADI'S	54877	5531	43.9	10.1	134	1267	51.9	2.3	159	1653	41.7	3.0	127	2610	42.2	4.8	129
TOP 20 ADI'S	77516	7345	58.3	9.5	126	1497	61.3	1.9	133	2306	58.2	3.0	126	3542	57.2	4.6	124
HSHLD INC. $50,000 OR MORE	17257	1563	12.4	9.1	121	**332	13.6	1.9	132	*334	8.4	1.9	82	897	14.5	5.2	141
$40,000 OR MORE	33235	2975	23.6	9.0	119	*535	21.9	1.6	111	687	17.3	2.1	87	1754	28.3	5.3	143
$30,000 OR MORE	59693	5072	40.3	8.5	113	906	37.1	1.5	104	1247	31.5	2.1	88	2919	47.1	4.9	132
$25,000 OR MORE	76275	6398	50.8	8.4	112	1090	44.6	1.4	98	1628	41.1	2.1	90	3681	59.5	4.8	131
$20,000 - $24,999	18607	1541	12.2	8.3	110	**282	11.5	1.5	104	594	15.0	3.2	135	666	10.8	3.6	97
$15,000 - $19,999	17175	1317	10.5	7.7	102	*315	12.9	1.8	126	494	12.5	2.9	122	509	8.2	3.0	80
$10,000 - $14,999	24569	1679	13.3	6.8	91	*390	16.0	1.6	109	598	15.1	2.4	103	691	11.2	2.8	76
UNDER $10,000	31101	1661	13.2	5.3	71	*366	15.0	1.2	81	650	16.4	2.1	88	645	10.4	2.1	56
HOUSEHOLD OF 1 PERSON	19441	1467	11.6	7.5	100	297	12.2	1.5	105	599	15.1	3.1	130	570	9.2	2.9	79
2 PEOPLE	51803	3694	29.3	7.1	95	542	22.2	1.0	72	1180	29.8	2.3	96	1972	31.9	3.8	103
3 OR 4 PEOPLE	66933	5423	43.0	8.1	108	1126	46.1	1.7	116	1640	41.4	2.5	104	2657	42.9	4.0	108
5 OR MORE PEOPLE	29550	2013	16.0	6.8	91	*478	19.6	1.6	111	*544	13.7	1.8	78	992	16.0	3.4	91
NO CHILD IN HSHLD	96587	7242	57.5	7.5	100	1250	51.2	1.3	89	2443	61.6	2.5	107	3549	57.3	3.7	100
CHILD(REN) UNDER 2 YRS	10844	825	6.5	7.6	101	**188	7.7	1.7	119	**179	4.5	1.7	70	*458	7.4	4.2	114
2 - 5 YEARS	26358	1849	14.7	7.0	93	*355	14.5	1.3	93	*407	10.3	1.5	65	1086	17.5	4.1	112
6 - 11 YEARS	30453	2259	17.9	7.4	99	*419	17.2	1.4	95	732	18.5	2.4	102	1108	17.9	3.6	99
12 - 17 YEARS	36575	2794	22.2	7.6	102	*680	27.8	1.9	128	940	23.7	2.6	109	1175	19.0	3.2	87
RESIDENCE OWNED	117770	7372	58.5	6.3	83	1338	54.8	1.1	78	2162	54.6	1.8	78	3872	62.5	3.3	89
VALUE: $50,000 OR MORE	70166	4954	39.3	7.1	94	886	36.3	1.3	87	1288	32.5	1.8	78	2780	44.9	4.0	107
VALUE: UNDER $50,000	47604	2418	19.2	5.1	68	*453	18.6	1.0	65	873	22.0	1.8	78	1092	17.6	2.3	62

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
			'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	12597	100.0	7.5	100	2442	100.0	1.5	100	3963	100.0	2.4	100	6191	100.0	3.7	100
MAGAZINES	QUINTILE 1	34022	3522	28.0	10.4	138	525	21.5	1.5	106	1231	31.1	3.6	153	1766	28.5	5.2	141
	QUINTILE 2	34800	2952	23.4	8.5	113	*527	21.6	1.5	104	748	18.9	2.1	91	1678	27.1	4.8	131
	QUINTILE 3	30514	2091	16.6	6.9	91	*425	17.4	1.4	96	492	12.4	1.6	68	1174	19.0	3.8	104
	QUINTILE 4	33324	2276	18.1	6.8	91	*440	18.0	1.3	91	793	20.0	2.4	101	1044	16.9	3.1	85
	QUINTILE 5	35066	1755	13.9	5.0	67	*527	21.6	1.5	103	700	17.7	2.0	84	529	8.5	1.5	41
NEWSPAPERS	QUINTILE 1	29107	2892	23.0	9.9	132	620	25.4	2.1	146	862	21.8	3.0	125	1410	22.8	4.8	131
	QUINTILE 2	49095	3843	30.5	7.8	104	520	21.3	1.1	73	1312	33.1	2.7	113	2012	32.5	4.1	111
	QUINTILE 3	23107	1787	14.2	7.7	103	*313	12.8	1.4	93	*551	13.9	2.4	101	923	14.9	4.0	108
	QUINTILE 4	33556	2199	17.5	6.6	87	504	20.6	1.5	103	642	16.2	1.9	81	1052	17.0	3.1	85
	QUINTILE 5	32863	1876	14.9	5.7	76	*486	19.9	1.5	102	596	15.0	1.8	77	794	12.8	2.4	65
OUTDOOR	QUINTILE 1	33431	2701	21.4	8.1	108	*346	14.2	1.0	71	993	25.1	3.0	126	1363	22.0	4.1	110
	QUINTILE 2	33478	2972	23.6	8.9	118	701	28.7	2.1	144	774	19.5	2.3	98	1497	24.2	4.5	121
	QUINTILE 3	33574	2556	20.3	7.6	101	*473	19.4	1.4	97	835	21.1	2.5	105	1248	20.2	3.7	101
	QUINTILE 4	33935	2428	19.3	7.2	95	*522	21.4	1.5	106	703	17.7	2.1	88	1203	19.4	3.5	96
	QUINTILE 5	33310	1940	15.4	5.8	78	*401	16.4	1.2	83	659	16.6	2.0	84	880	14.2	2.6	72
RADIO-DRIVE TIME	QUINTILE 1	33136	2388	19.0	7.2	96	*435	17.8	1.3	90	737	18.6	2.2	94	1216	19.6	3.7	99
	QUINTILE 2	31658	2427	19.3	7.7	102	*393	16.1	1.2	85	777	19.6	2.5	104	1256	20.3	4.0	107
	QUINTILE 3	32541	2915	23.1	9.0	119	698	28.6	2.1	147	828	20.9	2.5	108	1390	22.5	4.3	116
	QUINTILE 4	34247	2553	20.3	7.5	99	*516	21.1	1.5	103	805	20.3	2.4	99	1233	19.9	3.6	98
	QUINTILE 5	36144	2314	18.4	6.4	85	*400	16.4	1.1	76	817	20.6	2.3	96	1097	17.7	3.0	82
RADIO-MID-DAY	TERCILE 1	45037	3475	27.6	7.7	103	667	27.3	1.5	102	918	23.2	2.0	86	1890	30.5	4.2	114
	TERCILE 2	44819	3294	26.1	7.3	98	605	24.8	1.3	93	1163	29.3	2.6	110	1526	24.6	3.4	92
	TERCILE 3	77872	5828	46.3	7.5	100	1170	47.9	1.5	103	1883	47.5	2.4	102	2775	44.8	3.6	97
RADIO-TOTAL	QUINTILE 1	33763	2544	20.2	7.5	100	493	20.2	1.5	100	639	16.1	1.9	80	1412	22.8	4.2	113
	QUINTILE 2	33240	2620	20.8	7.9	105	*482	19.7	1.5	100	861	21.7	2.6	110	1277	20.6	3.8	104
	QUINTILE 3	33408	2558	20.3	7.7	102	*440	18.0	1.3	90	907	22.9	2.7	115	1211	19.6	3.6	98
	QUINTILE 4	34792	2808	22.3	8.1	107	688	28.2	2.0	136	868	21.9	2.5	106	1251	20.2	3.6	97
	QUINTILE 5	32524	2067	16.4	6.4	85	*340	13.9	1.0	72	688	17.4	2.1	90	1039	16.8	3.2	87
TV-PRIME TIME	QUINTILE 1	33090	2430	19.3	7.3	98	561	23.0	1.7	116	784	19.8	2.4	100	1085	17.5	3.3	89
	QUINTILE 2	33357	2380	18.9	7.1	95	523	21.4	1.6	108	579	14.6	1.7	73	1278	20.6	3.8	104
	QUINTILE 3	33980	2634	20.9	7.8	103	*423	17.3	1.2	86	906	22.9	2.7	113	1305	21.1	3.8	104
	QUINTILE 4	33854	2556	20.3	7.6	101	*450	18.4	1.3	91	833	21.0	2.5	104	1274	20.6	3.8	102
	QUINTILE 5	33444	2596	20.6	7.8	103	*485	19.9	1.5	100	862	21.8	2.6	109	1249	20.2	3.7	101
TV-DAYTIME	TERCILE 1	49121	3259	25.9	6.6	88	685	28.1	1.4	96	1108	28.0	2.3	95	1466	23.7	3.0	81
	TERCILE 2	48823	3472	27.6	7.1	95	790	32.4	1.6	111	1071	27.0	2.2	93	1611	26.0	3.3	89
	TERCILE 3	69782	5866	46.6	8.4	112	968	39.6	1.4	95	1785	45.0	2.6	108	3113	50.3	4.5	121
TV-TOTAL	QUINTILE 1	33584	2404	19.1	7.2	95	501	20.5	1.5	102	821	20.7	2.4	103	1083	17.5	3.2	87
	QUINTILE 2	33441	2246	17.8	6.7	89	509	20.8	1.5	105	625	15.8	1.9	79	1112	18.0	3.3	90
	QUINTILE 3	33505	2445	19.4	7.3	97	*518	21.2	1.5	106	829	20.9	2.5	105	1098	17.7	3.3	89
	QUINTILE 4	33466	2826	22.4	8.4	112	*439	18.0	1.3	90	860	21.7	2.6	109	1527	24.7	4.6	124
	QUINTILE 5	33731	2676	21.2	7.9	106	*476	19.5	1.4	97	829	20.9	2.5	104	1371	22.1	4.1	110
MAGAZINES-NEWSPAPERS: DUAL		44503	4500	35.7	10.1	135	738	30.2	1.7	114	1425	36.0	3.2	136	2337	37.7	5.3	142
	MAGAZINE IMPERATIVE	39363	2957	23.5	7.5	100	570	23.3	1.4	99	787	19.9	2.0	85	1601	25.9	4.1	110
	NEWSPAPER IMPERATIVE	46441	3078	24.4	6.6	88	559	22.9	1.2	83	1042	26.3	2.2	95	1477	23.9	3.2	86
MAGAZINES-OUTDOOR: DUAL		33726	3288	26.1	9.7	130	*471	19.3	1.4	96	993	25.1	2.9	125	1824	29.5	5.4	147
	MAGAZINE IMPERATIVE	52846	4224	33.5	8.0	106	789	32.3	1.5	103	1252	31.6	2.4	100	2184	35.3	4.1	112
	OUTDOOR IMPERATIVE	52140	3528	28.0	6.8	90	839	34.4	1.6	111	1164	29.4	2.2	94	1526	24.6	2.9	79
MAGAZINES-RADIO: DUAL		37081	3377	26.8	9.1	121	551	22.6	1.5	102	915	23.1	2.5	104	1912	30.9	5.2	140
	MAGAZINE IMPERATIVE	49747	4428	35.2	8.9	119	814	33.3	1.6	112	1390	35.1	2.8	118	2225	35.9	4.5	121
	RADIO IMPERATIVE	49208	3167	25.1	6.4	86	698	28.6	1.4	97	1046	26.4	2.1	90	1423	23.0	2.9	78
MAGAZINES-TELEVISION: DUAL		33103	2648	21.0	8.0	107	*473	19.4	1.4	98	843	21.3	2.5	108	1332	21.5	4.0	109
	MAGAZINE IMPERATIVE	54575	5144	40.8	9.4	125	783	32.1	1.4	99	1470	37.1	2.7	114	2892	46.7	5.3	144
	TELEVISION IMPERATIVE	53249	3142	24.9	5.9	79	856	35.1	1.6	110	1006	25.4	1.9	80	1281	20.7	2.4	65
NEWSPAPERS-OUTDOOR: DUAL		36255	3307	26.3	9.1	121	459	18.8	1.3	87	1051	26.5	2.9	123	1797	29.0	5.0	134
	NEWSPAPER IMPERATIVE	55591	4281	34.0	7.7	103	826	33.8	1.5	102	1345	33.9	2.4	102	2111	34.1	3.8	103
	OUTDOOR IMPERATIVE	48319	3437	27.3	7.1	95	770	31.5	1.6	109	1063	26.8	2.2	93	1604	25.9	3.3	90
NEWSPAPERS-RADIO: DUAL		37242	3299	26.2	8.9	118	559	22.9	1.5	103	1063	26.8	2.9	121	1678	27.1	4.5	122
	NEWSPAPER IMPERATIVE	54423	4491	35.7	8.3	110	781	32.0	1.4	99	1446	36.5	2.7	112	2264	36.6	4.2	113
	RADIO IMPERATIVE	46650	3065	24.3	6.6	87	689	28.2	1.5	101	866	21.9	1.9	79	1511	24.4	3.2	88
NEWSPAPERS-TELEVISION: DUAL		35974	3027	24.0	8.4	112	646	26.5	1.8	123	1053	26.6	2.9	124	1328	21.5	3.7	100
	NEWSPAPER IMPERATIVE	56095	4896	38.9	8.7	116	708	29.0	1.3	87	1528	38.6	2.7	115	2660	43.0	4.7	128
	TELEVISION IMPERATIVE	47170	2715	21.6	5.8	77	667	27.3	1.4	97	773	19.5	1.6	69	1276	20.6	2.7	73
OUTDOOR-RADIO: DUAL		33748	2685	21.3	8.0	106	426	17.4	1.3	87	820	20.7	2.4	103	1440	23.3	4.3	116
	OUTDOOR IMPERATIVE	52785	4317	34.3	8.2	109	856	35.1	1.6	111	1433	36.2	2.7	115	2028	32.8	3.8	104
	RADIO IMPERATIVE	52882	3789	30.1	7.2	95	806	33.0	1.5	105	1128	28.5	2.1	90	1855	30.0	3.5	95
OUTDOOR-TELEVISION: DUAL		32030	2635	20.9	8.2	110	503	20.6	1.6	108	883	22.3	2.8	117	1249	20.2	3.9	106
	OUTDOOR IMPERATIVE	54626	4691	37.2	8.6	114	761	31.2	1.4	96	1488	37.5	2.7	115	2442	39.4	4.5	121
	TELEVISION IMPERATIVE	54874	3369	26.7	6.1	82	769	31.5	1.4	96	1078	27.2	2.0	83	1523	24.6	2.8	75
RADIO-TELEVISION: DUAL		33386	2546	20.2	7.6	102	*471	19.3	1.4	97	896	22.6	2.7	114	1179	19.0	3.5	96
	RADIO IMPERATIVE	53810	4156	33.0	7.7	103	694	28.4	1.3	89	1206	30.4	2.2	95	2256	36.4	4.2	114
	TELEVISION IMPERATIVE	54023	3680	29.2	6.8	91	816	33.4	1.5	104	1226	30.9	2.3	96	1638	26.5	3.0	82

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	12597	100.0	7.5	100	2442	100.0	1.5	100	3963	100.0	2.4	100	6191	100.0	3.7	100
ATLANTIC MONTHLY	867	*102	0.8	11.8	157	**15	0.6	1.7	119	**34	0.9	3.9	166	**53	0.9	6.1	166
BARRON'S	1580	*166	1.3	10.5	140	**9	0.4	0.6	39	**33	0.8	2.1	88	*124	2.0	7.8	213
BETTER HOMES & GARDENS	22203	1363	10.8	6.1	82	*164	6.7	0.7	51	467	11.8	2.1	89	732	11.8	3.3	89
BON APPETIT	3810	359	2.8	9.4	125	**42	1.7	1.1	76	**136	3.4	3.6	151	*182	2.9	4.8	129
BUSINESS WEEK	4663	456	3.6	9.8	130	**56	2.3	1.2	82	*93	2.3	2.0	84	306	4.9	6.6	178
CAR AND DRIVER	3102	440	3.5	14.2	189	**66	2.7	2.1	146	*161	4.1	5.2	220	*213	3.4	6.9	186
CBS MAGAZINE NETWORK (GROSS)	7311	1023	8.1	14.0	186	*194	7.9	2.7	182	*300	7.6	4.1	174	529	8.5	7.2	196
CHANGING TIMES	3400	303	2.4	8.9	119	**36	1.5	1.1	73	**94	2.4	2.8	117	*173	2.8	5.1	138
COLONIAL HOMES	1796	*180	1.4	10.0	133	**25	1.0	1.4	96	**64	1.6	3.6	151	**91	1.5	5.1	137
CONDE NAST MAG. PKG. (GROSS)	19924	1397	11.1	7.0	93	*226	9.3	1.1	78	387	9.8	1.9	82	783	12.6	3.9	106
CONSUMERS DIGEST	3125	*248	2.0	7.9	106	**68	2.8	2.2	149	**57	1.4	1.8	77	*123	2.0	3.9	107
COSMOPOLITAN	10577	838	6.7	7.9	105	*157	6.4	1.5	102	227	5.7	2.1	91	455	7.3	4.3	117
COUNTRY LIVING	3746	275	2.2	7.3	98	**34	1.4	0.9	62	**64	1.6	1.7	72	*177	2.9	4.7	128
CUISINE	2214	*217	1.7	9.8	131	**45	1.8	2.0	140	**55	1.4	2.5	105	**117	1.9	5.3	143
CYCLE WORLD	2394	377	3.0	15.7	210	**85	3.5	3.6	244	**92	2.3	3.8	163	*201	3.2	8.4	227
DCI:CREATIVE IDEAS FOR LIV	3068	*221	1.8	7.2	96	**11	0.5	0.4	25	**118	3.0	3.8	163	**91	1.5	3.0	80
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	635	5.0	6.6	88	**28	1.1	0.3	20	*238	6.0	2.5	105	369	6.0	3.9	105
DISCOVER	2277	274	2.2	12.0	160	**79	3.2	3.5	238	**83	2.1	3.6	154	*112	1.8	4.9	133
EBONY	7187	548	4.4	7.6	102	*127	5.2	1.8	121	215	5.4	3.0	127	205	3.3	2.9	77
ESQUIRE	2560	317	2.5	12.4	165	**53	2.2	2.1	142	*93	2.3	3.6	154	*171	2.8	6.7	181
ESSENCE	3242	233	1.8	7.2	96	**44	1.8	1.4	93	**77	1.9	2.4	101	*111	1.8	3.4	93
FAMILY CIRCLE	19639	1060	8.4	5.4	72	*145	5.9	0.7	51	323	8.2	1.6	70	592	9.6	3.0	82
THE FAMILY HANDYMAN	3540	339	2.7	9.6	128	**25	1.0	0.7	49	**82	2.1	2.3	98	*232	3.7	6.6	178
FAMILY WEEKLY	23924	1464	11.6	6.1	81	216	8.8	0.9	62	425	10.7	1.8	75	823	13.3	3.4	93
FIELD & STREAM	9883	794	6.3	8.0	107	**106	4.3	1.1	74	309	7.8	3.1	132	379	6.1	3.8	104
FOOD & WINE	1030	*105	0.8	10.2	136	**29	1.2	2.8	193	**15	0.4	1.5	62	**62	1.0	6.0	163
FORBES	2679	268	2.1	10.0	133	**61	2.5	2.3	156	**62	1.6	2.3	98	*144	2.3	5.4	146
FORTUNE	2931	365	2.9	12.5	166	**70	2.9	2.4	164	**47	1.2	1.6	68	247	4.0	8.4	228
GENTLEMEN'S QUARTERLY	3481	387	3.1	11.1	148	**65	2.7	1.9	128	*133	3.4	3.8	162	*189	3.1	5.4	147
GLAMOUR	7163	488	3.9	6.8	91	**93	3.8	1.3	89	*134	3.4	1.9	79	260	4.2	3.6	98
GOLF DIGEST	2355	*192	1.5	8.2	109	**15	0.6	0.6	44	**70	1.8	3.0	126	*107	1.7	4.5	123
GOLF DIGEST/TENNIS (GROSS)	3610	377	3.0	10.4	139	**103	4.2	2.9	196	**102	2.6	2.8	120	*171	2.8	4.7	128
GOLF MAGAZINE	2046	*212	1.7	10.4	138	**14	0.6	0.7	47	**49	1.2	2.4	101	*149	2.4	7.3	197
GOLF MAGAZINE/SKI (GROSS)	3547	376	3.0	10.6	141	**43	1.8	1.2	83	**80	2.0	2.3	95	252	4.1	7.1	192
GOOD HOUSEKEEPING	20353	1140	9.0	5.6	75	*128	5.2	0.6	43	399	10.1	2.0	83	613	9.9	3.0	82
HARPER'S BAZAAR	3362	308	2.4	9.2	122	**14	0.6	0.4	29	**128	3.2	3.8	161	*166	2.7	4.9	134
HEALTH	2987	*231	1.8	7.7	103	**12	0.5	0.4	28	**89	2.2	3.0	126	**130	2.1	4.4	118
HEARST MAG CORP. BUY (GROSS)	67928	4827	38.3	7.1	95	700	28.7	1.0	71	1411	35.6	2.1	88	2716	43.9	4.0	108
HEARST MAN POWER (GROSS)	11282	994	7.9	8.8	117	*183	7.5	1.6	111	253	6.4	2.2	95	558	9.0	4.9	134
HEARST WOMAN POWER (GROSS)	40514	2514	20.0	6.2	83	355	14.5	0.9	60	795	20.1	2.0	83	1364	22.0	3.4	91
HOUSE BEAUTIFUL	4885	389	3.1	8.0	106	**65	2.7	1.3	91	**76	1.9	1.6	66	*248	4.0	5.1	138
INC.	1308	*113	0.9	8.6	115	**26	1.1	2.0	137	**17	0.4	1.3	55	**70	1.1	5.4	145
JET	6498	592	4.7	9.1	121	*128	5.2	2.0	135	254	6.4	3.9	165	210	3.4	3.2	88
LADIES' HOME JOURNAL	14797	747	5.9	5.0	67	**49	2.0	0.3	23	*212	5.3	1.4	61	487	7.9	3.3	89
LHJ FAMILY GRP COMBO(GROSS)	21743	1250	9.9	5.7	77	**78	3.2	0.4	25	382	9.6	1.8	74	790	12.8	3.6	98
LIFE	9881	1045	8.3	10.6	141	*226	9.3	2.3	157	307	7.7	3.1	131	512	8.3	5.2	140
L.A. TIMES HOME MAGAZINE	2775	342	2.7	12.3	164	**49	2.0	1.8	121	**66	1.7	2.4	101	228	3.7	8.2	223
MADEMOISELLE	4219	282	2.2	6.7	89	**44	1.8	1.0	72	**53	1.3	1.3	53	*186	3.0	4.4	119
MC CALL'S	16422	846	6.7	5.2	69	**66	2.7	0.4	28	283	7.1	1.7	73	498	8.0	3.0	82
MC CALL'S/WRK MOTHER (GROSS)	17919	973	7.7	5.4	72	**72	2.9	0.4	28	305	7.7	1.7	72	595	9.6	3.3	90
MECHANIX ILLUSTRATED	4433	425	3.4	9.6	128	**43	1.8	1.0	67	**119	3.0	2.7	114	*262	4.2	5.9	160
METROPOLITAN HOME	1504	*205	1.6	13.6	181	**26	1.1	1.7	119	**96	2.4	6.4	270	**83	1.3	5.5	150
MONEY	4723	624	5.0	13.2	176	**102	4.2	2.2	148	*196	4.9	4.1	176	325	5.2	6.9	186
MOTHER EARTH NEWS	2325	283	2.2	12.2	162	**9	0.4	0.4	27	**100	2.5	4.3	182	*174	2.8	7.5	203
MS.	1189	**103	0.8	8.7	115	**13	0.5	1.1	75	**10	0.3	0.8	36	**79	1.3	6.6	180
NATIONAL ENQUIRER	18892	1330	10.6	7.0	94	299	12.2	1.6	109	367	9.3	1.9	82	664	10.7	3.5	95
NATIONAL GEOGRAPHIC	22129	2222	17.6	10.0	134	333	13.6	1.5	103	568	14.3	2.6	109	1321	21.3	6.0	162
NATIONAL SUNDAY MAGAZINE PKG	103750	8511	67.6	8.2	109	1515	62.0	1.5	100	2725	68.8	2.6	111	4271	69.0	4.1	112
NATURAL HISTORY	1379	*182	1.4	13.2	176	**31	1.3	2.2	154	**41	1.0	3.0	126	**111	1.8	8.0	218
NEW WOMAN	2289	*147	1.2	6.4	86	**9	0.4	0.4	27	**34	0.9	1.5	63	**103	1.7	4.5	122
NEW YORK INCLUDING CUE	1088	*124	1.0	11.4	152	**42	1.7	3.9	265	**27	0.7	2.5	105	**55	0.9	5.1	137
THE NEW YORKER	2459	344	2.7	14.0	186	**46	1.9	1.9	128	*114	2.9	4.6	196	*183	3.0	7.4	202
NEWSWEEK	16527	1910	15.2	11.6	154	299	12.2	1.8	124	551	13.9	3.3	141	1060	17.1	6.4	174
THE N.Y. TIMES DAILY EDITION	2739	379	3.0	13.8	184	**83	3.4	3.0	208	*73	1.8	2.7	113	223	3.6	8.1	221
THE N.Y. TIMES MAGAZINE	4443	681	5.4	15.3	204	*170	7.0	3.8	263	*149	3.8	3.4	142	362	5.8	8.1	221
OMNI	2799	463	3.7	16.5	220	**70	2.9	2.5	172	**194	4.9	6.9	293	*198	3.2	7.1	192
ON CABLE	2209	*217	1.7	9.8	131	**56	2.3	2.5	174	**55	1.4	2.5	105	**106	1.7	4.8	130
1001 HOME IDEAS	3959	272	2.2	6.9	91	**17	0.7	0.4	29	**81	2.0	2.0	87	*173	2.8	4.4	118
ORGANIC GARDENING	3111	*258	2.0	8.3	110	**14	0.6	0.5	31	**90	2.3	2.9	122	*154	2.5	5.0	134
OUTDOOR LIFE	5024	335	2.7	6.7	89	**44	1.8	0.9	60	**140	3.5	2.8	118	*151	2.4	3.0	81
PARADE MAGAZINE	51292	4707	37.4	9.2	122	923	37.8	1.8	124	1563	39.4	3.0	129	2222	35.9	4.3	117

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	12597	100.0	7.5	100	2442	100.0	1.5	100	3963	100.0	2.4	100	6191	100.0	3.7	100
PARENTS	5298	454	3.6	8.6	114	**57	2.3	1.1	74	**149	3.8	2.8	119	*247	4.0	4.7	126
PENTHOUSE	5129	700	5.6	13.6	182	*154	6.3	3.0	206	*194	4.9	3.8	160	352	5.7	6.9	186
PEOPLE	21070	1842	14.6	8.7	116	364	14.9	1.7	119	574	14.5	2.7	115	904	14.6	4.3	116
PLAYBOY	10562	1432	11.4	13.6	181	302	12.4	2.9	196	397	10.0	3.8	159	733	11.8	6.9	188
POPULAR HOT RODDING	2498	*242	1.9	9.7	129	**68	2.8	2.7	187	**81	2.0	3.2	137	**93	1.5	3.7	101
POPULAR MECHANICS	5887	543	4.3	9.2	123	**92	3.8	1.6	107	*81	2.0	1.4	58	371	6.0	6.3	171
POPULAR SCIENCE	4317	478	3.8	11.1	147	**34	1.4	0.8	54	*114	2.9	2.6	112	330	5.3	7.6	207
PREVENTION	5792	333	2.6	5.7	77	**41	1.7	0.7	49	**83	2.1	1.4	61	209	3.4	3.6	98
PSYCHOLOGY TODAY	3284	287	2.3	8.7	116	**59	2.4	1.8	123	**86	2.2	2.6	111	*142	2.3	4.3	117
READER'S DIGEST	40046	2462	19.5	6.1	82	286	11.7	0.7	49	877	22.1	2.2	93	1298	21.0	3.2	88
REDBOOK	9584	535	4.2	5.6	74	**70	2.9	0.7	50	*169	4.3	1.8	75	296	4.8	3.1	84
ROAD & TRACK	2590	325	2.6	12.5	167	**52	2.1	2.0	138	**90	2.3	3.5	147	*183	3.0	7.1	191
ROLLING STONE	3302	640	5.1	19.4	258	*172	7.0	5.2	358	*177	4.5	5.4	227	291	4.7	8.8	239
RUNNER'S WORLD	1229	*112	0.9	9.1	121	**4	0.2	0.3	22	**43	1.1	3.5	148	**65	1.0	5.3	143
SATURDAY EVENING POST	2110	*137	1.1	6.5	86	**34	1.4	1.6	111	**41	1.0	1.9	82	**62	1.0	2.9	80
SCIENCE 84	1543	*185	1.5	12.0	160	**18	0.7	1.2	80	**73	1.8	4.7	200	**94	1.5	6.1	165
SCIENCE DIGEST	1747	*199	1.6	11.4	152	**63	2.6	3.6	248	**61	1.5	3.5	148	**75	1.2	4.3	116
SCIENTIFIC AMERICAN	1994	287	2.3	14.4	192	**36	1.5	1.8	124	**63	1.6	3.2	134	*188	3.0	9.4	255
SELF	3119	*255	2.0	8.2	109	**45	1.8	1.4	99	**103	2.6	3.3	140	**107	1.7	3.4	93
SEVENTEEN	3923	*289	2.3	7.4	98	**44	1.8	1.1	77	**129	3.3	3.3	139	**115	1.9	2.9	79
SKI	1501	*164	1.3	10.9	145	**30	1.2	2.0	137	**31	0.8	2.1	87	**103	1.7	6.9	186
SMITHSONIAN	5976	671	5.3	11.2	150	**65	2.7	1.1	75	*177	4.5	3.0	125	429	6.9	7.2	194
SOAP OPERA DIGEST	4228	264	2.1	6.2	83	**39	1.6	0.9	63	**93	2.3	2.2	93	*132	2.1	3.1	85
SOUTHERN LIVING	6488	414	3.3	6.4	85	**17	0.7	0.3	18	*119	3.0	1.8	78	*278	4.5	4.3	116
SPORT	3500	408	3.2	11.7	155	**63	2.6	1.8	124	*151	3.8	4.3	183	*194	3.1	5.5	150
THE SPORTING NEWS	2456	356	2.8	14.5	193	**105	4.3	4.3	294	**126	3.2	5.1	217	*125	2.0	5.1	138
SPORTS AFIELD	3648	252	2.0	6.9	92	**29	1.2	0.8	55	**111	2.8	3.0	129	**112	1.8	3.1	83
SPORTS ILLUSTRATED	14484	1545	12.3	10.7	142	339	13.9	2.3	161	537	13.6	3.7	157	669	10.8	4.6	125
STAR	12661	896	7.1	7.1	94	*189	7.7	1.5	103	329	8.3	2.6	110	377	6.1	3.0	81
SUNDAY	52799	4603	36.5	8.7	116	822	33.7	1.6	107	1604	40.5	3.0	129	2177	35.2	4.1	112
SUNSET	3513	347	2.8	9.9	132	**76	3.1	2.2	149	**30	0.8	0.9	36	*241	3.9	6.9	186
TV GUIDE	42766	3339	26.5	7.8	104	693	28.4	1.6	111	941	23.7	2.2	93	1706	27.6	4.0	108
TENNIS	1254	*185	1.5	14.8	196	**89	3.6	7.1	487	**32	0.8	2.6	108	**64	1.0	5.1	138
TIME	22054	2232	17.7	10.1	135	358	14.7	1.6	111	670	16.9	3.0	129	1204	19.4	5.5	148
TOWN & COUNTRY	1555	*125	1.0	8.0	107	**17	0.7	1.1	75	**22	0.6	1.4	60	**86	1.4	5.5	150
TRAVEL & LEISURE	2173	200	1.6	9.2	123	**30	1.2	1.4	95	**25	0.6	1.2	49	*145	2.3	6.7	181
TRUE STORY	4636	303	2.4	6.5	87	**42	1.7	0.9	62	**129	3.3	2.8	118	**132	2.1	2.8	77
U.S.NEWS & WORLD REPORT	10353	803	6.4	7.8	103	*132	5.4	1.3	88	256	6.5	2.5	105	414	6.7	4.0	108
USA TODAY	4994	564	4.5	11.3	150	**104	4.3	2.1	143	*121	3.1	2.4	103	340	5.5	6.8	184
US	3528	336	2.7	9.5	127	**53	2.2	1.5	103	**133	3.4	3.8	160	*150	2.4	4.3	115
VOGUE	5424	372	3.0	6.9	91	**44	1.8	0.8	56	**98	2.5	1.8	76	230	3.7	4.2	115
WALL STREET JOURNAL	6292	676	5.4	10.7	143	**122	5.0	1.9	133	202	5.1	3.2	136	353	5.7	5.6	152
WEIGHT WATCHERS	2762	*131	1.0	4.7	63	**7	0.3	0.3	17	**19	0.5	0.7	29	*104	1.7	3.8	102
WOMAN'S DAY	16320	830	6.6	5.1	68	**91	3.7	0.6	38	*221	5.6	1.4	57	518	8.4	3.2	86
WORKING MOTHER	1496	*127	1.0	8.5	113	**7	0.3	0.5	32	**23	0.6	1.5	65	**97	1.6	6.5	176
WORKING WOMAN	1851	*163	1.3	8.8	117	**29	1.2	1.6	108	**64	1.6	3.5	146	**71	1.1	3.8	104
WORLD TENNIS	580	**59	0.5	10.2	135	**15	0.6	2.6	178	**11	0.3	1.9	80	**34	0.5	5.9	159
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1474	11.7	11.9	158	241	9.9	1.9	133	413	10.4	3.3	141	820	13.2	6.6	179
BLAIR INSERTS	91671	8191	65.0	8.9	119	1456	59.6	1.6	109	2590	65.4	2.8	120	4145	67.0	4.5	122
DAILY NEWSPAPERS																	
READ ANY	109190	8816	70.0	8.1	108	1536	62.9	1.4	97	2818	71.1	2.6	109	4461	72.1	4.1	111
READ ONE	89587	6945	55.1	7.8	103	1149	47.1	1.3	88	2323	58.6	2.6	110	3473	56.1	3.9	105
READ TWO OR MORE	19602	1870	14.8	9.5	127	387	15.8	2.0	136	495	12.5	2.5	107	988	16.0	5.0	137
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9062	71.9	8.3	110	1607	65.8	1.5	101	2829	71.4	2.6	109	4626	74.7	4.2	114
READ ONE	95074	7600	60.3	8.0	106	1302	53.3	1.4	94	2398	60.5	2.5	107	3900	63.0	4.1	111
READ TWO OR MORE	14588	1462	11.6	10.0	133	305	12.5	2.1	144	431	10.9	3.0	125	727	11.7	5.0	135
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.40				25.12				33.53				30.47			
30 DAY REACH	149706	11688	92.8	7.8	104	2237	91.6	1.5	103	3651	92.1	2.4	103	5799	93.7	3.9	105
50 SHWG - 30 DAY AV FREQ	15.16	15.93				13.05				17.32				16.16			
30 DAY REACH	142406	11170	88.7	7.8	104	2142	87.7	1.5	103	3537	89.3	2.5	105	5491	88.7	3.9	104
25 SHWG - 30 DAY AV FREQ	8.23	8.68				6.98				9.64				8.75			
30 DAY REACH	131152	10261	81.5	7.8	104	1988	81.4	1.5	104	3181	80.3	2.4	103	5093	82.3	3.9	105
CABLE TV: HOME WIRED	66879	4945	39.3	7.4	98	1085	44.4	1.6	111	1508	38.1	2.3	95	2352	38.0	3.5	95
HOME NOT WIRED	100848	7652	60.7	7.6	101	1358	55.6	1.3	92	2455	61.9	2.4	103	3839	62.0	3.8	103
HAVE PAY CABLE	35024	2980	23.7	8.5	113	602	24.7	1.7	118	924	23.3	2.6	112	1454	23.5	4.2	112

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(ADULTS)

			ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	12597	100.0	7.5	100	2442	100.0	1.5	100	3963	100.0	2.4	100	6191	100.0	3.7	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	7549	59.9	7.9	105	1439	58.9	1.5	103	2438	61.5	2.5	108	3671	59.3	3.8	104
10:00 AM - 3:00 PM		63599	4916	39.0	7.7	103	966	39.6	1.5	104	1444	36.4	2.3	96	2506	40.5	3.9	107
3:00 PM - 7:00 PM		72097	5706	45.3	7.9	105	1061	43.4	1.5	101	1677	42.3	2.3	98	2967	47.9	4.1	111
7:00 PM - MIDNIGHT		36670	3028	24.0	8.3	110	612	25.1	1.7	115	922	23.3	2.5	106	1494	24.1	4.1	110
MIDNIGHT - 6:00 AM		21908	1797	14.3	8.2	109	292	12.0	1.3	92	670	16.9	3.1	129	834	13.5	3.8	103
6:00 AM - MIDNIGHT		127571	10045	79.7	7.9	105	1935	79.2	1.5	104	3176	80.1	2.5	105	4934	79.7	3.9	105
ENTIRE DAY		129239	10160	80.7	7.9	105	1963	80.4	1.5	104	3211	81.0	2.5	105	4986	80.5	3.9	105
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	2763	21.9	8.1	108	507	20.8	1.5	102	884	22.3	2.6	110	1371	22.1	4.0	109
ALL NEWS		6062	559	4.4	9.2	123	*104	4.3	1.7	118	*136	3.4	2.2	95	320	5.2	5.3	143
AOR/PROGRESSIVE		11884	1547	12.3	13.0	173	309	12.7	2.6	179	446	11.3	3.8	159	792	12.8	6.7	181
BEAUTIFUL MUSIC		11180	874	6.9	7.8	104	*164	6.7	1.5	101	253	6.4	2.3	96	457	7.4	4.1	111
BLACK		4538	346	2.7	7.6	102	**52	2.1	1.1	79	*182	4.6	4.0	170	*113	1.8	2.5	67
CLASSICAL		3857	488	3.9	12.7	168	**77	3.2	2.0	137	*122	3.1	3.2	134	289	4.7	7.5	203
CHR/ROCK		21946	1984	15.7	9.0	120	347	14.2	1.6	109	680	17.2	3.1	131	958	15.5	4.4	118
COUNTRY		27262	1442	11.4	5.3	70	293	12.0	1.1	74	461	11.6	1.7	72	687	11.1	2.5	68
GOLDEN OLDIES		3339	387	3.1	11.6	154	**76	3.1	2.3	156	*134	3.4	4.0	170	*178	2.9	5.3	144
MOR/NOSTALGIA		10346	806	6.4	7.8	104	*176	7.2	1.7	117	*232	5.9	2.2	95	399	6.4	3.9	104
NEWS/TALK		8929	545	4.3	6.1	81	**94	3.8	1.1	72	197	5.0	2.2	93	253	4.1	2.8	77
RELIGIOUS		5488	265	2.1	4.8	64	**30	1.2	0.5	38	**94	2.4	1.7	72	*141	2.3	2.6	70
SOFT ROCK		1232	**84	0.7	6.8	91	**16	0.7	1.3	89	**14	0.4	1.1	48	**54	0.9	4.4	119
URBAN CONTEMPORARY		3184	314	2.5	9.9	131	**64	2.6	2.0	138	*157	4.0	4.9	209	**94	1.5	3.0	80
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	517	4.1	7.5	100	**87	3.6	1.3	86	*172	4.3	2.5	105	*258	4.2	3.7	101
ABC DIRECTION		5212	410	3.3	7.9	105	**64	2.6	1.2	84	*107	2.7	2.1	87	239	3.9	4.6	124
ABC ENTERTAINMENT		10385	768	6.1	7.4	98	*153	6.3	1.5	101	236	6.0	2.3	96	379	6.1	3.6	99
ABC FM		4762	353	2.8	7.4	99	**94	3.8	2.0	136	**107	2.7	2.2	95	*152	2.5	3.2	86
ABC INFORMATION		11339	923	7.3	8.1	108	*222	9.1	2.0	134	292	7.4	2.6	109	410	6.6	3.6	98
ABC ROCK		4878	633	5.0	13.0	173	*197	8.1	4.0	277	*145	3.7	3.0	126	292	4.7	6.0	162
CBS		10709	779	6.2	7.3	97	*121	5.0	1.1	78	231	5.8	2.2	91	427	6.9	4.0	108
MUTUAL		10251	677	5.4	6.6	88	*125	5.1	1.2	84	*190	4.8	1.9	78	362	5.8	3.5	96
NBC		12243	742	5.9	6.1	81	*155	6.3	1.3	87	210	5.3	1.7	73	377	6.1	3.1	83
RADIORADIO		4606	502	4.0	10.9	145	**90	3.7	2.0	134	*192	4.8	4.2	176	219	3.5	4.8	129
RKO ONE		5148	463	3.7	9.0	120	**35	1.4	0.7	47	*200	5.0	3.9	164	*228	3.7	4.4	120
RKO TWO		7313	550	4.4	7.5	100	**131	5.4	1.8	123	200	5.0	2.7	116	*219	3.5	3.0	81
THE SOURCE		5981	661	5.2	11.1	147	**114	4.7	1.9	131	*266	6.7	4.4	188	280	4.5	4.7	127
NON-WIRED : BLAIR		19329	1375	10.9	7.1	95	296	12.1	1.5	105	446	11.3	2.3	98	632	10.2	3.3	89
INTERNET		27139	2367	18.8	8.7	116	378	15.5	1.4	96	807	20.4	3.0	126	1182	19.1	4.4	118
KATZ RADIO GROUP		36319	2984	23.7	8.2	109	528	21.6	1.5	100	874	22.1	2.4	102	1582	25.6	4.4	118
SUPERNET		22361	1772	14.1	7.9	106	315	12.9	1.4	97	612	15.4	2.7	116	846	13.7	3.8	102
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	916	7.3	6.3	84	182	7.5	1.3	86	347	8.8	2.4	101	386	6.2	2.7	72
WKDAY 9:00 AM - 1:00 PM		18688	1147	9.1	6.1	82	198	8.1	1.1	73	439	11.1	2.3	99	511	8.3	2.7	74
WKDAY 1:00 PM - 4:30 PM		24061	1552	12.3	6.5	86	287	11.8	1.2	82	568	14.3	2.4	100	697	11.3	2.9	78
WKDAY 4:30 PM - 7:30 PM		44079	3189	25.3	7.2	96	650	26.6	1.5	101	1088	27.5	2.5	104	1451	23.4	3.3	89
WKDAY 7:30 PM - 8:00 PM		61979	4220	33.5	6.8	91	831	34.0	1.3	92	1323	33.4	2.1	90	2066	33.4	3.3	90
WKDAY 11:00 PM - 11:30 PM		49084	3541	28.1	7.2	96	745	30.5	1.5	104	1212	30.6	2.5	105	1584	25.6	3.2	87
WKDAY 11:30 PM - 1:00 AM		16560	1244	9.9	7.5	100	288	11.8	1.7	119	406	10.2	2.5	104	549	8.9	3.3	90
M-SAT 8-11 PM+SUN 7-11 PM		66967	4891	38.8	7.3	97	983	40.3	1.5	101	1516	38.3	2.3	96	2392	38.6	3.6	97
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	598	4.7	6.5	86	*88	3.6	0.9	65	220	5.6	2.4	100	290	4.7	3.1	85
ANOTHER WORLD	N	6138	332	2.6	5.4	72	**31	1.3	0.5	35	137	3.5	2.2	94	164	2.6	2.7	72
AS THE WORLD TURNS	C	7707	399	3.2	5.2	69	**54	2.2	0.7	48	156	3.9	2.0	86	189	3.1	2.5	66
CAPITOL	C	4688	311	2.5	6.6	88	**24	1.0	0.5	35	*140	3.5	3.0	126	*148	2.4	3.2	86
CBS MORN. NEWS 1	C	2792	187	1.5	6.7	89	**45	1.8	1.6	111	*64	1.6	2.3	97	*78	1.3	2.8	76
CBS MORN. NEWS 2	C	2071	139	1.1	6.7	89	**35	1.4	1.7	116	**47	1.2	2.3	96	*57	0.9	2.8	75
DAYS OF OUR LIVES	N	8018	447	3.5	5.6	74	*56	2.3	0.7	48	193	4.9	2.4	102	198	3.2	2.5	67
FACTS OF LIFE - DAYTIME	N	3487	173	1.4	5.0	66	**38	1.6	1.1	75	*39	1.0	1.1	47	95	1.5	2.7	74
FAMILY FEUD	A	4817	281	2.2	5.8	78	*58	2.4	1.2	83	76	1.9	1.6	67	147	2.4	3.1	83
GENERAL HOSPITAL	A	8333	577	4.6	6.9	92	147	6.0	1.8	121	199	5.0	2.4	101	231	3.7	2.8	75
GOOD MORNING, AMERICA-730	A	5472	299	2.4	5.5	73	**55	2.3	1.0	69	126	3.2	2.3	97	117	1.9	2.1	58
GOOD MORNING, AMERICA-830	A	3965	178	1.4	4.5	60	**16	0.7	0.4	28	*106	2.7	2.7	113	*55	0.9	1.4	38
GUIDING LIGHT	C	7542	435	3.5	5.8	77	**72	2.9	1.0	66	178	4.5	2.4	100	185	3.0	2.5	66
ONE LIFE TO LIVE	A	6018	469	3.7	7.8	104	*100	4.1	1.7	114	149	3.8	2.5	105	220	3.6	3.7	99
PRESS YOUR LUCK	C	3589	224	1.8	6.2	83	**37	1.5	1.0	71	*89	2.2	2.5	105	98	1.6	2.7	74
PRICE IS RIGHT 1	C	7418	399	3.2	5.4	72	*65	2.7	0.9	60	184	4.6	2.5	105	150	2.4	2.0	55
PRICE IS RIGHT 2	C	8276	486	3.9	5.9	78	*70	2.9	0.8	58	208	5.2	2.5	106	208	3.4	2.5	68
RYAN'S HOPE	A	4358	362	2.9	8.3	111	**72	2.9	1.7	113	*143	3.6	3.3	139	146	2.4	3.4	91
SALE OF THE CENTURY	N	3749	263	2.1	7.0	93	*54	2.2	1.4	99	*73	1.8	1.9	82	136	2.2	3.6	98
SEARCH FOR TOMORROW	N	2884	150	1.2	5.2	69	**22	0.9	0.8	52	*51	1.3	1.8	75	**77	1.2	2.7	72
TODAY SHOW 1	N	4869	304	2.4	6.2	83	*62	2.5	1.3	87	107	2.7	2.2	93	135	2.2	2.8	75
TODAY SHOW 2	N	4135	205	1.6	5.0	66	**30	1.2	0.7	50	*82	2.1	2.0	84	93	1.5	2.2	61
$25,000 PYRAMID	C	4361	306	2.4	7.0	93	**48	2.0	1.1	76	*118	3.0	2.7	115	140	2.3	3.2	87
WHEEL OF FORTUNE	N	6187	378	3.0	6.1	81	*77	3.2	1.2	85	*85	2.1	1.4	58	216	3.5	3.5	95
YOUNG AND THE RESTLESS	C	8186	447	3.5	5.5	73	*75	3.1	0.9	63	170	4.3	2.1	88	203	3.3	2.5	67
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	357	2.8	7.6	101	**51	2.1	1.1	74	*118	3.0	2.5	106	188	3.0	4.0	108
NBA PLAYOFF GAME -1	C	5127	556	4.4	10.8	144	*120	4.9	2.3	161	258	6.5	5.0	213	178	2.9	3.5	94
NBC MAJOR LEAGUE PRE-GAME	N	3945	258	2.0	6.5	87	**60	2.5	1.5	104	**78	2.0	2.0	84	**121	2.0	3.1	83
SPORTSWORLD - SUN	N	3370	211	1.7	6.3	83	**47	1.9	1.4	96	**79	2.0	2.3	99	*85	1.4	2.5	68
SUNDAY MORNING	C	4200	425	3.4	10.1	135	**99	4.1	2.4	162	*121	3.1	2.9	122	*206	3.3	4.9	133

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS		167727	12597	100.0	7.5	100	2442	100.0	1.5	100	3963	100.0	2.4	100	6191	100.0	3.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3501	27.8	6.7	89	606	24.8	1.2	80	1219	30.8	2.3	99	1677	27.1	3.2	87
NETWORK AFFILIATES - LATE		39164	2686	21.3	6.9	91	564	23.1	1.4	99	871	22.0	2.2	94	1251	20.2	3.2	87
INDEPENDENTS - LATE		5133	503	4.0	9.8	130	98	4.0	1.9	131	142	3.6	2.8	117	263	4.2	5.1	139
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1649	13.1	7.2	96	300	12.3	1.3	90	532	13.4	2.3	99	817	13.2	3.6	97
ABC MONDAY NIGHT MOVIE	A	11258	734	5.8	6.5	87	*168	6.9	1.5	102	211	5.3	1.9	79	354	5.7	3.1	85
ABC SUNDAY NIGHT MOVIE	A	23600	1686	13.4	7.1	95	366	15.0	1.6	107	582	14.7	2.5	104	738	11.9	3.1	85
ABC WORLD NEWS TONIGHT	A	12801	846	6.7	6.6	88	128	5.2	1.0	69	320	8.1	2.5	106	398	6.4	3.1	84
AFTERMASH	C	10966	873	6.9	8.0	106	*127	5.2	1.2	80	348	8.8	3.2	134	397	6.4	3.6	98
ALICE	C	17050	1306	10.4	7.7	102	*260	10.6	1.5	105	426	10.7	2.5	106	620	10.0	3.6	99
AMERICAN PARADE	C	11998	763	6.1	6.4	85	*160	6.6	1.3	92	236	6.0	2.0	83	367	5.9	3.1	83
BENSON	A	19258	1342	10.7	7.0	93	*259	10.6	1.3	92	431	10.9	2.2	95	652	10.5	3.4	92
BLUE THUNDER	A	11478	836	6.6	7.3	97	*135	5.5	1.2	81	225	5.7	2.0	83	477	7.7	4.2	113
CAGNEY & LACEY	C	18263	1266	10.1	6.9	92	215	8.8	1.2	81	402	10.1	2.2	93	649	10.5	3.6	96
CBS EVENING NEWS-DEAN	C	7733	523	4.2	6.8	90	**107	4.4	1.4	95	*220	5.6	2.8	120	*195	3.1	2.5	68
CBS EVENING NEWS-RATHER	C	15653	1117	8.9	7.1	95	214	8.8	1.4	94	381	9.6	2.4	103	522	8.4	3.3	90
CBS SAT. NEWS-SCHIEFFER	C	8744	617	4.9	7.1	94	*161	6.6	1.8	126	186	4.7	2.1	90	269	4.3	3.1	83
CBS SATURDAY NIGHT MOVIE	C	12000	947	7.5	7.9	105	*212	8.7	1.8	121	307	7.7	2.6	108	429	6.9	3.6	97
CBS WEDNESDAY NIGHT MOVIE	C	11522	845	6.7	7.3	98	140	5.7	1.2	83	309	7.8	2.7	114	396	6.4	3.4	93
CHEERS	N	16818	1438	11.4	8.6	114	272	11.1	1.6	111	433	10.9	2.6	109	734	11.9	4.4	118
DALLAS	C	37510	2363	18.8	6.3	84	408	16.7	1.1	75	821	20.7	2.2	93	1134	18.3	3.0	82
DIFF'RENT STROKES	N	11258	782	6.2	6.9	92	*179	7.3	1.6	109	*147	3.7	1.3	55	457	7.4	4.1	110
DOUBLE TROUBLE	N	12248	958	7.6	7.8	104	*265	10.9	2.2	149	263	6.6	2.1	91	429	6.9	3.5	95
DUCK FACTORY	N	11100	880	7.0	7.9	106	*166	6.8	1.5	103	231	5.8	2.1	88	483	7.8	4.4	118
DUKES OF HAZZARD	C	12353	711	5.6	5.8	77	*132	5.4	1.1	73	227	5.7	1.8	78	352	5.7	2.8	77
DYNASTY	A	33279	2226	17.7	6.7	89	417	17.1	1.3	86	688	17.4	2.1	87	1121	18.1	3.4	91
FACTS OF LIFE	N	13410	889	7.1	6.6	88	*177	7.2	1.3	91	297	7.5	2.2	94	414	6.7	3.1	84
FALCON CREST	C	31093	1908	15.1	6.1	82	353	14.5	1.1	78	656	16.6	2.1	89	898	14.5	2.9	78
FALL GUY	A	18649	1392	11.1	7.5	99	266	10.9	1.4	98	446	11.3	2.4	101	679	11.0	3.6	99
FAMILY TIES	N	13101	932	7.4	7.1	95	*227	9.3	1.7	119	*216	5.5	1.6	70	490	7.9	3.7	101
FANTASY ISLAND	A	13069	1006	8.0	7.7	102	*179	7.3	1.4	94	356	9.0	2.7	115	471	7.6	3.6	98
FOULUPS,BLEEPS & BLUNDERS	A	16588	1240	9.8	7.5	100	*236	9.7	1.4	98	320	8.1	1.9	82	684	11.0	4.1	112
FOUR SEASONS	C	9302	739	5.9	7.9	106	**134	5.5	1.4	99	*270	6.8	2.9	123	335	5.4	3.6	98
GIMME A BREAK	N	13955	947	7.5	6.8	90	*227	9.3	1.6	112	196	4.9	1.4	59	524	8.5	3.8	102
HART TO HART	A	15735	1011	8.0	6.4	86	215	8.8	1.4	94	334	8.4	2.1	90	463	7.5	2.9	80
HILL STREET BLUES	N	18257	1532	12.2	8.4	112	305	12.5	1.7	115	443	11.2	2.4	103	783	12.6	4.3	116
HOTEL	A	24236	1360	10.8	5.6	75	239	9.8	1.0	68	499	12.6	2.1	87	621	10.0	2.6	69
JEFFERSONS	C	17010	1289	10.2	7.6	101	*224	9.2	1.3	90	484	12.2	2.8	120	582	9.4	3.4	93
JENNIFER SLEPT HERE	N	9397	691	5.5	7.4	98	**142	5.8	1.5	104	*156	3.9	1.7	70	393	6.3	4.2	113
KATE & ALLIE	C	16762	1286	10.2	7.7	102	*273	11.2	1.6	112	389	9.8	2.3	98	624	10.1	3.7	101
KNIGHT RIDER	N	13164	865	6.9	6.6	87	*163	6.7	1.2	85	267	6.7	2.0	86	435	7.0	3.3	90
LOVE BOAT	A	20400	1470	11.7	7.2	96	258	10.6	1.3	87	461	11.6	2.3	96	751	12.1	3.7	100
MAGNUM PI	C	22543	1433	11.4	6.4	85	296	12.1	1.3	90	442	11.2	2.0	83	695	11.2	3.1	84
MAMA'S FAMILY	N	9852	646	5.1	6.6	87	*144	5.9	1.5	100	*162	4.1	1.6	70	340	5.5	3.5	93
MASTER, THE	N	8082	715	5.7	8.8	118	*115	4.7	1.4	98	*203	5.1	2.5	106	398	6.4	4.9	133
MATT HOUSTON	A	12881	1003	8.0	7.8	104	*138	5.7	1.1	74	299	7.5	2.3	98	566	9.1	4.4	119
NBC MONDAY NIGHT MOVIE	N	23889	1943	15.4	8.1	108	397	16.3	1.7	114	583	14.7	2.4	103	963	15.6	4.0	109
NBC NIGHTLY NEWS	N	11156	813	6.5	7.3	97	*107	4.4	1.0	66	234	5.9	2.1	89	472	7.6	4.2	115
NBC NIGHTLY NEWS-SAT	N	7363	571	4.5	7.8	103	*118	4.8	1.6	110	*236	6.0	3.2	136	216	3.5	2.9	79
NBC NIGHTLY NEWS-SUN	N	6214	428	3.4	6.9	92	**54	2.2	0.9	60	*184	4.6	3.0	125	*190	3.1	3.1	83
NBC SUNDAY NIGHT MOVIE	N	17590	1470	11.7	8.4	111	*374	15.3	2.1	146	402	10.1	2.3	97	695	11.2	4.0	107
NEWHART	C	16740	1386	11.0	8.3	110	*289	11.8	1.7	119	432	10.9	2.6	109	666	10.8	4.0	108
ONE DAY AT A TIME	C	11820	707	5.6	6.0	80	*211	8.6	1.8	123	182	4.6	1.5	65	314	5.1	2.7	72
PEOPLE ARE FUNNY	N	9138	651	5.2	7.1	95	*135	5.5	1.5	101	*162	4.1	1.8	75	353	5.7	3.9	105
REAL PEOPLE	N	15979	938	7.4	5.9	78	*152	6.2	1.0	65	306	7.7	1.9	81	480	7.8	3.0	81
REMINGTON STEELE	N	14395	875	6.9	6.1	81	*158	6.5	1.1	75	303	7.6	2.1	89	414	6.7	2.9	78
RIPLEY'S BELIEVE IT - NOT	A	11362	910	7.2	8.0	107	*166	6.8	1.5	100	331	8.4	2.9	123	413	6.7	3.6	98
RIPTIDE	N	13920	886	7.0	6.4	85	*131	5.4	0.9	65	286	7.2	2.1	87	469	7.6	3.4	91
SCARECROW & MRS. KING	C	17571	1085	8.6	6.2	82	*226	9.3	1.3	88	342	8.6	1.9	82	517	8.4	2.9	80
SIMON & SIMON	C	20208	1381	11.0	6.8	91	256	10.5	1.3	87	393	9.9	1.9	82	732	11.8	3.6	98
60 MINUTES	C	27668	1842	14.6	6.7	89	359	14.7	1.3	89	616	15.5	2.2	94	867	14.0	3.1	85
ST. ELSEWHERE	N	13699	1115	8.9	8.1	108	*200	8.2	1.5	100	404	10.2	2.9	125	511	8.3	3.7	101
THREE'S COMPANY	A	20632	1600	12.7	7.8	103	331	13.6	1.6	110	417	10.5	2.0	86	852	13.8	4.1	112
T.J. HOOKER	A	17136	1224	9.7	7.1	95	*208	8.5	1.2	83	422	10.6	2.5	104	594	9.6	3.5	94
TONIGHT SHOW	N	4963	409	3.2	8.2	110	117	4.8	2.4	162	119	3.0	2.4	101	173	2.8	3.5	94
TRAPPER JOHN, M.D.	C	16332	1223	9.7	7.5	100	*244	10.0	1.5	103	452	11.4	2.8	117	527	8.5	3.2	87
TV BLOOPERS & PRAC. JOKES	N	18881	1437	11.4	7.6	101	273	11.2	1.4	99	366	9.2	1.9	82	798	12.9	4.2	115
20/20	A	18315	1198	9.5	6.5	87	*139	5.7	0.8	52	435	11.0	2.4	101	624	10.1	3.4	92
WEBSTER	A	18722	1298	10.3	6.9	92	*244	10.0	1.3	90	372	9.4	2.0	84	682	11.0	3.6	99
WORLD NEWS - SUN	A	5327	394	3.1	7.4	98	**109	4.5	2.0	141	*143	3.6	2.7	114	*142	2.3	2.7	72
YELLOW ROSE	N	8370	525	4.2	6.3	84	**82	3.4	1.0	67	*160	4.0	1.9	81	282	4.6	3.4	91
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2350	18.7	9.1	121	*446	18.3	1.7	118	890	22.5	3.4	146	1014	16.4	3.9	106
BASKETBALL - COLLEGE GAMES		14468	1444	11.5	10.0	133	**210	8.6	1.5	100	464	11.7	3.2	136	771	12.5	5.3	144
BASKETBALL - PRO GAMES		12124	1294	10.3	10.7	142	**240	9.8	2.0	136	*453	11.4	3.7	158	602	9.7	5.0	135
BOWLING		9412	628	5.0	6.7	89	**265	10.9	2.8	193	**163	4.1	1.7	73	**200	3.2	2.1	58
BOXING		15409	1851	14.7	12.0	160	*447	18.3	2.9	199	649	16.4	4.2	178	756	12.2	4.9	133
FOOTBALL - COLLEGE GAMES		21400	2312	18.4	10.8	144	*548	22.4	2.6	176	746	18.8	3.5	148	1017	16.4	4.8	129
FOOTBALL - PRO GAMES		35944	3424	27.2	9.5	127	672	27.5	1.9	128	967	24.4	2.7	114	1785	28.8	5.0	135
GOLF		9759	966	7.7	9.9	132	**184	7.5	1.9	130	*354	8.9	3.6	154	*428	6.9	4.4	119
POST-SEASON COLL. FOOTBALL		18123	1996	15.8	11.0	147	*436	17.9	2.4	165	595	15.0	3.3	139	966	15.6	5.3	144
POST-SEASON PRO FOOTBALL		22091	2235	17.7	10.1	135	*354	14.5	1.6	110	753	19.0	3.4	144	1129	18.2	5.1	138
TENNIS		6764	668	5.3	9.9	131	**121	5.0	1.8	123	**122	3.1	1.8	76	*425	6.9	6.3	170
WRESTLING - PROFESSIONAL		9695	800	6.4	8.3	110	**237	9.7	2.4	168	*275	6.9	2.8	120	*289	4.7	3.0	81

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	7798	100.0	9.8	100	1663	100.0	2.1	100	2470	100.0	3.1	100	3665	100.0	4.6	100
HOUSEHOLD HEADS	66405	6186	79.3	9.3	95	1235	74.3	1.9	89	1975	80.0	3.0	95	2975	81.2	4.5	97
18 - 24	13945	1875	24.0	13.4	137	*508	30.5	3.6	174	*553	22.4	4.0	127	814	22.2	5.8	126
25 - 34	19334	2303	29.5	11.9	121	507	30.5	2.6	125	691	28.0	3.6	115	1104	30.1	5.7	123
35 - 44	14196	1593	20.4	11.2	114	*265	15.9	1.9	89	644	26.1	4.5	146	684	18.7	4.8	104
45 - 54	10896	833	10.7	7.6	78	**145	8.7	1.3	63	*255	10.3	2.3	75	433	11.8	4.0	86
55 - 64	10378	561	7.2	5.4	55	**59	3.5	0.6	27	**109	4.4	1.1	34	*393	10.7	3.8	82
65 OR OLDER	10514	634	8.1	6.0	61	**180	10.8	1.7	82	*217	8.8	2.1	66	*237	6.5	2.3	49
18 - 34	33279	4177	53.6	12.6	128	1015	61.0	3.0	145	1244	50.4	3.7	120	1918	52.3	5.8	125
18 - 49	52904	6261	80.3	11.8	120	1400	84.2	2.6	126	2019	81.7	3.8	122	2842	77.5	5.4	116
25 - 54	44426	4729	60.6	10.6	108	917	55.1	2.1	98	1591	64.4	3.6	115	2221	60.6	5.0	108
35 - 49	19625	2084	26.7	10.6	108	*386	23.2	2.0	94	775	31.4	3.9	127	924	25.2	4.7	102
50 OR OLDER	26359	1537	19.7	5.8	59	*263	15.8	1.0	48	451	18.3	1.7	55	824	22.5	3.1	68
GRADUATED COLLEGE	15982	2056	26.4	12.9	131	*305	18.3	1.9	91	576	23.3	3.6	116	1176	32.1	7.4	159
ATTENDED COLLEGE	13629	1855	23.8	13.6	138	*412	24.8	3.0	144	628	25.4	4.6	148	816	22.3	6.0	129
GRADUATED HIGH SCHOOL	28591	2563	32.9	9.0	91	578	34.8	2.0	96	751	30.4	2.6	84	1234	33.7	4.3	93
DID NOT GRADUATE HIGH SCHOOL	21061	1324	17.0	6.3	64	*369	22.2	1.8	84	515	20.9	2.4	78	*439	12.0	2.1	45
EMPLOYED FULL-TIME	52316	5492	70.4	10.5	107	1015	61.0	1.9	92	1622	65.7	3.1	99	2855	77.9	5.5	118
EMPLOYED PART-TIME	4113	*436	5.6	10.6	108	**165	9.9	4.0	191	**138	5.6	3.4	108	**134	3.7	3.3	70
NOT EMPLOYED	22834	1870	24.0	8.2	83	*483	29.0	2.1	101	711	28.8	3.1	100	676	18.4	3.0	64
PROFESSIONAL/MANAGER	15034	1921	24.6	12.8	130	*313	18.8	2.1	99	512	20.7	3.4	109	1096	29.9	7.3	158
TECH/CLERICAL/SALES	11255	1379	17.7	12.3	125	**250	15.0	2.2	106	501	20.3	4.5	143	628	17.1	5.6	121
PRECISION/CRAFT	11607	1110	14.2	9.6	97	*291	17.5	2.5	119	*310	12.6	2.7	86	509	13.9	4.4	95
OTHER EMPLOYED	18534	1519	19.5	8.2	83	*326	19.6	1.8	84	437	17.7	2.4	76	756	20.6	4.1	88
SINGLE	19562	2737	35.1	14.0	142	755	45.4	3.9	184	884	35.8	4.5	145	1098	30.0	5.6	121
MARRIED	51896	4398	56.4	8.5	86	781	47.0	1.5	72	1221	49.4	2.4	76	2397	65.4	4.6	100
DIVORCED/SEPARATED/WIDOWED	7804	663	8.5	8.5	86	**127	7.6	1.6	78	*366	14.8	4.7	151	*171	4.7	2.2	47
PARENTS	25372	2449	31.4	9.7	98	462	27.8	1.8	87	750	30.4	3.0	95	1237	33.8	4.9	105
WHITE	69658	6797	87.2	9.8	99	1424	85.6	2.0	97	2147	86.9	3.1	99	3227	88.0	4.6	100
BLACK	7909	763	9.8	9.6	98	**133	8.0	1.7	80	*292	11.8	3.7	118	*339	9.2	4.3	93
OTHER	1696	**238	3.1	14.0	143	**106	6.4	6.3	298	**32	1.3	1.9	61	**100	2.7	5.9	128
NORTHEAST-CENSUS	17202	2898	37.2	16.8	171	671	40.3	3.9	186	910	36.8	5.3	170	1318	36.0	7.7	166
NORTH CENTRAL	20461	1469	18.8	7.2	73	*236	14.2	1.2	55	*492	19.9	2.4	77	741	20.2	3.6	78
SOUTH	26695	1655	21.2	6.2	63	*285	17.1	1.1	51	581	23.5	2.2	70	789	21.5	3.0	64
WEST	14906	1776	22.8	11.9	121	*472	28.4	3.2	151	487	19.7	3.3	105	817	22.3	5.5	119
NORTHEAST-MKTG.	17962	2839	36.4	15.8	161	581	34.9	3.2	154	927	37.5	5.2	166	1332	36.3	7.4	160
EAST CENTRAL	11741	1099	14.1	9.4	95	*235	14.1	2.0	95	*394	16.0	3.4	108	471	12.9	4.0	87
WEST CENTRAL	13518	834	10.7	6.2	63	**134	8.1	1.0	47	**260	10.5	1.9	62	*441	12.0	3.3	71
SOUTH	23168	1410	18.1	6.1	62	**275	16.5	1.2	57	*432	17.5	1.9	60	703	19.2	3.0	66
PACIFIC	12874	1616	20.7	12.6	128	*438	26.3	3.4	162	458	18.5	3.6	114	719	19.6	5.6	121
COUNTY SIZE A	32596	4006	51.4	12.3	125	966	58.1	3.0	141	1250	50.6	3.8	123	1790	48.8	5.5	119
COUNTY SIZE B	23814	2429	31.1	10.2	104	*508	30.5	2.1	102	833	33.7	3.5	112	1088	29.7	4.6	99
COUNTY SIZE C	12663	960	12.3	7.6	77	**143	8.6	1.1	54	**288	11.7	2.3	73	*528	14.4	4.2	90
COUNTY SIZE D	10190	*404	5.2	4.0	40	**46	2.8	0.5	22	**99	4.0	1.0	31	**260	7.1	2.6	55
METRO CENTRAL CITY	23190	2809	36.0	12.1	123	682	41.0	2.9	140	880	35.6	3.8	122	1247	34.0	5.4	116
METRO SUBURBAN	36920	3783	48.5	10.2	104	871	52.4	2.4	112	1168	47.3	3.2	102	1744	47.6	4.7	102
NON METRO	19152	1206	15.5	6.3	64	**109	6.6	0.6	27	*422	17.1	2.2	71	*675	18.4	3.5	76
TOP 5 ADI'S	18703	2737	35.1	14.6	149	760	45.7	4.1	194	788	31.9	4.2	135	1189	32.4	6.4	137
TOP 10 ADI'S	26158	3498	44.9	13.4	136	912	54.8	3.5	166	1088	44.0	4.2	133	1498	40.9	5.7	124
TOP 20 ADI'S	36612	4432	56.8	12.1	123	1037	62.4	2.8	135	1428	57.8	3.9	125	1967	53.7	5.4	116
HSHLD INC. $50,000 OR MORE	9326	1186	15.2	12.7	129	**273	16.4	2.9	140	*273	11.1	2.9	94	641	17.5	6.9	149
$40,000 OR MORE	18002	2117	27.1	11.8	120	*444	26.7	2.5	118	543	22.0	3.0	97	1130	30.8	6.3	136
$30,000 OR MORE	31361	3407	43.7	10.9	110	634	38.1	2.0	96	891	36.1	2.8	91	1882	51.4	6.0	130
$25,000 OR MORE	39858	4295	55.1	10.8	110	743	44.7	1.9	89	1206	48.8	3.0	97	2345	64.0	5.9	127
$20,000 - $24,999	8664	943	12.1	10.9	111	**204	12.3	2.4	112	*387	15.7	4.5	143	*353	9.6	4.1	88
$15,000 - $19,999	7964	707	9.1	8.9	90	*212	12.7	2.7	127	*242	9.8	3.0	98	*253	6.9	3.2	69
$10,000 - $14,999	11093	1037	13.3	9.3	95	*288	17.3	2.6	124	*358	14.5	3.2	104	*391	10.7	3.5	76
UNDER $10,000	11683	817	10.5	7.0	71	**217	13.0	1.9	89	*277	11.2	2.4	76	*323	8.8	2.8	60
HOUSEHOLD OF 1 PERSON	7453	906	11.6	12.2	124	*197	11.8	2.6	126	393	15.9	5.3	169	317	8.6	4.3	92
2 PEOPLE	24757	1971	25.3	8.0	81	*375	22.5	1.5	72	568	23.0	2.3	74	1028	28.0	4.2	90
3 OR 4 PEOPLE	32682	3615	46.4	11.1	112	769	46.2	2.4	112	1147	46.4	3.5	113	1699	46.4	5.2	112
5 OR MORE PEOPLE	14370	1306	16.7	9.1	92	**322	19.4	2.2	107	*362	14.7	2.5	81	*622	17.0	4.3	94
NO CHILD IN HSHLD	46768	4569	58.6	9.8	99	885	53.2	1.9	90	1486	60.2	3.2	102	2197	59.9	4.7	102
CHILD(REN) UNDER 2 YRS	4799	528	6.8	11.0	112	**113	6.8	2.4	112	**140	5.7	2.9	94	*275	7.5	5.7	124
2 - 5 YEARS	11125	1119	14.3	10.1	102	**192	11.5	1.7	82	*255	10.3	2.3	74	672	18.3	6.0	131
6 - 11 YEARS	14193	1263	16.2	8.9	90	**250	15.0	1.8	84	*442	17.9	3.1	100	571	15.6	4.0	87
12 - 17 YEARS	17402	1739	22.3	10.0	102	*480	28.9	2.8	131	629	25.5	3.6	116	630	17.2	3.6	78
RESIDENCE OWNED	56398	4793	61.5	8.5	86	1010	60.7	1.8	85	1294	52.4	2.3	74	2489	67.9	4.4	95
VALUE: $50,000 OR MORE	34811	3387	43.4	9.7	99	693	41.7	2.0	95	854	34.6	2.5	79	1840	50.2	5.3	114
VALUE: UNDER $50,000	21587	1406	18.0	6.5	66	*317	19.1	1.5	70	*440	17.8	2.0	65	649	17.7	3.0	65

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(MALES)

			ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	7798	100.0	9.8	100	1663	100.0	2.1	100	2470	100.0	3.1	100	3665	100.0	4.6	100
MAGAZINES	QUINTILE 1	16033	2137	27.4	13.3	135	*381	22.9	2.4	113	750	30.4	4.7	150	1006	27.4	6.3	136
	QUINTILE 2	15354	1841	23.6	12.0	122	*333	20.0	2.2	103	519	21.0	3.4	108	990	27.0	6.4	139
	QUINTILE 3	15888	1374	17.6	8.6	88	*348	20.9	2.2	104	*326	13.2	2.1	66	700	19.1	4.4	95
	QUINTILE 4	17310	1401	18.0	8.1	82	*248	14.9	1.4	68	435	17.6	2.5	81	718	19.6	4.1	90
	QUINTILE 5	14677	1045	13.4	7.1	72	*353	21.2	2.4	115	*440	17.8	3.0	96	*252	6.9	1.7	37
NEWSPAPERS	QUINTILE 1	15277	2002	25.7	13.1	133	*407	24.5	2.7	127	582	23.6	3.8	122	1014	27.7	6.6	144
	QUINTILE 2	22745	2310	29.6	10.2	103	*389	23.4	1.7	82	816	33.0	3.6	115	1106	30.2	4.9	105
	QUINTILE 3	10692	926	11.9	8.7	88	**183	11.0	1.7	82	*313	12.7	2.9	94	*430	11.7	4.0	87
	QUINTILE 4	11646	1173	15.0	10.1	102	*278	16.7	2.4	114	*343	13.9	2.9	95	552	15.1	4.7	103
	QUINTILE 5	18903	1387	17.8	7.3	75	*407	24.5	2.2	103	*416	16.8	2.2	71	565	15.4	3.0	65
OUTDOOR	QUINTILE 1	16620	1511	19.4	9.1	92	*193	11.6	1.2	55	587	23.8	3.5	113	731	19.9	4.4	95
	QUINTILE 2	16377	1864	23.9	11.4	116	*411	24.7	2.5	120	488	19.8	3.0	96	965	26.3	5.9	127
	QUINTILE 3	15995	1664	21.3	10.4	106	*368	22.1	2.3	110	611	24.7	3.8	123	685	18.7	4.3	93
	QUINTILE 4	15592	1514	19.4	9.7	99	*399	24.0	2.6	122	*420	17.0	2.7	86	695	19.0	4.5	96
	QUINTILE 5	14679	1246	16.0	8.5	86	**292	17.6	2.0	95	*364	14.7	2.5	80	589	16.1	4.0	87
RADIO-DRIVE TIME	QUINTILE 1	15746	1514	19.4	9.6	98	*338	20.3	2.1	102	*381	15.4	2.4	78	795	21.7	5.0	109
	QUINTILE 2	15067	1426	18.3	9.5	96	*243	14.6	1.6	77	517	20.9	3.4	110	666	18.2	4.4	96
	QUINTILE 3	15631	1857	23.8	11.9	121	*468	28.1	3.0	143	579	23.4	3.7	119	811	22.1	5.2	112
	QUINTILE 4	16245	1576	20.2	9.7	99	*311	18.7	1.9	91	478	19.4	2.9	94	788	21.5	4.9	105
	QUINTILE 5	16573	1424	18.3	8.6	87	*304	18.3	1.8	87	516	20.9	3.1	100	605	16.5	3.7	79
RADIO-MID-DAY	TERCILE 1	21788	2168	27.8	10.0	101	*413	24.8	1.9	90	583	23.6	2.7	86	1172	32.0	5.4	116
	TERCILE 2	21151	2019	25.9	9.5	97	*448	26.9	2.1	101	754	30.5	3.6	114	817	22.3	3.9	84
	TERCILE 3	36323	3612	46.3	9.9	101	802	48.2	2.2	105	1133	45.9	3.1	100	1676	45.7	4.6	100
RADIO-TOTAL	QUINTILE 1	15977	1559	20.0	9.8	99	*372	22.4	2.3	111	*370	15.0	2.3	74	818	22.3	5.1	111
	QUINTILE 2	15923	1591	20.4	10.0	102	*335	20.1	2.1	100	505	20.4	3.2	102	751	20.5	4.7	102
	QUINTILE 3	14980	1548	19.9	10.3	105	**205	12.3	1.4	65	590	23.9	3.9	126	752	20.5	5.0	109
	QUINTILE 4	17123	1813	23.2	10.6	108	*494	29.7	2.9	138	581	23.5	3.4	109	738	20.1	4.3	93
	QUINTILE 5	15260	1287	16.5	8.4	86	*257	15.5	1.7	80	423	17.1	2.8	89	607	16.6	4.0	86
TV-PRIME TIME	QUINTILE 1	15674	1526	19.6	9.7	99	*383	23.0	2.4	116	458	18.5	2.9	94	685	18.7	4.4	95
	QUINTILE 2	15944	1404	18.0	8.8	90	*308	18.5	1.9	92	*355	14.4	2.2	71	741	20.2	4.6	101
	QUINTILE 3	16037	1666	21.4	10.4	106	*299	18.0	1.9	89	575	23.3	3.6	115	792	21.6	4.9	107
	QUINTILE 4	15412	1542	19.8	10.0	102	*324	19.5	2.1	100	483	19.6	3.1	101	735	20.1	4.8	103
	QUINTILE 5	16194	1660	21.3	10.3	104	*349	21.0	2.2	103	600	24.3	3.7	119	712	19.4	4.4	95
TV-DAYTIME	TERCILE 1	19156	1695	21.7	8.8	90	*405	24.4	2.1	101	528	21.4	2.8	88	762	20.8	4.0	86
	TERCILE 2	19343	1826	23.4	9.4	96	*496	29.8	2.6	122	515	20.9	2.7	85	814	22.2	4.2	91
	TERCILE 3	40764	4277	54.8	10.5	107	761	45.8	1.9	89	1427	57.8	3.5	112	2089	57.0	5.1	111
TV-TOTAL	QUINTILE 1	15844	1357	17.4	8.6	87	*263	15.8	1.7	79	451	18.3	2.8	91	643	17.5	4.1	88
	QUINTILE 2	15767	1485	19.0	9.4	96	*410	24.7	2.6	124	*380	15.4	2.4	77	694	18.9	4.4	95
	QUINTILE 3	15775	1511	19.4	9.6	97	*393	23.6	2.5	119	*497	20.1	3.2	101	621	16.9	3.9	85
	QUINTILE 4	15903	1811	23.2	11.4	116	*283	17.0	1.8	85	541	21.9	3.4	109	987	26.9	6.2	134
	QUINTILE 5	15974	1634	21.0	10.2	104	*313	18.8	2.0	93	601	24.3	3.8	121	720	19.6	4.5	97
MAGAZINES-NEWSPAPERS: DUAL		21225	2852	36.6	13.4	137	*488	29.3	2.3	110	949	38.4	4.5	143	1415	38.6	6.7	144
MAGAZINE IMPERATIVE		17728	1769	22.7	10.0	101	*434	26.1	2.4	117	*474	19.2	2.7	86	860	23.5	4.9	105
NEWSPAPER IMPERATIVE		22987	1834	23.5	8.0	81	*377	22.7	1.6	78	588	23.8	2.6	82	869	23.7	3.8	82
MAGAZINES-OUTDOOR: DUAL		16244	1989	25.5	12.2	124	*285	17.1	1.8	84	663	26.8	4.1	131	1041	28.4	6.4	139
MAGAZINE IMPERATIVE		24016	2686	34.4	11.2	114	624	37.5	2.6	124	798	32.3	3.3	107	1265	34.5	5.3	114
OUTDOOR IMPERATIVE		26020	2149	27.6	8.3	84	544	32.7	2.1	100	688	27.9	2.6	85	918	25.0	3.5	76
MAGAZINES-RADIO: DUAL		16918	2069	26.5	12.2	124	*422	25.4	2.5	119	522	21.1	3.1	99	1126	30.7	6.7	144
MAGAZINE IMPERATIVE		23456	2802	35.9	11.9	121	*555	33.4	2.4	113	954	38.6	4.1	131	1293	35.3	5.5	119
RADIO IMPERATIVE		23900	1893	24.3	7.9	81	*427	25.7	1.8	85	610	24.7	2.6	82	856	23.4	3.6	77
MAGAZINES-TELEVISION: DUAL		15791	1631	20.9	10.3	105	*304	18.3	1.9	92	478	19.4	3.0	97	849	23.2	5.4	116
MAGAZINE IMPERATIVE		25476	3204	41.1	12.6	128	574	34.5	2.3	107	994	40.2	3.9	125	1636	44.6	6.4	139
TELEVISION IMPERATIVE		25744	1954	25.1	7.6	77	588	35.4	2.3	109	588	23.8	2.3	73	778	21.2	3.0	65
NEWSPAPERS-OUTDOOR: DUAL		17628	2010	25.8	11.4	116	*233	14.0	1.3	63	699	28.3	4.0	127	1078	29.4	6.1	132
NEWSPAPER IMPERATIVE		26414	2797	35.9	10.6	108	664	39.9	2.5	120	830	33.6	3.1	101	1303	35.6	4.9	107
OUTDOOR IMPERATIVE		23059	2014	25.8	8.7	89	*511	30.7	2.2	106	643	26.0	2.8	89	859	23.4	3.7	81
NEWSPAPERS-RADIO: DUAL		17996	2112	27.1	11.7	119	*422	25.4	2.3	112	661	26.8	3.7	118	1029	28.1	5.7	124
NEWSPAPER IMPERATIVE		26269	2807	36.0	10.7	109	*503	30.2	1.9	91	927	37.5	3.5	113	1377	37.6	5.2	113
RADIO IMPERATIVE		21342	1827	23.4	8.6	87	*443	26.6	2.1	99	494	20.0	2.3	74	890	24.3	4.2	90
NEWSPAPERS-TELEVISION: DUAL		17359	1802	23.1	10.4	106	*417	25.1	2.4	114	610	24.7	3.5	113	775	21.1	4.5	97
NEWSPAPER IMPERATIVE		26889	3094	39.7	11.5	117	503	30.2	1.9	89	997	40.4	3.7	119	1595	43.5	5.9	128
TELEVISION IMPERATIVE		21698	1667	21.4	7.7	78	*457	27.5	2.1	100	*465	18.8	2.1	69	745	20.3	3.4	74
OUTDOOR-RADIO: DUAL		16456	1547	19.8	9.4	96	*258	15.5	1.6	75	500	20.2	3.0	98	789	21.5	4.8	104
OUTDOOR IMPERATIVE		25870	2700	34.6	10.4	106	528	31.7	2.0	97	925	37.4	3.6	115	1248	34.1	4.8	104
RADIO IMPERATIVE		23943	2382	30.5	9.9	101	585	35.2	2.4	116	668	27.0	2.8	90	1128	30.8	4.7	102
OUTDOOR-TELEVISION: DUAL		15918	1610	20.6	10.1	103	*322	19.4	2.0	96	576	23.3	3.6	116	712	19.4	4.5	97
OUTDOOR IMPERATIVE		26398	2852	36.6	10.8	110	458	27.5	1.7	83	979	39.6	3.7	119	1415	38.6	5.4	116
TELEVISION IMPERATIVE		24851	2068	26.5	8.3	85	592	35.6	2.4	114	537	21.7	2.2	69	939	25.6	3.8	82
RADIO-TELEVISION: DUAL		15584	1452	18.6	9.3	95	*298	17.9	1.9	91	469	19.0	3.0	97	685	18.7	4.4	95
RADIO IMPERATIVE		25472	2602	33.4	10.2	104	478	28.7	1.9	89	794	32.1	3.1	100	1330	36.3	5.2	113
TELEVISION IMPERATIVE		25578	2363	30.3	9.2	94	586	35.2	2.3	109	776	31.4	3.0	97	1001	27.3	3.9	85

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	7798	100.0	9.8	100	1663	100.0	2.1	100	2470	100.0	3.1	100	3665	100.0	4.6	100
ATLANTIC MONTHLY	452	**67	0.9	14.8	151	**13	0.8	2.9	137	**24	1.0	5.3	170	**31	0.8	6.9	148
BARRON'S	1058	*95	1.2	9.0	91	**9	0.5	0.9	41	**22	0.9	2.1	67	**64	1.7	6.0	131
BETTER HOMES & GARDENS	4773	456	5.8	9.6	97	**69	4.1	1.4	69	*150	6.1	3.1	101	236	6.4	4.9	107
BON APPETIT	1037	*146	1.9	14.1	143	**19	1.1	1.8	87	**64	2.6	6.2	198	**63	1.7	6.1	131
BUSINESS WEEK	3193	337	4.3	10.6	107	**54	3.2	1.7	81	**79	3.2	2.5	79	*205	5.6	6.4	139
CAR AND DRIVER	2705	358	4.6	13.2	135	**63	3.8	2.3	111	**152	6.2	5.6	180	*143	3.9	5.3	114
CBS MAGAZINE NETWORK (GROSS)	5678	763	9.8	13.4	137	*185	11.1	3.3	155	*255	10.3	4.5	144	323	8.8	5.7	123
CHANGING TIMES	1847	*159	2.0	8.6	88	**21	1.3	1.1	54	**46	1.9	2.5	80	**93	2.5	5.0	109
COLONIAL HOMES	492	**58	0.7	11.8	120	**20	1.2	4.1	194	**6	0.2	1.2	39	**33	0.9	6.7	145
CONDE NAST MAG. PKG. (GROSS)	2066	*107	1.4	5.2	53	**32	1.9	1.5	74	**31	1.3	1.5	48	**44	1.2	2.1	46
CONSUMERS DIGEST	1719	*167	2.1	9.7	99	**41	2.5	2.4	114	**38	1.5	2.2	71	**88	2.4	5.1	111
COSMOPOLITAN	1762	*188	2.4	10.7	108	**45	2.7	2.6	122	**47	1.9	2.7	86	**95	2.6	5.4	117
COUNTRY LIVING	1110	**103	1.3	9.3	94	**23	1.4	2.1	99	**11	0.4	1.0	32	**69	1.9	6.2	134
CUISINE	660	**84	1.1	12.7	129	**31	1.9	4.7	224	**13	0.5	2.0	63	**40	1.1	6.1	131
CYCLE WORLD	1924	*294	3.8	15.3	155	**85	5.1	4.4	211	**92	3.7	4.8	153	**118	3.2	6.1	133
DCI:CREATIVE IDEAS FOR LIV	437	**40	0.5	9.2	93	**5	0.3	1.1	55	**22	0.9	5.0	162	**13	0.4	3.0	64
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*245	3.1	9.8	100	**7	0.4	0.3	13	**84	3.4	3.4	108	*154	4.2	6.2	134
DISCOVER	1279	*163	2.1	12.7	130	**46	2.8	3.6	171	**50	2.0	3.9	125	**67	1.8	5.2	113
EBONY	2898	260	3.3	9.0	91	**73	4.4	2.5	120	*97	3.9	3.3	107	*91	2.5	3.1	68
ESQUIRE	1384	*168	2.2	12.1	123	**42	2.5	3.0	145	**29	1.2	2.1	67	*98	2.7	7.1	153
ESSENCE	850	**91	1.2	10.7	109	**22	1.3	2.6	123	**28	1.1	3.3	106	**41	1.1	4.8	104
FAMILY CIRCLE	2430	*184	2.4	7.6	77	**58	3.5	2.4	114	**48	1.9	2.0	63	**78	2.1	3.2	69
THE FAMILY HANDYMAN	2356	*203	2.6	8.6	88	**14	0.8	0.6	28	**39	1.6	1.7	53	*150	4.1	6.4	138
FAMILY WEEKLY	11533	962	12.3	8.3	85	*152	9.1	1.3	63	299	12.1	2.6	83	510	13.9	4.4	96
FIELD & STREAM	7444	608	7.8	8.2	83	**99	6.0	1.3	63	*260	10.5	3.5	112	250	6.8	3.4	73
FOOD & WINE	416	**47	0.6	11.3	115	**26	1.6	6.3	298	**1	0.0	0.2	8	**20	0.5	4.8	104
FORBES	1865	225	2.9	12.1	123	**58	3.5	3.1	148	**52	2.1	2.8	89	*116	3.2	6.2	135
FORTUNE	1849	272	3.5	14.7	150	**70	4.2	3.8	180	**28	1.1	1.5	49	*174	4.7	9.4	204
GENTLEMEN'S QUARTERLY	2284	256	3.3	11.2	114	**53	3.2	2.3	111	**81	3.3	3.5	114	*122	3.3	5.3	116
GLAMOUR	538	**16	0.2	3.0	30	**5	0.3	0.9	44	**7	0.3	1.3	42	**4	0.1	0.7	16
GOLF DIGEST	1649	*148	1.9	9.0	91	**15	0.9	0.9	43	**59	2.4	3.6	115	**74	2.0	4.5	97
GOLF DIGEST/TENNIS (GROSS)	2294	268	3.4	11.7	119	**98	5.9	4.3	204	**75	3.0	3.3	105	*95	2.6	4.1	90
GOLF MAGAZINE	1577	*173	2.2	11.0	112	**14	0.8	0.9	42	**47	1.9	3.0	96	**112	3.1	7.1	154
GOLF MAGAZINE/SKI (GROSS)	2487	307	3.9	12.3	125	**43	2.6	1.7	82	**78	3.2	3.1	101	*186	5.1	7.5	162
GOOD HOUSEKEEPING	2569	230	2.9	9.0	91	**47	2.8	1.8	87	**88	3.6	3.4	110	*94	2.6	3.7	79
HARPER'S BAZAAR	431	**26	0.3	6.0	61	**6	0.4	1.4	66	**8	0.3	1.9	60	**11	0.3	2.6	55
HEALTH	788	**63	0.8	8.0	81	**12	0.7	1.5	73	**8	0.3	1.0	33	**43	1.2	5.5	118
HEARST MAG CORP. BUY (GROSS)	18781	1748	22.4	9.3	95	375	22.5	2.0	95	448	18.1	2.4	77	925	25.2	4.9	107
HEARST MAN POWER (GROSS)	9169	813	10.4	8.9	90	*161	9.7	1.8	84	*217	8.8	2.4	76	435	11.9	4.7	103
HEARST WOMAN POWER (GROSS)	5452	544	7.0	10.0	101	**112	6.7	2.1	98	*159	6.4	2.9	94	273	7.4	5.0	108
HOUSE BEAUTIFUL	1020	**110	1.4	10.8	110	**35	2.1	3.4	164	**33	1.3	3.2	104	**42	1.1	4.1	89
INC.	993	**73	0.9	7.4	75	**24	1.4	2.4	115	**8	0.3	0.8	26	**40	1.1	4.0	87
JET	2808	362	4.6	12.9	131	**79	4.8	2.8	134	*178	7.2	6.3	203	*105	2.9	3.7	81
LADIES' HOME JOURNAL	1868	**86	1.1	4.6	47	**12	0.7	0.6	31	**13	0.5	0.7	22	**61	1.7	3.3	71
LHJ FAMILY GRP COMBO(GROSS)	3582	244	3.1	6.8	69	**29	1.7	0.8	39	**56	2.3	1.6	50	*159	4.3	4.4	96
LIFE	4817	647	8.3	13.4	137	*134	8.1	2.8	133	*216	8.7	4.5	144	297	8.1	6.2	133
L.A. TIMES HOME MAGAZINE	1465	228	2.9	15.6	158	**47	2.8	3.2	153	**57	2.3	3.9	125	*124	3.4	8.5	183
MADEMOISELLE	460	**12	0.2	2.6	27	**3	0.2	0.7	31	**0	0.0	0.0	0	**9	0.2	2.0	42
MC CALL'S	1764	**104	1.3	5.9	60	**10	0.6	0.6	27	**14	0.6	0.8	25	**80	2.2	4.5	98
MC CALL'S/WRK MOTHER (GROSS)	2062	*149	1.9	7.2	73	**10	0.6	0.5	23	**33	1.3	1.6	51	**106	2.9	5.1	111
MECHANIX ILLUSTRATED	3625	340	4.4	9.4	95	**36	2.2	1.0	47	**96	3.9	2.6	85	*208	5.7	5.7	124
METROPOLITAN HOME	495	**43	0.6	8.7	88	**12	0.7	2.4	116	**8	0.3	1.6	52	**23	0.6	4.6	100
MONEY	3017	459	5.9	15.2	155	**96	5.8	3.2	152	*156	6.3	5.2	166	*207	5.6	6.9	148
MOTHER EARTH NEWS	1203	*204	2.6	17.0	172	**9	0.5	0.7	36	**100	4.0	8.3	267	**95	2.6	7.9	171
MS.	*257	**10	0.1	3.9	40	**0	0.0	0.0	0	**4	0.2	1.6	50	**6	0.2	2.3	50
NATIONAL ENQUIRER	6921	709	9.1	10.2	104	*210	12.6	3.0	145	*158	6.4	2.3	73	341	9.3	4.9	107
NATIONAL GEOGRAPHIC	11626	1469	18.8	12.6	128	*235	14.1	2.0	96	402	16.3	3.5	111	832	22.7	7.2	155
NATIONAL SUNDAY MAGAZINE PKG	49424	5238	67.2	10.6	108	982	59.0	2.0	95	1721	69.7	3.5	112	2535	69.2	5.1	111
NATURAL HISTORY	753	**98	1.3	13.0	132	**30	1.8	4.0	190	**38	1.5	5.0	162	**30	0.8	4.0	86
NEW WOMAN	*296	**14	0.2	4.7	48	**5	0.3	1.7	81	**10	0.4	3.4	108	**0	0.0	0.0	0
NEW YORK INCLUDING CUE	541	**76	1.0	14.0	143	**14	0.8	2.6	123	**25	1.0	4.6	148	**37	1.0	6.8	148
THE NEW YORKER	1078	*181	2.3	16.8	171	**25	1.5	2.3	111	**66	2.7	6.1	196	**91	2.5	8.4	183
NEWSWEEK	9602	1255	16.1	13.1	133	245	14.7	2.6	122	402	16.3	4.2	134	608	16.6	6.3	137
THE N.Y. TIMES DAILY EDITION	1376	242	3.1	17.6	179	**61	3.7	4.4	211	**50	2.0	3.6	117	*131	3.6	9.5	206
THE N.Y. TIMES MAGAZINE	2110	439	5.6	20.8	211	**131	7.9	6.2	296	*104	4.2	4.9	158	205	5.6	9.7	210
OMNI	1927	376	4.8	19.5	198	**61	3.7	3.2	151	**172	7.0	8.9	286	*143	3.9	7.4	160
ON CABLE	911	*108	1.4	11.9	121	**27	1.6	3.0	141	**34	1.4	3.7	120	**47	1.3	5.2	112
1001 HOME IDEAS	927	**96	1.2	10.4	105	**6	0.4	0.6	31	**35	1.4	3.8	121	**56	1.5	6.0	131
ORGANIC GARDENING	1430	*171	2.2	12.0	122	**14	0.8	1.0	47	**57	2.3	4.0	128	**100	2.7	7.0	151
OUTDOOR LIFE	4064	*254	3.3	6.3	64	**44	2.6	1.1	52	**108	4.4	2.7	85	**102	2.8	2.5	54
PARADE MAGAZINE	24538	2813	36.1	11.5	117	579	34.8	2.4	112	909	36.8	3.7	119	1326	36.2	5.4	117

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS %	D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C % ACROSS %	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C % ACROSS %	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES	79263	7798	100.0	9.8	100	1663	100.0	2.1	100	2470	100.0	3.1	100	3665	100.0	4.6	100
PARENTS	1126	*158	2.0	14.0	143	**41	2.5	3.6	174	**40	1.6	3.6	114	**77	2.1	6.8	148
PENTHOUSE	4157	594	7.6	14.3	145	*122	7.3	2.9	140	*162	6.6	3.9	125	311	8.5	7.5	162
PEOPLE	7591	904	11.6	11.9	121	*179	10.8	2.4	112	310	12.6	4.1	131	415	11.3	5.5	118
PLAYBOY	8379	1245	16.0	14.9	151	286	17.2	3.4	163	318	12.9	3.8	122	641	17.5	7.7	165
POPULAR HOT RODDING	2110	*218	2.8	10.3	105	**65	3.9	3.1	147	**69	2.8	3.3	105	**85	2.3	4.0	87
POPULAR MECHANICS	4850	460	5.9	9.5	96	**87	5.2	1.8	85	**76	3.1	1.6	50	297	8.1	6.1	132
POPULAR SCIENCE	3397	380	4.9	11.2	114	**29	1.7	0.9	41	**100	4.0	2.9	94	251	6.8	7.4	160
PREVENTION	1720	*161	2.1	9.4	95	**34	2.0	2.0	94	**55	2.2	3.2	103	*72	2.0	4.2	91
PSYCHOLOGY TODAY	1344	*124	1.6	9.2	94	**40	2.4	3.0	142	**43	1.7	3.2	103	**41	1.1	3.1	66
READER'S DIGEST	16016	1229	15.8	7.7	78	*161	9.7	1.0	48	426	17.2	2.7	85	642	17.5	4.0	87
REDBOOK	1121	**126	1.6	11.2	114	**20	1.2	1.8	85	**23	0.9	2.1	66	**84	2.3	7.5	162
ROAD & TRACK	2161	250	3.2	11.6	118	**48	2.9	2.2	106	**80	3.2	3.7	119	*121	3.3	5.6	121
ROLLING STONE	1948	411	5.3	21.1	214	**82	4.9	4.2	201	**150	6.1	7.7	247	*179	4.9	9.2	199
RUNNER'S WORLD	899	**83	1.1	9.2	94	**4	0.2	0.4	21	**37	1.5	4.1	132	**43	1.2	4.8	103
SATURDAY EVENING POST	841	*83	1.1	9.9	100	**22	1.3	2.6	125	**25	1.0	3.0	95	**37	1.0	4.4	95
SCIENCE 84	841	*137	1.8	16.3	166	**18	1.1	2.1	102	**70	2.8	8.3	267	**50	1.4	5.9	129
SCIENCE DIGEST	1194	**137	1.8	11.5	117	**49	2.9	4.1	196	**57	2.3	4.8	153	**31	0.8	2.6	56
SCIENTIFIC AMERICAN	1379	*210	2.7	15.2	155	**24	1.4	1.7	83	**40	1.6	2.9	93	*146	4.0	10.6	229
SELF	436	**43	0.6	9.9	100	**20	1.2	4.6	219	**14	0.6	3.2	103	**8	0.2	1.8	40
SEVENTEEN	614	**56	0.7	9.1	93	**4	0.2	0.7	31	**0	0.0	0.0	0	**52	1.4	8.5	183
SKI	910	*134	1.7	14.7	150	**30	1.8	3.3	157	**31	1.3	3.4	109	**74	2.0	8.1	176
SMITHSONIAN	2937	432	5.5	14.7	150	**36	2.2	1.2	58	*117	4.7	4.0	128	279	7.6	9.5	205
SOAP OPERA DIGEST	545	**90	1.2	16.5	168	**12	0.7	2.2	105	**34	1.4	6.2	200	**44	1.2	8.1	175
SOUTHERN LIVING	2054	*205	2.6	10.0	101	**2	0.1	0.1	5	**62	2.5	3.0	97	**141	3.8	6.9	148
SPORT	2799	336	4.3	12.0	122	**63	3.8	2.3	107	*141	5.7	5.0	162	*132	3.6	4.7	102
THE SPORTING NEWS	1938	284	3.6	14.7	149	**61	3.7	3.1	150	**126	5.1	6.5	209	**98	2.7	5.1	109
SPORTS AFIELD	3125	*216	2.8	6.9	70	**25	1.5	0.8	38	**84	3.4	2.7	86	**106	2.9	3.4	73
SPORTS ILLUSTRATED	11159	1276	16.4	11.4	116	254	15.3	2.3	108	492	19.9	4.4	141	530	14.5	4.7	103
STAR	4095	326	4.2	8.0	81	**94	5.7	2.3	109	*105	4.3	2.6	82	**127	3.5	3.1	67
SUNDAY	25169	2824	36.2	11.2	114	496	29.8	2.0	94	1092	44.2	4.3	139	1236	33.7	4.9	106
SUNSET	1294	*261	3.3	20.2	205	**65	3.9	5.0	239	**26	1.1	2.0	64	**170	4.6	13.1	284
TV GUIDE	18508	1919	24.6	10.4	105	471	28.3	2.5	121	555	22.5	3.0	96	893	24.4	4.8	104
TENNIS	645	**120	1.5	18.6	189	**84	5.1	13.0	621	**17	0.7	2.6	85	**20	0.5	3.1	67
TIME	12124	1524	19.5	12.6	128	*261	15.7	2.2	103	510	20.6	4.2	135	753	20.5	6.2	134
TOWN & COUNTRY	493	**56	0.7	11.4	115	**11	0.7	2.2	106	**5	0.2	1.0	33	**40	1.1	8.1	175
TRAVEL & LEISURE	1122	*135	1.7	12.0	122	**29	1.7	2.6	123	**20	0.8	1.8	57	**87	2.4	7.8	168
TRUE STORY	690	**48	0.6	7.0	71	**10	0.6	1.4	69	**11	0.4	1.6	51	**27	0.7	3.9	85
U.S.NEWS & WORLD REPORT	6571	641	8.2	9.8	99	**124	7.5	1.9	90	*178	7.2	2.7	87	339	9.2	5.2	112
USA TODAY	3120	438	5.6	14.0	143	**76	4.6	2.4	116	**92	3.7	2.9	95	271	7.4	8.7	188
US	1315	*155	2.0	11.8	120	**22	1.3	1.7	80	**67	2.7	5.1	164	**67	1.8	5.1	110
VOGUE	632	**36	0.5	5.7	58	**3	0.2	0.5	23	**11	0.4	1.7	56	**23	0.6	3.6	79
WALL STREET JOURNAL	4247	501	6.4	11.8	120	**74	4.4	1.7	83	*154	6.2	3.6	116	273	7.4	6.4	139
WEIGHT WATCHERS	398	**29	0.4	7.3	74	**0	0.0	0.0	0	**1	0.0	0.3	8	**28	0.8	7.0	152
WOMAN'S DAY	1139	**70	0.9	6.1	62	**6	0.4	0.5	25	**16	0.6	1.4	45	**48	1.3	4.2	91
WORKING MOTHER	*298	**45	0.6	15.1	153	**0	0.0	0.0	0	**19	0.8	6.4	205	**26	0.7	8.7	189
WORKING WOMAN	327	**35	0.4	10.7	109	**0	0.0	0.0	0	**18	0.7	5.5	177	**17	0.5	5.2	112
WORLD TENNIS	397	**50	0.6	12.6	128	**15	0.9	3.8	180	**11	0.4	2.8	89	**24	0.7	6.0	131
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1235	15.8	12.8	130	*231	13.9	2.4	114	375	15.2	3.9	125	630	17.2	6.5	141
BLAIR INSERTS	43762	5035	64.6	11.5	117	965	58.0	2.2	105	1631	66.0	3.7	120	2440	66.6	5.6	121
DAILY NEWSPAPERS																	
READ ANY	52459	5555	71.2	10.6	108	1056	63.5	2.0	96	1793	72.6	3.4	110	2706	73.8	5.2	112
READ ONE	41891	4266	54.7	10.2	104	793	47.7	1.9	90	1446	58.5	3.5	111	2027	55.3	4.8	105
READ TWO OR MORE	10568	1289	16.5	12.2	124	264	15.9	2.5	119	347	14.0	3.3	105	678	18.5	6.4	139
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	5525	70.9	10.6	108	1052	63.3	2.0	97	1747	70.7	3.4	108	2725	74.4	5.2	113
READ ONE	44561	4539	58.2	10.2	104	876	52.7	2.0	94	1440	58.3	3.2	104	2223	60.7	5.0	108
READ TWO OR MORE	7368	986	12.6	13.4	136	*177	10.6	2.4	114	308	12.5	4.2	134	502	13.7	6.8	147
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.26				21.60				32.81				30.32			
30 DAY REACH	71522	7260	93.1	10.2	103	1548	93.1	2.2	103	2321	94.0	3.2	104	3390	92.5	4.7	103
50 SHWG - 30 DAY AV FREQ	15.55	15.36				11.31				16.88				16.13			
30 DAY REACH	68168	6919	88.7	10.1	103	1464	88.0	2.1	102	2257	91.4	3.3	106	3198	87.3	4.7	101
25 SHWG - 30 DAY AV FREQ	8.43	8.45				6.13				9.38				8.85			
30 DAY REACH	62898	6281	80.5	10.0	102	1328	79.9	2.1	101	2030	82.2	3.2	104	2923	79.8	4.6	101
CABLE TV: HOME WIRED	31664	3061	39.3	9.7	98	708	42.6	2.2	107	1007	40.8	3.2	102	1345	36.7	4.2	92
HOME NOT WIRED	47599	4738	60.8	10.0	101	955	57.4	2.0	96	1463	59.2	3.1	99	2320	63.3	4.9	105
HAVE PAY CABLE	17139	1896	24.3	11.1	112	*424	25.5	2.5	118	645	26.1	3.8	121	828	22.6	4.8	104

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(MALES)

			ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	7798	100.0	9.8	100	1663	100.0	2.1	100	2470	100.0	3.1	100	3665	100.0	4.6	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	4849	62.2	10.2	103	1016	61.1	2.1	102	1566	63.4	3.3	106	2267	61.9	4.8	103
10:00 AM - 3:00 PM		29926	3007	38.6	10.0	102	645	38.8	2.2	103	901	36.5	3.0	97	1461	39.9	4.9	106
3:00 PM - 7:00 PM		37666	3866	49.6	10.3	104	786	47.3	2.1	99	1183	47.9	3.1	101	1896	51.7	5.0	109
7:00 PM - MIDNIGHT		18909	2009	25.8	10.6	108	463	27.8	2.4	117	625	25.3	3.3	106	921	25.1	4.9	105
MIDNIGHT - 6:00 AM		11822	1214	15.6	10.3	104	*210	12.6	1.8	85	415	16.8	3.5	113	589	16.1	5.0	108
6:00 AM - MIDNIGHT		63254	6375	81.8	10.1	102	1335	80.3	2.1	101	2047	82.9	3.2	104	2992	81.6	4.7	102
ENTIRE DAY		64057	6464	82.9	10.1	103	1361	81.8	2.1	101	2072	83.9	3.2	104	3031	82.7	4.7	102
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	1690	21.7	10.2	103	386	23.2	2.3	111	572	23.2	3.4	111	731	19.9	4.4	95
ALL NEWS		3542	344	4.4	9.7	99	**56	3.4	1.6	75	*110	4.5	3.1	100	178	4.9	5.0	109
AOR/PROGRESSIVE		7465	1151	14.8	15.4	157	*214	12.9	2.9	137	380	15.4	5.1	163	558	15.2	7.5	162
BEAUTIFUL MUSIC		5061	542	7.0	10.7	109	**122	7.3	2.4	115	*147	6.0	2.9	93	273	7.4	5.4	117
BLACK		1914	*170	2.2	8.9	90	**27	1.6	1.4	67	**100	4.0	5.2	168	**43	1.2	2.2	49
CLASSICAL		2304	330	4.2	14.3	146	**52	3.1	2.3	108	*99	4.0	4.3	138	*179	4.9	7.8	168
CHR/ROCK		10663	1203	15.4	11.3	115	*224	13.5	2.1	100	433	17.5	4.1	130	545	14.9	5.1	111
COUNTRY		13919	973	12.5	7.0	71	*203	12.2	1.5	70	310	12.6	2.2	71	461	12.6	3.3	72
GOLDEN OLDIES		2040	287	3.7	14.1	143	**60	3.6	2.9	140	**72	2.9	3.5	113	*154	4.2	7.5	163
MOR/NOSTALGIA		5105	578	7.4	11.3	115	*163	9.8	3.2	152	*174	7.0	3.4	109	241	6.6	4.7	102
NEWS/TALK		4764	395	5.1	8.3	84	**83	5.0	1.7	83	*129	5.2	2.7	87	184	5.0	3.9	84
RELIGIOUS		2164	*185	2.4	8.5	87	**26	1.6	1.2	57	**76	3.1	3.5	113	**83	2.3	3.8	83
SOFT ROCK		623	**52	0.7	8.3	85	**4	0.2	0.6	31	**10	0.4	1.6	52	**39	1.1	6.3	135
URBAN CONTEMPORARY		1331	*109	1.4	8.2	83	**13	0.8	1.0	47	**75	3.0	5.6	181	**22	0.6	1.7	36
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	*231	3.0	7.3	74	**47	2.8	1.5	70	**92	3.7	2.9	93	**92	2.5	2.9	62
ABC DIRECTION		2724	274	3.5	10.1	102	**29	1.7	1.1	51	*97	3.9	3.6	114	*147	4.0	5.4	117
ABC ENTERTAINMENT		5256	550	7.1	10.5	106	**113	6.8	2.1	102	*160	6.5	3.0	98	277	7.6	5.3	114
ABC FM		2263	*197	2.5	8.7	88	**47	2.8	2.1	99	**56	2.3	2.5	79	**95	2.6	4.2	91
ABC INFORMATION		5618	605	7.8	10.8	109	**171	10.3	3.0	145	*216	8.7	3.8	123	218	5.9	3.9	84
ABC ROCK		2857	398	5.1	13.9	142	**86	5.2	3.0	143	**109	4.4	3.8	122	*203	5.5	7.1	154
CBS		5953	528	6.8	8.9	90	*99	6.0	1.7	79	*155	6.3	2.6	84	274	7.5	4.6	100
MUTUAL		4979	407	5.2	8.2	83	**91	5.5	1.8	87	*123	5.0	2.5	79	*193	5.3	3.9	84
NBC		7279	560	7.2	7.7	78	*144	8.7	2.0	94	*145	5.9	2.0	64	272	7.4	3.7	81
RADIORADIO		2389	336	4.3	14.1	143	**67	4.0	2.8	134	*124	5.0	5.2	167	*144	3.9	6.0	130
RKO ONE		2583	*274	3.5	10.6	108	**14	0.8	0.5	26	**149	6.0	5.8	185	**111	3.0	4.3	93
RKO TWO		3674	388	5.0	10.6	107	**111	6.7	3.0	144	*139	5.6	3.8	121	*138	3.8	3.8	81
THE SOURCE		3514	467	6.0	13.3	135	**60	3.6	1.7	81	*195	7.9	5.5	178	*212	5.8	6.0	130
NON-WIRED : BLAIR		9864	982	12.6	10.0	101	*202	12.1	2.0	98	323	13.1	3.3	105	457	12.5	4.6	100
INTERNET		13522	1471	18.9	10.9	111	261	15.7	1.9	92	560	22.7	4.1	133	650	17.7	4.8	104
KATZ RADIO GROUP		19321	1988	25.5	10.3	105	377	22.7	2.0	93	602	24.4	3.1	100	1009	27.5	5.2	113
SUPERNET		10739	1020	13.1	9.5	97	*201	12.1	1.9	89	386	15.6	3.6	115	433	11.8	4.0	87
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	457	5.9	9.0	91	98	5.9	1.9	91	177	7.2	3.5	111	181	4.9	3.5	77
WKDAY 9:00 AM - 1:00 PM		5383	446	5.7	8.3	84	92	5.5	1.7	81	170	6.9	3.2	101	184	5.0	3.4	74
WKDAY 1:00 PM - 4:30 PM		6469	577	7.4	8.9	91	134	8.1	2.1	99	179	7.2	2.8	89	264	7.2	4.1	88
WKDAY 4:30 PM - 7:30 PM		19661	1811	23.2	9.2	94	410	24.7	2.1	99	593	24.0	3.0	97	808	22.0	4.1	89
WKDAY 7:30 PM - 8:00 PM		27579	2483	31.8	9.0	92	552	33.2	2.0	95	763	30.9	2.8	89	1169	31.9	4.2	92
WKDAY 11:00 PM - 11:30 PM		22964	2257	28.9	9.8	100	516	31.0	2.2	107	721	29.2	3.1	101	1020	27.8	4.4	96
WKDAY 11:30 PM - 1:00 AM		8158	774	9.9	9.5	96	188	11.3	2.3	110	247	10.0	3.0	97	340	9.3	4.2	90
M-SAT 8-11 PM+SUN 7-11 PM		30140	2909	37.3	9.7	98	639	38.4	2.1	101	879	35.6	2.9	94	1392	38.0	4.6	100
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	154	2.0	7.5	76	**27	1.6	1.3	63	**51	2.1	2.5	80	*76	2.1	3.7	80
ANOTHER WORLD	N	1214	114	1.5	9.4	95	**12	0.7	1.0	47	**42	1.7	3.5	111	**60	1.6	4.9	107
AS THE WORLD TURNS	C	1740	*121	1.6	7.0	71	**24	1.4	1.4	66	**18	0.7	1.0	33	**79	2.2	4.5	98
CAPITOL	C	1016	*109	1.4	10.7	109	**8	0.5	0.8	38	**38	1.5	3.7	120	**63	1.7	6.2	134
CBS MORN. NEWS 1	C	1203	*109	1.4	9.1	92	**43	2.6	3.6	170	**17	0.7	1.4	45	**49	1.3	4.1	88
CBS MORN. NEWS 2	C	773	*85	1.1	11.0	112	**34	2.0	4.4	210	**18	0.7	2.3	75	**33	0.9	4.3	92
DAYS OF OUR LIVES	N	1629	123	1.6	7.6	77	**18	1.1	1.1	53	**52	2.1	3.2	102	**54	1.5	3.3	72
FACTS OF LIFE - DAYTIME	N	961	*71	0.9	7.4	75	**14	0.8	1.5	69	**11	0.4	1.1	37	**46	1.3	4.8	104
FAMILY FEUD	A	1390	99	1.3	7.1	72	**24	1.4	1.7	82	**29	1.2	2.1	67	**46	1.3	3.3	72
GENERAL HOSPITAL	A	1463	148	1.9	10.1	103	**41	2.5	2.8	134	*52	2.1	3.6	114	*56	1.5	3.8	83
GOOD MORNING, AMERICA-730	A	1705	99	1.3	5.8	59	**19	1.1	1.1	53	**45	1.8	2.6	85	*36	1.0	2.1	46
GOOD MORNING, AMERICA-830	A	889	*49	0.6	5.5	56	**5	0.3	0.6	27	**24	1.0	2.7	87	**20	0.5	2.2	49
GUIDING LIGHT	C	1754	160	2.1	9.1	93	**36	2.2	2.1	98	**39	1.6	2.2	71	**85	2.3	4.8	105
ONE LIFE TO LIVE	A	1100	109	1.4	9.9	101	**24	1.4	2.2	104	**34	1.4	3.1	99	**51	1.4	4.6	100
PRESS YOUR LUCK	C	1222	114	1.5	9.3	95	**27	1.6	2.2	105	**48	1.9	3.9	126	**39	1.1	3.2	69
PRICE IS RIGHT 1	C	2692	195	2.5	7.2	74	**42	2.5	1.6	74	*74	3.0	2.7	88	*79	2.2	2.9	63
PRICE IS RIGHT 2	C	2764	209	2.7	7.6	77	**35	2.1	1.3	60	*86	3.5	3.1	100	*88	2.4	3.2	69
RYAN'S HOPE	A	880	*84	1.1	9.5	97	**16	1.0	1.8	87	**26	1.1	3.0	95	**42	1.1	4.8	103
SALE OF THE CENTURY	N	926	102	1.3	11.0	112	**16	1.0	1.7	82	**28	1.1	3.0	97	**58	1.6	6.3	135
SEARCH FOR TOMORROW	N	359	**40	0.5	11.1	113	**4	0.2	1.1	53	**25	1.0	7.0	223	**11	0.3	3.1	66
TODAY SHOW 1	N	1890	178	2.3	9.4	96	**27	1.6	1.4	68	*79	3.2	4.2	134	*71	1.9	3.8	81
TODAY SHOW 2	N	1344	89	1.1	6.6	67	**9	0.5	0.7	32	*39	1.6	2.9	93	*41	1.1	3.1	66
$25,000 PYRAMID	C	1462	127	1.6	8.7	88	**20	1.2	1.4	65	**54	2.2	3.7	119	**54	1.5	3.7	80
WHEEL OF FORTUNE	N	1497	116	1.5	7.7	79	**19	1.1	1.3	60	**32	1.3	2.1	69	**64	1.7	4.3	92
YOUNG AND THE RESTLESS	C	1954	153	2.0	7.8	80	**35	2.1	1.8	85	**33	1.3	1.7	54	*85	2.3	4.4	94
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	252	3.2	9.1	93	**45	2.7	1.6	78	*86	3.5	3.1	100	*121	3.3	4.4	95
NBA PLAYOFF GAME -1	C	3881	442	5.7	11.4	116	*110	6.6	2.8	135	182	7.4	4.7	150	151	4.1	3.9	84
NBC MAJOR LEAGUE PRE-GAME	N	2805	*217	2.8	7.7	79	**55	3.3	2.0	93	**70	2.8	2.5	80	**92	2.5	3.3	71
SPORTSWORLD - SUN	N	2041	182	2.3	8.9	91	**47	2.8	2.3	110	**56	2.3	2.7	88	*78	2.1	3.8	83
SUNDAY MORNING	C	2555	321	4.1	12.6	128	**81	4.9	3.2	151	*83	3.4	3.2	104	*156	4.3	6.1	132

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(MALES)

			ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	7798	100.0	9.8	100	1663	100.0	2.1	100	2470	100.0	3.1	100	3665	100.0	4.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	2170	27.8	8.9	91	451	27.1	1.9	88	726	29.4	3.0	96	993	27.1	4.1	88
NETWORK AFFILIATES - LATE		17197	1648	21.1	9.6	97	392	23.6	2.3	109	490	19.8	2.8	91	766	20.9	4.5	96
INDEPENDENTS - LATE		2887	314	4.0	10.9	111	*60	3.6	2.1	99	85	3.4	2.9	94	169	4.6	5.9	127
TV EvENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	1153	14.8	10.2	104	*230	13.8	2.0	97	385	15.6	3.4	109	538	14.7	4.8	103
ABC MONDAY NIGHT MOVIE	A	4379	400	5.1	9.1	93	*121	7.3	2.8	132	*89	3.6	2.0	65	190	5.2	4.3	94
ABC SUNDAY NIGHT MOVIE	A	9910	962	12.3	9.7	99	259	15.6	2.6	125	310	12.6	3.1	100	393	10.7	4.0	86
ABC WORLD NEWS TONIGHT	A	6212	530	6.8	8.5	87	*94	5.7	1.5	72	184	7.4	3.0	95	252	6.9	4.1	88
AFTERMASH	C	4575	416	5.3	9.1	92	**76	4.6	1.7	79	*133	5.4	2.9	93	*208	5.7	4.5	98
ALICE	C	6777	645	8.3	9.5	97	**151	9.1	2.2	106	*162	6.6	2.4	77	332	9.1	4.9	106
AMERICAN PARADE	C	4868	426	5.5	8.8	89	*119	7.2	2.4	117	*114	4.6	2.3	75	192	5.2	3.9	85
BENSON	A	7593	655	8.4	8.6	88	*164	9.9	2.2	103	197	8.0	2.6	83	295	8.0	3.9	84
BLUE THUNDER	A	6036	534	6.8	8.8	90	**91	5.5	1.5	72	180	7.3	3.0	96	263	7.2	4.4	94
CAGNEY & LACEY	C	7698	742	9.5	9.6	98	*145	8.7	1.9	90	220	8.9	2.9	92	376	10.3	4.9	106
CBS EVENING NEWS-DEAN	C	4066	338	4.3	8.3	84	**88	5.3	2.2	103	*150	6.1	3.7	118	*100	2.7	2.5	53
CBS EVENING NEWS-RATHER	C	8092	709	9.1	8.8	89	182	10.9	2.2	107	227	9.2	2.8	90	299	8.2	3.7	80
CBS SAT. NEWS-SCHIEFFER	C	4795	428	5.5	8.9	91	*126	7.6	2.6	125	*137	5.5	2.9	92	165	4.5	3.4	74
CBS SATURDAY NIGHT MOVIE	C	6034	604	7.7	10.0	102	*129	7.8	2.1	102	199	8.1	3.3	106	276	7.5	4.6	99
CBS WEDNESDAY NIGHT MOVIE	C	4993	481	6.2	9.6	98	*59	3.5	1.2	56	142	5.7	2.8	91	280	7.6	5.6	121
CHEERS	N	6976	833	10.7	11.9	121	157	9.4	2.3	107	265	10.7	3.8	122	411	11.2	5.9	127
DALLAS	C	13575	1071	13.7	7.9	80	*161	9.7	1.2	57	354	14.3	2.6	84	557	15.2	4.1	89
DIFF'RENT STROKES	N	3684	362	4.6	9.8	100	**124	7.5	3.4	160	**48	1.9	1.3	42	*190	5.2	5.2	112
DOUBLE TROUBLE	N	4462	491	6.3	11.0	112	**134	8.1	3.0	143	*140	5.7	3.1	101	*217	5.9	4.9	105
DUCK FACTORY	N	4810	535	6.9	11.1	113	**94	5.7	2.0	93	*155	6.3	3.2	103	286	7.8	5.9	129
DUKES OF HAZZARD	C	5951	464	6.0	7.8	79	**96	5.8	1.6	77	*138	5.6	2.3	74	*230	6.3	3.9	84
DYNASTY	A	11325	1088	14.0	9.6	98	*227	13.7	2.0	96	306	12.4	2.7	87	554	15.1	4.9	106
FACTS OF LIFE	N	4512	361	4.6	8.0	81	**41	2.5	0.9	43	*132	5.3	2.9	94	*188	5.1	4.2	90
FALCON CREST	C	9215	840	10.8	9.1	93	*187	11.2	2.0	97	*237	9.6	2.6	83	416	11.4	4.5	98
FALL GUY	A	8604	813	10.4	9.4	96	*153	9.2	1.8	85	269	10.9	3.1	100	391	10.7	4.5	98
FAMILY TIES	N	4179	464	6.0	11.1	113	**105	6.3	2.5	120	**85	3.4	2.0	65	*273	7.4	6.5	141
FANTASY ISLAND	A	4781	499	6.4	10.4	106	**82	4.9	1.7	82	*174	7.0	3.6	117	243	6.6	5.1	110
FOULUPS,BLEEPS & BLUNDERS	A	6697	728	9.3	10.9	110	*119	7.2	1.8	85	*186	7.5	2.8	89	423	11.5	6.3	137
FOUR SEASONS	C	3873	324	4.2	8.4	85	**58	3.5	1.5	71	**109	4.4	2.8	90	*158	4.3	4.1	88
GIMME A BREAK	N	4310	488	6.3	11.3	115	**81	4.9	1.9	90	**91	3.7	2.1	68	*316	8.6	7.3	159
HART TO HART	A	5751	396	5.1	6.9	70	*110	6.6	1.9	91	*132	5.3	2.3	74	*154	4.2	2.7	58
HILL STREET BLUES	N	8568	932	12.0	10.9	111	*178	10.7	2.1	99	311	12.6	3.6	116	444	12.1	5.2	112
HOTEL	A	8801	621	8.0	7.1	72	*118	7.1	1.3	64	189	7.7	2.1	69	314	8.6	3.6	77
JEFFERSONS	C	6978	618	7.9	8.9	90	**86	5.2	1.2	59	220	8.9	3.2	101	311	8.5	4.5	96
JENNIFER SLEPT HERE	N	3021	*272	3.5	9.0	92	**82	4.9	2.7	129	**63	2.6	2.1	67	**127	3.5	4.2	91
KATE & ALLIE	C	6811	747	9.6	11.0	111	*174	10.5	2.6	122	221	8.9	3.2	104	352	9.6	5.2	112
KNIGHT RIDER	N	5256	571	7.3	10.9	110	*110	6.6	2.1	100	*192	7.8	3.7	117	270	7.4	5.1	111
LOVE BOAT	A	7174	663	8.5	9.2	94	*124	7.5	1.7	82	193	7.8	2.7	86	346	9.4	4.8	104
MAGNUM PI	C	10438	821	10.5	7.9	80	*186	11.2	1.8	85	268	10.9	2.6	82	368	10.0	3.5	76
MAMA'S FAMILY	N	3488	335	4.3	9.6	98	**85	5.1	2.4	116	**85	3.4	2.4	78	*164	4.5	4.7	102
MASTER, THE	N	4127	557	7.1	13.5	137	**98	5.9	2.4	113	*157	6.4	3.8	122	302	8.2	7.3	158
MATT HOUSTON	A	5978	559	7.2	9.4	95	**89	5.4	1.5	71	*167	6.8	2.8	90	304	8.3	5.1	110
NBC MONDAY NIGHT MOVIE	N	10446	1243	15.9	11.9	121	273	16.4	2.6	125	375	15.2	3.6	115	595	16.2	5.7	123
NBC NIGHTLY NEWS	N	5571	540	6.9	9.7	99	*82	4.9	1.5	70	180	7.3	3.2	104	279	7.6	5.0	108
NBC NIGHTLY NEWS-SAT	N	3675	364	4.7	9.9	101	**89	5.4	2.4	115	**146	5.9	4.0	127	*129	3.5	3.5	76
NBC NIGHTLY NEWS-SUN	N	2905	276	3.5	9.5	97	**44	2.6	1.5	72	*122	4.9	4.2	135	*109	3.0	3.8	81
NBC SUNDAY NIGHT MOVIE	N	8352	971	12.5	11.6	118	*258	15.5	3.1	147	*310	12.6	3.7	119	403	11.0	4.8	104
NEWHART	C	6864	803	10.3	11.7	119	*199	12.0	2.9	138	266	10.8	3.9	124	339	9.2	4.9	107
ONE DAY AT A TIME	C	3866	315	4.0	8.1	83	**87	5.2	2.3	107	**63	2.6	1.6	52	*165	4.5	4.3	92
PEOPLE ARE FUNNY	N	3956	342	4.4	8.6	88	**88	5.3	2.2	106	**75	3.0	1.9	61	*179	4.9	4.5	98
REAL PEOPLE	N	6305	510	6.5	8.1	82	**82	4.9	1.3	62	*160	6.5	2.5	81	268	7.3	4.3	92
REMINGTON STEELE	N	5884	520	6.7	8.8	90	**80	4.8	1.4	65	206	8.3	3.5	112	235	6.4	4.0	86
RIPLEY'S BELIEVE IT - NOT	A	5706	580	7.4	10.2	103	*117	7.0	2.1	98	240	9.7	4.2	135	223	6.1	3.9	85
RIPTIDE	N	6202	634	8.1	10.2	104	**91	5.5	1.5	70	*216	8.7	3.5	112	327	8.9	5.3	114
SCARECROW & MRS. KING	C	6513	642	8.2	9.9	100	*169	10.2	2.6	124	185	7.5	2.8	91	288	7.9	4.4	96
SIMON & SIMON	C	8593	786	10.1	9.1	93	*166	10.0	1.9	92	*210	8.5	2.4	78	410	11.2	4.8	103
60 MINUTES	C	13342	1224	15.7	9.2	93	318	19.1	2.4	114	392	15.9	2.9	94	514	14.0	3.9	83
ST. ELSEWHERE	N	6029	663	8.5	11.0	112	*126	7.6	2.1	100	236	9.6	3.9	126	300	8.2	5.0	108
THREE'S COMPANY	A	8565	957	12.3	11.2	114	*166	10.0	1.9	92	233	9.4	2.7	87	558	15.2	6.5	141
T.J. HOOKER	A	7400	664	8.5	9.0	91	*142	8.5	1.9	91	*223	9.0	3.0	97	300	8.2	4.1	88
TONIGHT SHOW	N	2433	270	3.5	11.1	113	*90	5.4	3.7	176	83	3.4	3.4	109	97	2.6	4.0	86
TRAPPER JOHN, M.D.	C	5958	592	7.6	9.9	101	**132	7.9	2.2	106	*169	6.8	2.8	91	292	8.0	4.9	106
TV BLOOPERS & PRAC. JOKES	N	9086	926	11.9	10.2	104	*204	12.3	2.2	107	262	10.6	2.9	93	459	12.5	5.1	109
20/20	A	8306	716	9.2	8.6	88	*99	6.0	1.2	57	246	10.0	3.0	95	371	10.1	4.5	97
WEBSTER	A	6788	540	6.9	8.0	81	*122	7.3	1.8	86	*169	6.8	2.5	80	*249	6.8	3.7	79
WORLD NEWS - SUN	A	2036	245	3.1	12.0	122	**79	4.8	3.9	185	**99	4.0	4.9	156	**66	1.8	3.2	70
YELLOW ROSE	N	3174	250	3.2	7.9	80	**30	1.8	0.9	45	**66	2.7	2.1	67	*153	4.2	4.8	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	1706	21.9	10.5	106	*347	20.9	2.1	101	704	28.5	4.3	139	655	17.9	4.0	87
BASKETBALL - COLLEGE GAMES		10054	1115	14.3	11.1	113	**189	11.4	1.9	90	*319	12.9	3.2	102	607	16.6	6.0	131
BASKETBALL - PRO GAMES		8248	909	11.7	11.0	112	**191	11.5	2.3	110	*318	12.9	3.9	124	*400	10.9	4.8	105
BOWLING		5356	*450	5.8	8.4	85	**154	9.3	2.9	137	**151	6.1	2.8	90	**146	4.0	2.7	59
BOXING		11255	1480	19.0	13.1	134	*366	22.0	3.3	155	535	21.7	4.8	153	579	15.8	5.1	111
FOOTBALL - COLLEGE GAMES		14647	1918	24.6	13.1	133	*435	26.2	3.0	142	673	27.2	4.6	147	811	22.1	5.5	120
FOOTBALL - PRO GAMES		23581	2744	35.2	11.6	118	613	36.9	2.6	124	815	33.0	3.5	111	1316	35.9	5.6	121
GOLF		6145	712	9.1	11.6	118	**112	6.7	1.8	87	**252	10.2	4.1	132	*348	9.5	5.7	122
POST-SEASON COLL. FOOTBALL		12828	1713	22.0	13.4	136	*385	23.2	3.0	143	543	22.0	4.2	136	786	21.4	6.1	133
POST-SEASON PRO FOOTBALL		15397	1775	22.8	11.5	117	*324	19.5	2.1	100	576	23.3	3.7	120	876	23.9	5.7	123
TENNIS		3483	442	5.7	12.7	129	**121	7.3	3.5	166	**63	2.6	1.8	58	*257	7.0	7.4	160
WRESTLING - PROFESSIONAL		6023	591	7.6	9.8	100	**167	10.0	2.8	132	**195	7.9	3.2	104	*230	6.3	3.8	83

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	4798	100.0	5.4	100	780	100.0	0.9	100	1493	100.0	1.7	100	2526	100.0	2.9	100
FEMALE HOMEMAKERS	80986	4481	93.4	5.5	102	680	87.2	0.8	95	1446	96.9	1.8	106	2355	93.2	2.9	102
EMPLOYED MOTHERS	18702	1130	23.6	6.0	111	**155	19.9	0.8	94	*264	17.7	1.4	84	711	28.1	3.8	133
18 - 24	14726	1073	22.4	7.3	134	*355	45.5	2.4	273	*304	20.4	2.1	122	*414	16.4	2.8	98
25 - 34	20202	1290	26.9	6.4	118	**150	19.2	0.7	84	*267	17.9	1.3	78	873	34.6	4.3	151
35 - 44	14781	903	18.8	6.1	113	**150	19.2	1.0	115	*294	19.7	2.0	118	*459	18.2	3.1	109
45 - 54	11449	630	13.1	5.5	101	**36	4.6	0.3	36	**236	15.8	2.1	122	*358	14.2	3.1	110
55 - 64	11846	*444	9.3	3.7	69	**62	7.9	0.5	59	**99	6.6	0.8	50	**283	11.2	2.4	84
65 OR OLDER	15459	*459	9.6	3.0	55	**27	3.5	0.2	20	**294	19.7	1.9	113	**138	5.5	0.9	31
18 - 34	34928	2363	49.2	6.8	125	*505	64.7	1.4	164	571	38.2	1.6	97	1287	51.0	3.7	129
18 - 49	55154	3591	74.8	6.5	120	685	87.8	1.2	141	1026	68.7	1.9	110	1880	74.4	3.4	119
25 - 54	46433	2823	58.8	6.1	112	*336	43.1	0.7	82	797	53.4	1.7	102	1690	66.9	3.6	127
35 - 49	20226	1228	25.6	6.1	112	**179	22.9	0.9	100	*455	30.5	2.2	133	593	23.5	2.9	103
50 OR OLDER	33310	1208	25.2	3.6	67	**95	12.2	0.3	32	*468	31.3	1.4	83	646	25.6	1.9	68
GRADUATED COLLEGE	12110	853	17.8	7.0	130	**96	12.3	0.8	90	*130	8.7	1.1	64	627	24.8	5.2	181
ATTENDED COLLEGE	15309	868	18.1	5.7	105	**85	10.9	0.6	63	**183	12.3	1.2	71	599	23.7	3.9	137
GRADUATED HIGH SCHOOL	36912	1896	39.5	5.1	95	*314	40.3	0.9	96	668	44.7	1.8	107	915	36.2	2.5	87
DID NOT GRADUATE HIGH SCHOOL	24134	1181	24.6	4.9	90	**284	36.4	1.2	133	*512	34.3	2.1	126	*385	15.2	1.6	56
EMPLOYED FULL-TIME	35457	2557	53.3	7.2	133	*327	41.9	0.9	105	695	46.6	2.0	116	1535	60.8	4.3	152
EMPLOYED PART-TIME	8514	*399	8.3	4.7	86	**28	3.6	0.3	37	**64	4.3	0.8	45	*308	12.2	3.6	127
NOT EMPLOYED	44494	1842	38.4	4.1	76	*425	54.5	1.0	108	735	49.2	1.7	98	683	27.0	1.5	54
PROFESSIONAL/MANAGER	10811	896	18.7	8.3	153	**66	8.5	0.6	69	**188	12.6	1.7	103	642	25.4	5.9	208
TECH/CLERICAL/SALES	19640	1216	25.3	6.2	114	**155	19.9	0.8	90	*328	22.0	1.7	99	733	29.0	3.7	131
PRECISION/CRAFT	1023	**92	1.9	9.0	166	**0	0.0	0.0	0	**0	0.0	0.0	0	**92	3.6	9.0	315
OTHER EMPLOYED	12498	752	15.7	6.0	111	**133	17.1	1.1	121	**243	16.3	1.9	115	*376	14.9	3.0	105
SINGLE	15995	1175	24.5	7.3	135	*336	43.1	2.1	238	*278	18.6	1.7	103	561	22.2	3.5	123
MARRIED	51689	2454	51.1	4.7	88	**290	37.2	0.6	64	760	50.9	1.5	87	1403	55.5	2.7	95
DIVORCED/SEPARATED/WIDOWED	20780	1169	24.4	5.6	104	**153	19.6	0.7	84	455	30.5	2.2	130	562	22.2	2.7	95
PARENTS	33922	1821	38.0	5.4	99	*341	43.7	1.0	114	498	33.4	1.5	87	983	38.9	2.9	101
WHITE	76422	4150	86.5	5.4	100	687	88.1	0.9	102	1189	79.6	1.6	92	2274	90.0	3.0	104
BLACK	10066	590	12.3	5.9	108	**85	10.9	0.8	96	*277	18.6	2.8	163	*227	9.0	2.3	79
OTHER	1976	**59	1.2	3.0	55	**7	0.9	0.4	40	**27	1.8	1.4	81	**25	1.0	1.3	44
NORTHEAST-CENSUS	19803	1481	30.9	7.5	138	*228	29.2	1.2	131	540	36.2	2.7	162	713	28.2	3.6	126
NORTH CENTRAL	22181	1003	20.9	4.5	83	**219	28.1	1.0	112	*333	22.3	1.5	89	*451	17.9	2.0	71
SOUTH	30082	1307	27.2	4.3	80	**185	23.7	0.6	70	*488	32.7	1.6	96	634	25.1	2.1	74
WEST	16398	1007	21.0	6.1	113	**148	19.0	0.9	102	**132	8.8	0.8	48	728	28.8	4.4	155
NORTHEAST-MKTG.	20163	1507	31.4	7.5	138	*272	34.9	1.3	153	457	30.6	2.3	134	777	30.8	3.9	135
EAST CENTRAL	13054	599	12.5	4.6	85	**112	14.4	0.9	97	*278	18.6	2.1	126	*209	8.3	1.6	56
WEST CENTRAL	14993	660	13.8	4.4	81	**122	15.6	0.8	92	**185	12.4	1.2	73	*353	14.0	2.4	82
SOUTH	25785	1136	23.7	4.4	81	**131	16.8	0.5	58	*466	31.2	1.8	107	*538	21.3	2.1	73
PACIFIC	14470	898	18.7	6.2	114	**142	18.2	1.0	111	**107	7.2	0.7	44	648	25.7	4.5	157
COUNTY SIZE A	36705	2509	52.3	6.8	126	*479	61.4	1.3	148	706	47.3	1.9	114	1323	52.4	3.6	126
COUNTY SIZE B	26819	1376	28.7	5.1	95	**199	25.5	0.7	84	*471	31.5	1.8	104	707	28.0	2.6	92
COUNTY SIZE C	13597	557	11.6	4.1	76	**91	11.7	0.7	76	**135	9.0	1.0	59	*331	13.1	2.4	85
COUNTY SIZE D	11344	*357	7.4	3.1	58	**11	1.4	0.1	11	**182	12.2	1.6	95	**165	6.5	1.5	51
METRO CENTRAL CITY	26825	1986	41.4	7.4	137	*411	52.7	1.5	174	585	39.2	2.2	129	990	39.2	3.7	129
METRO SUBURBAN	39912	2160	45.0	5.4	100	*327	41.9	0.8	93	702	47.0	1.8	104	1131	44.8	2.8	99
NON METRO	21728	653	13.6	3.0	55	**41	5.3	0.2	21	**207	13.9	1.0	56	*406	16.1	1.9	65
TOP 5 ADI'S	20847	1593	33.2	7.6	141	**308	39.5	1.5	168	390	26.1	1.9	111	894	35.4	4.3	150
TOP 10 ADI'S	28719	2033	42.4	7.1	131	*355	45.5	1.2	140	565	37.8	2.0	117	1113	44.1	3.9	136
TOP 20 ADI'S	40904	2913	60.7	7.1	131	*460	59.0	1.1	128	879	58.9	2.1	127	1575	62.4	3.9	135
HSHLD INC. $50,000 OR MORE	7931	*377	7.9	4.8	88	**60	7.7	0.8	86	**62	4.2	0.8	46	**256	10.1	3.2	113
$40,000 OR MORE	15233	858	17.9	5.6	104	**91	11.7	0.6	68	**144	9.6	0.9	56	*623	24.7	4.1	143
$30,000 OR MORE	28333	1665	34.7	5.9	108	**272	34.9	1.0	109	*356	23.8	1.3	74	1038	41.1	3.7	128
$25,000 OR MORE	36417	2104	43.9	5.8	107	**347	44.5	1.0	108	*421	28.2	1.2	68	1335	52.9	3.7	128
$20,000 - $24,999	9943	598	12.5	6.0	111	**78	10.0	0.8	89	**207	13.9	2.1	123	*313	12.4	3.1	110
$15,000 - $19,999	9211	611	12.7	6.6	122	**104	13.3	1.1	128	*252	16.9	2.7	162	*255	10.1	2.8	97
$10,000 - $14,999	13477	642	13.4	4.8	88	**102	13.1	0.8	86	*240	16.1	1.8	106	*300	11.9	2.2	78
UNDER $10,000	19418	845	17.6	4.4	80	**149	19.1	0.8	87	*373	25.0	1.9	114	*322	12.7	1.7	58
HOUSEHOLD OF 1 PERSON	11987	560	11.7	4.7	86	**101	12.9	0.8	96	*206	13.8	1.7	102	*254	10.1	2.1	74
2 PEOPLE	27046	1723	35.9	6.4	117	**166	21.3	0.6	70	612	41.0	2.3	134	944	37.4	3.5	122
3 OR 4 PEOPLE	34251	1808	37.7	5.3	97	*356	45.6	1.0	118	493	33.0	1.4	85	959	38.0	2.8	98
5 OR MORE PEOPLE	15180	707	14.7	4.7	86	**156	20.0	1.0	117	**182	12.2	1.2	71	*370	14.6	2.4	85
NO CHILD IN HSHLD	49819	2673	55.7	5.4	99	*365	46.8	0.7	83	956	64.0	1.9	114	1352	53.5	2.7	95
CHILD(REN) UNDER 2 YRS	6045	*297	6.2	4.9	91	**76	9.7	1.3	143	**39	2.6	0.6	38	**183	7.2	3.0	106
2 - 5 YEARS	15233	730	15.2	4.8	88	**164	21.0	1.1	122	**152	10.2	1.0	59	*414	16.4	2.7	95
6 - 11 YEARS	16260	997	20.8	6.1	113	**170	21.8	1.0	119	*290	19.4	1.8	106	*537	21.3	3.3	116
12 - 17 YEARS	19173	1056	22.0	5.5	102	**200	25.6	1.0	118	*311	20.8	1.6	96	*545	21.6	2.8	100
RESIDENCE OWNED	61371	2579	53.8	4.2	77	**329	42.2	0.5	61	867	58.1	1.4	84	1383	54.8	2.3	79
VALUE: $50,000 OR MORE	35355	1567	32.7	4.4	82	**193	24.7	0.5	62	*434	29.1	1.2	73	941	37.3	2.7	93
VALUE: UNDER $50,000	26016	1012	21.1	3.9	72	**136	17.4	0.5	59	*433	29.0	1.7	99	*443	17.5	1.7	60

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	4798	100.0	5.4	100	780	100.0	0.9	100	1493	100.0	1.7	100	2526	100.0	2.9	100
MAGAZINES	QUINTILE 1	17988	1385	28.9	7.7	142	**144	18.5	0.8	91	*481	32.2	2.7	158	760	30.1	4.2	148
	QUINTILE 2	19446	1111	23.2	5.7	105	**194	24.9	1.0	113	*229	15.3	1.2	70	688	27.2	3.5	124
	QUINTILE 3	14626	717	14.9	4.9	90	**76	9.7	0.5	59	**166	11.1	1.1	67	*474	18.8	3.2	113
	QUINTILE 4	16014	875	18.2	5.5	101	**191	24.5	1.2	135	*358	24.0	2.2	132	*326	12.9	2.0	71
	QUINTILE 5	20389	710	14.8	3.5	64	**174	22.3	0.9	97	*260	17.4	1.3	76	*277	11.0	1.4	48
NEWSPAPERS	QUINTILE 1	13830	890	18.5	6.4	119	**214	27.4	1.5	175	*280	18.8	2.0	120	*396	15.7	2.9	100
	QUINTILE 2	26350	1533	32.0	5.8	107	**131	16.8	0.5	56	496	33.2	1.9	112	906	35.9	3.4	120
	QUINTILE 3	12415	861	17.9	6.9	128	**130	16.7	1.0	119	**238	15.9	1.9	114	*493	19.5	4.0	139
	QUINTILE 4	21911	1026	21.4	4.7	86	**226	29.0	1.0	117	*299	20.0	1.4	81	*501	19.8	2.3	80
	QUINTILE 5	13960	*488	10.2	3.5	64	**79	10.1	0.6	64	**180	12.1	1.3	76	**229	9.1	1.6	57
OUTDOOR	QUINTILE 1	16810	1190	24.8	7.1	131	**153	19.6	0.9	103	*406	27.2	2.4	143	632	25.0	3.8	132
	QUINTILE 2	17101	1109	23.1	6.5	120	**290	37.2	1.7	192	*286	19.2	1.7	99	532	21.1	3.1	109
	QUINTILE 3	17579	892	18.6	5.1	94	**105	13.5	0.6	68	*224	15.0	1.3	76	*563	22.3	3.2	112
	QUINTILE 4	18343	913	19.0	5.0	92	**123	15.8	0.7	76	*283	19.0	1.5	91	*507	20.1	2.8	97
	QUINTILE 5	18631	694	14.5	3.7	69	**109	14.0	0.6	66	*294	19.7	1.6	94	*291	11.5	1.6	55
RADIO-DRIVE	QUINTILE 1	17390	874	18.2	5.0	93	**98	12.6	0.6	64	*356	23.8	2.0	121	*420	16.6	2.4	85
TIME	QUINTILE 2	16591	1000	20.8	6.0	111	**151	19.4	0.9	103	*260	17.4	1.6	93	590	23.4	3.6	125
	QUINTILE 3	16910	1058	22.1	6.3	115	**230	29.5	1.4	154	*249	16.7	1.5	87	579	22.9	3.4	120
	QUINTILE 4	18002	977	20.4	5.4	100	**205	26.3	1.1	129	*327	21.9	1.8	108	*445	17.6	2.5	87
	QUINTILE 5	19572	890	18.5	4.5	84	**97	12.4	0.5	56	*301	20.2	1.5	91	492	19.5	2.5	88
RADIO-MID-	TERCILE 1	23248	1307	27.2	5.6	104	**255	32.7	1.1	124	*335	22.4	1.4	85	718	28.4	3.1	108
DAY	TERCILE 2	23667	1275	26.6	5.4	99	**157	20.1	0.7	75	*409	27.4	1.7	102	709	28.1	3.0	105
	TERCILE 3	41549	2216	46.2	5.3	98	*368	47.2	0.9	100	750	50.2	1.8	107	1099	43.5	2.6	93
RADIO-TOTAL	QUINTILE 1	17786	985	20.5	5.5	102	**121	15.5	0.7	77	*269	18.0	1.5	90	595	23.6	3.3	117
	QUINTILE 2	17316	1029	21.4	5.9	110	**147	18.8	0.8	96	*356	23.8	2.1	122	*526	20.8	3.0	106
	QUINTILE 3	18428	1010	21.1	5.5	101	**234	30.0	1.3	144	*317	21.2	1.7	102	459	18.2	2.5	87
	QUINTILE 4	17669	995	20.7	5.6	104	**194	24.9	1.1	125	*287	19.2	1.6	96	*514	20.3	2.9	102
	QUINTILE 5	17265	780	16.3	4.5	83	**83	10.6	0.5	55	*265	17.7	1.5	91	*432	17.1	2.5	88
TV-PRIME	QUINTILE 1	17416	904	18.8	5.2	96	**179	22.9	1.0	117	*326	21.8	1.9	111	*400	15.8	2.3	80
TIME	QUINTILE 2	17413	976	20.3	5.6	103	**215	27.6	1.2	140	*225	15.1	1.3	77	537	21.3	3.1	108
	QUINTILE 3	17943	968	20.2	5.4	99	**124	15.9	0.7	78	*331	22.2	1.8	109	512	20.3	2.9	100
	QUINTILE 4	18442	1014	21.1	5.5	101	**126	16.2	0.7	77	*350	23.4	1.9	112	539	21.3	2.9	102
	QUINTILE 5	17250	936	19.5	5.4	100	**136	17.4	0.8	89	**262	17.5	1.5	90	*538	21.3	3.1	109
TV-DAYTIME	TERCILE 1	29966	1564	32.6	5.2	96	*280	35.9	0.9	106	580	38.8	1.9	115	704	27.9	2.3	82
	TERCILE 2	29480	1646	34.3	5.6	103	**293	37.6	1.0	113	556	37.2	1.9	112	797	31.6	2.7	95
	TERCILE 3	29018	1589	33.1	5.5	101	**207	26.5	0.7	81	*358	24.0	1.2	73	1024	40.5	3.5	124
TV-TOTAL	QUINTILE 1	17740	1047	21.8	5.9	109	**238	30.5	1.3	152	*370	24.8	2.1	124	*439	17.4	2.5	87
	QUINTILE 2	17674	761	15.9	4.3	79	**98	12.6	0.6	63	*245	16.4	1.4	82	*418	16.5	2.4	83
	QUINTILE 3	17730	935	19.5	5.3	97	**125	16.0	0.7	80	*332	22.2	1.9	111	477	18.9	2.7	94
	QUINTILE 4	17563	1015	21.2	5.8	107	**156	20.0	0.9	101	*319	21.4	1.8	108	540	21.4	3.1	108
	QUINTILE 5	17757	1041	21.7	5.9	108	**163	20.9	0.9	104	**228	15.3	1.3	76	651	25.8	3.7	128
MAGAZINES-NEWSPAPERS: DUAL		23278	1648	34.3	7.1	131	**250	32.1	1.1	122	476	31.9	2.0	121	922	36.5	4.0	139
MAGAZINE IMPERATIVE		21634	1189	24.8	5.5	101	**135	17.3	0.6	71	*312	20.9	1.4	85	741	29.3	3.4	120
NEWSPAPER IMPERATIVE		23455	1244	25.9	5.3	98	**182	23.3	0.8	88	454	30.4	1.9	115	608	24.1	2.6	91
MAGAZINES-OUTDOOR: DUAL		17482	1299	27.1	7.4	137	**186	23.8	1.1	121	*330	22.1	1.9	112	783	31.0	4.5	157
MAGAZINE IMPERATIVE		28830	1537	32.0	5.3	98	**165	21.2	0.6	65	453	30.3	1.6	93	919	36.4	3.2	112
OUTDOOR IMPERATIVE		26119	1379	28.7	5.3	97	*295	37.8	1.1	128	*476	31.9	1.8	108	608	24.1	2.3	82
MAGAZINES-RADIO: DUAL		20162	1308	27.3	6.5	120	**129	16.5	0.6	73	*393	26.3	1.9	115	786	31.1	3.9	137
MAGAZINE IMPERATIVE		26292	1626	33.9	6.2	114	**259	33.2	1.0	112	*435	29.1	1.7	98	932	36.9	3.5	124
RADIO IMPERATIVE		25308	1274	26.6	5.0	93	**271	34.7	1.1	121	*436	29.2	1.7	102	567	22.4	2.2	78
MAGAZINES-TELEVISION: DUAL		17312	1017	21.2	5.9	108	**169	21.7	1.0	111	*364	24.4	2.1	125	*483	19.1	2.8	98
MAGAZINE IMPERATIVE		29099	1940	40.4	6.7	123	**209	26.8	0.7	81	*476	31.9	1.6	97	1256	49.7	4.3	151
TELEVISION IMPERATIVE		27505	1188	24.8	4.3	80	*268	34.4	1.0	111	*418	28.0	1.5	90	503	19.9	1.8	64
NEWSPAPERS-OUTDOOR: DUAL		18628	1297	27.0	7.0	128	**226	29.0	1.2	138	*353	23.6	1.9	112	719	28.5	3.9	135
NEWSPAPER IMPERATIVE		29178	1484	30.9	5.1	94	**162	20.8	0.6	63	514	34.4	1.8	104	807	31.9	2.8	97
OUTDOOR IMPERATIVE		25260	1423	29.7	5.6	104	**259	33.2	1.0	116	*419	28.1	1.7	98	745	29.5	2.9	103
NEWSPAPERS-RADIO: DUAL		19246	1187	24.7	6.2	114	**137	17.6	0.7	81	*402	26.9	2.1	124	648	25.7	3.4	118
NEWSPAPER IMPERATIVE		28155	1684	35.1	6.0	110	**279	35.8	1.0	112	518	34.7	1.8	109	887	35.1	3.2	110
RADIO IMPERATIVE		25308	1238	25.8	4.9	90	**246	31.5	1.0	110	*372	24.9	1.5	87	621	24.6	2.5	86
NEWSPAPERS-TELEVISION: DUAL		18615	1225	25.5	6.6	121	**229	29.4	1.2	140	*442	29.6	2.4	141	553	21.9	3.0	104
NEWSPAPER IMPERATIVE		29207	1802	37.6	6.2	114	**206	26.4	0.7	80	531	35.6	1.8	108	1065	42.2	3.6	128
TELEVISION IMPERATIVE		25472	1048	21.8	4.1	76	**209	26.8	0.8	93	*308	20.6	1.2	72	531	21.0	2.1	73
OUTDOOR-RADIO: DUAL		17292	1138	23.7	6.6	121	**167	21.4	1.0	110	*320	21.4	1.9	110	651	25.8	3.8	132
OUTDOOR IMPERATIVE		26915	1616	33.7	6.0	111	*328	42.1	1.2	138	*508	34.0	1.9	112	780	30.9	2.9	101
RADIO IMPERATIVE		28938	1407	29.3	4.9	90	**220	28.2	0.8	86	460	30.8	1.6	94	727	28.8	2.5	88
OUTDOOR-TELEVISION: DUAL		16112	1025	21.4	6.4	117	**181	23.2	1.1	127	*307	20.6	1.9	113	537	21.3	3.3	117
OUTDOOR IMPERATIVE		28228	1839	38.3	6.5	120	**303	38.8	1.1	122	510	34.2	1.8	107	1026	40.6	3.6	127
TELEVISION IMPERATIVE		30024	1302	27.1	4.3	80	**177	22.7	0.6	67	541	36.2	1.8	107	584	23.1	1.9	68
RADIO-TELEVISION: DUAL		17803	1094	22.8	6.1	113	**173	22.2	1.0	110	*427	28.6	2.4	142	*494	19.6	2.8	97
RADIO IMPERATIVE		28338	1554	32.4	5.5	101	**216	27.7	0.8	86	*412	27.6	1.5	86	926	36.7	3.3	114
TELEVISION IMPERATIVE		28445	1317	27.4	4.6	85	**230	29.5	0.8	92	*450	30.1	1.6	94	637	25.2	2.2	78

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	4798	100.0	5.4	100	780	100.0	0.9	100	1493	100.0	1.7	100	2526	100.0	2.9	100
ATLANTIC MONTHLY	415	**34	0.7	8.2	151	**2	0.3	0.5	55	**11	0.7	2.7	157	**22	0.9	5.3	186
BARRON'S	522	**71	1.5	13.6	251	**0	0.0	0.0	0	**11	0.7	2.1	125	**60	2.4	11.5	403
BETTER HOMES & GARDENS	17429	907	18.9	5.2	96	**95	12.2	0.5	62	316	21.2	1.8	107	496	19.6	2.8	100
BON APPETIT	2772	*213	4.4	7.7	142	**23	2.9	0.8	94	**72	4.8	2.6	154	**119	4.7	4.3	150
BUSINESS WEEK	1469	*119	2.5	8.1	149	**3	0.4	0.2	23	**15	1.0	1.0	61	**101	4.0	6.9	241
CAR AND DRIVER	397	**82	1.7	20.7	381	**3	0.4	0.8	86	**9	0.6	2.3	134	**69	2.7	17.4	609
CBS MAGAZINE NETWORK (GROSS)	1633	*260	5.4	15.9	294	**9	1.2	0.6	63	**44	2.9	2.7	160	**207	8.2	12.7	444
CHANGING TIMES	1554	*144	3.0	9.3	171	**15	1.9	1.0	109	**49	3.3	3.2	187	**80	3.2	5.1	180
COLONIAL HOMES	1304	**123	2.6	9.4	174	**6	0.8	0.5	52	**59	4.0	4.5	268	**59	2.3	4.5	158
CONDE NAST MAG. PKG. (GROSS)	17858	1290	26.9	7.2	133	*195	25.0	1.1	124	356	23.8	2.0	118	739	29.3	4.1	145
CONSUMERS DIGEST	1406	**81	1.7	5.8	106	**27	3.5	1.9	218	**19	1.3	1.4	80	**34	1.3	2.4	85
COSMOPOLITAN	8815	650	13.5	7.4	136	**112	14.4	1.3	144	*180	12.1	2.0	121	359	14.2	4.1	143
COUNTRY LIVING	2636	*172	3.6	6.5	120	**11	1.4	0.4	47	**53	3.5	2.0	119	*109	4.3	4.1	145
CUISINE	1554	**133	2.8	8.6	158	**13	1.7	0.8	95	**42	2.8	2.7	160	**77	3.0	5.0	174
CYCLE WORLD	469	**83	1.7	17.7	326	**0	0.0	0.0	0	**0	0.0	0.0	0	**83	3.3	17.7	620
DCI:CREATIVE IDEAS FOR LIV	2631	*181	3.8	6.9	127	**6	0.8	0.2	26	**96	6.4	3.6	216	**78	3.1	3.0	104
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	390	8.1	5.5	102	**21	2.7	0.3	34	**154	10.3	2.2	129	*215	8.5	3.0	107
DISCOVER	998	**111	2.3	11.1	205	**33	4.2	3.3	375	**33	2.2	3.3	196	**45	1.8	4.5	158
EBONY	4289	287	6.0	6.7	123	**54	6.9	1.3	143	*119	8.0	2.8	164	*115	4.6	2.7	94
ESQUIRE	1176	*149	3.1	12.7	234	**11	1.4	0.9	106	**64	4.3	5.4	322	**74	2.9	6.3	220
ESSENCE	2392	*142	3.0	5.9	109	**22	2.8	0.9	104	**50	3.3	2.1	124	**70	2.8	2.9	102
FAMILY CIRCLE	17209	876	18.3	5.1	94	**87	11.2	0.5	57	275	18.4	1.6	95	514	20.3	3.0	105
THE FAMILY HANDYMAN	1184	**136	2.8	11.5	212	**11	1.4	0.9	105	**43	2.9	3.6	215	**82	3.2	6.9	243
FAMILY WEEKLY	12391	502	10.5	4.1	75	**64	8.2	0.5	59	*126	8.4	1.0	60	312	12.4	2.5	88
FIELD & STREAM	2438	*186	3.9	7.6	141	**7	0.9	0.3	33	**50	3.3	2.1	122	**129	5.1	5.3	185
FOOD & WINE	614	**58	1.2	9.4	174	**3	0.4	0.5	55	**14	0.9	2.3	135	**42	1.7	6.8	240
FORBES	813	**42	0.9	5.2	95	**4	0.5	0.5	56	**10	0.7	1.2	73	**29	1.1	3.6	125
FORTUNE	1083	**93	1.9	8.6	158	**0	0.0	0.0	0	**19	1.3	1.8	104	**74	2.9	6.8	239
GENTLEMEN'S QUARTERLY	1197	*130	2.7	10.9	200	**12	1.5	1.0	114	**52	3.5	4.3	257	**66	2.6	5.5	193
GLAMOUR	6625	472	9.8	7.1	131	**88	11.3	1.3	151	*128	8.6	1.9	114	256	10.1	3.9	135
GOLF DIGEST	707	**44	0.9	6.2	115	**0	0.0	0.0	0	**11	0.7	1.6	92	**33	1.3	4.7	163
GOLF DIGEST/TENNIS (GROSS)	1316	**109	2.3	8.3	153	**5	0.6	0.4	43	**27	1.8	2.1	122	**77	3.0	5.9	205
GOLF MAGAZINE	469	**39	0.8	8.3	153	**0	0.0	0.0	0	**3	0.2	0.6	38	**37	1.5	7.9	276
GOLF MAGAZINE/SKI (GROSS)	1060	**69	1.4	6.5	120	**0	0.0	0.0	0	**3	0.2	0.3	17	**66	2.6	6.2	218
GOOD HOUSEKEEPING	17784	910	19.0	5.1	94	**81	10.4	0.5	52	311	20.8	1.7	104	518	20.5	2.9	102
HARPER'S BAZAAR	2931	283	5.9	9.7	178	**8	1.0	0.3	31	**120	8.0	4.1	243	*154	6.1	5.3	184
HEALTH	2199	**168	3.5	7.6	141	**0	0.0	0.0	0	**81	5.4	3.7	218	**88	3.5	4.0	140
HEARST MAG CORP. BUY (GROSS)	49148	3079	64.2	6.3	116	325	41.7	0.7	75	963	64.5	2.0	116	1791	70.9	3.6	128
HEARST MAN POWER (GROSS)	2113	*181	3.8	8.6	158	**22	2.8	1.0	118	**36	2.4	1.7	101	**124	4.9	5.9	206
HEARST WOMAN POWER (GROSS)	35062	1969	41.0	5.6	104	243	31.2	0.7	79	636	42.6	1.8	107	1090	43.2	3.1	109
HOUSE BEAUTIFUL	3865	278	5.8	7.2	133	**30	3.8	0.8	88	**43	2.9	1.1	66	*206	8.2	5.3	187
INC.	315	**40	0.8	12.7	234	**2	0.3	0.6	72	**9	0.6	2.9	169	**30	1.2	9.5	334
JET	3690	230	4.8	6.2	115	**48	6.2	1.3	148	**77	5.2	2.1	124	*105	4.2	2.8	100
LADIES' HOME JOURNAL	12930	662	13.8	5.1	94	**37	4.7	0.3	32	*198	13.3	1.5	91	426	16.9	3.3	115
LHJ FAMILY GRP COMBO(GROSS)	18161	1006	21.0	5.5	102	**49	6.3	0.3	31	326	21.8	1.8	106	631	25.0	3.5	122
LIFE	5065	398	8.3	7.9	145	**92	11.8	1.8	206	**92	6.2	1.8	108	*215	8.5	4.2	149
L.A. TIMES HOME MAGAZINE	1310	*114	2.4	8.7	160	**2	0.3	0.2	17	**8	0.5	0.6	36	**104	4.1	7.9	278
MADEMOISELLE	3759	270	5.6	7.2	132	**41	5.3	1.1	124	**53	3.5	1.4	84	*177	7.0	4.7	165
MC CALL'S	14658	742	15.5	5.1	93	**55	7.1	0.4	43	269	18.0	1.8	109	418	16.5	2.9	100
MC CALL'S/WRK MOTHER (GROSS)	15857	824	17.2	5.2	96	**62	7.9	0.4	44	273	18.3	1.7	102	489	19.4	3.1	108
MECHANIX ILLUSTRATED	809	**84	1.8	10.4	191	**7	0.9	0.9	98	**23	1.5	2.8	168	**54	2.1	6.7	234
METROPOLITAN HOME	1009	*162	3.4	16.1	296	**14	1.8	1.4	157	**88	5.9	8.7	517	**60	2.4	5.9	208
MONEY	1707	*165	3.4	9.7	178	**6	0.8	0.4	40	**40	2.7	2.3	139	**118	4.7	6.9	242
MOTHER EARTH NEWS	1123	**79	1.6	7.0	130	**0	0.0	0.0	0	**0	0.0	0.0	0	**79	3.1	7.0	246
MS.	932	**93	1.9	10.0	184	**13	1.7	1.4	158	**6	0.4	0.6	38	**73	2.9	7.8	274
NATIONAL ENQUIRER	11971	620	12.9	5.2	95	**90	11.5	0.8	85	*209	14.0	1.7	103	322	12.7	2.7	94
NATIONAL GEOGRAPHIC	10503	753	15.7	7.2	132	**98	12.6	0.9	106	*165	11.1	1.6	93	490	19.4	4.7	163
NATIONAL SUNDAY MAGAZINE PKG	54325	3273	68.2	6.0	111	533	68.3	1.0	111	1004	67.2	1.8	110	1736	68.7	3.2	112
NATURAL HISTORY	626	**84	1.8	13.4	247	**1	0.1	0.2	18	**3	0.2	0.5	28	**80	3.2	12.8	448
NEW WOMAN	1992	*132	2.8	6.6	122	**5	0.6	0.3	28	**24	1.6	1.2	71	**103	4.1	5.2	181
NEW YORK INCLUDING CUE	547	**48	1.0	8.8	162	**28	3.6	5.1	581	**2	0.1	0.4	22	**18	0.7	3.3	115
THE NEW YORKER	1380	*163	3.4	11.8	218	**22	2.8	1.6	181	**48	3.2	3.5	206	**93	3.7	6.7	236
NEWSWEEK	6925	655	13.7	9.5	174	**54	6.9	0.8	88	*149	10.0	2.2	127	452	17.9	6.5	229
THE N.Y. TIMES DAILY EDITION	1363	*137	2.9	10.1	185	**22	2.8	1.6	183	**23	1.5	1.7	100	**92	3.6	6.7	236
THE N.Y. TIMES MAGAZINE	2333	242	5.0	10.4	191	**39	5.0	1.7	190	**45	3.0	1.9	114	*158	6.3	6.8	237
OMNI	872	**86	1.8	9.9	182	**9	1.2	1.0	117	**22	1.5	2.5	149	**55	2.2	6.3	221
ON CABLE	1298	**109	2.3	8.4	155	**29	3.7	2.2	253	**22	1.5	1.7	100	**58	2.3	4.5	156
1001 HOME IDEAS	3032	*175	3.6	5.8	106	**12	1.5	0.4	45	**46	3.1	1.5	90	**117	4.6	3.9	135
ORGANIC GARDENING	1680	**87	1.8	5.2	95	**0	0.0	0.0	0	**33	2.2	2.0	116	**54	2.1	3.2	113
OUTDOOR LIFE	960	**81	1.7	8.4	156	**0	0.0	0.0	0	**33	2.2	3.4	204	**49	1.9	5.1	179
PARADE MAGAZINE	26755	1894	39.5	7.1	131	344	44.1	1.3	146	654	43.8	2.4	145	896	35.5	3.3	117

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL FEMALES	88464	4798	100.0	5.4	100	780	100.0	0.9	100	1493	100.0	1.7	100	2526	100.0	2.9	100
PARENTS	4173	*296	6.2	7.1	131	**16	2.1	0.4	43	**110	7.4	2.6	156	*170	6.7	4.1	143
PENTHOUSE	973	**106	2.2	10.9	201	**33	4.2	3.4	385	**32	2.1	3.3	195	**41	1.6	4.2	148
PEOPLE	13479	938	19.5	7.0	128	**186	23.8	1.4	157	264	17.7	2.0	116	489	19.4	3.6	127
PLAYBOY	2183	*187	3.9	8.6	158	**16	2.1	0.7	83	**79	5.3	3.6	214	**92	3.6	4.2	148
POPULAR HOT RODDING	388	**24	0.5	6.2	114	**3	0.4	0.8	88	**12	0.8	3.1	183	**8	0.3	2.1	72
POPULAR MECHANICS	1037	**83	1.7	8.0	148	**5	0.6	0.5	55	**5	0.3	0.5	29	**74	2.9	7.1	250
POPULAR SCIENCE	920	**97	2.0	10.5	194	**4	0.5	0.4	49	**14	0.9	1.5	90	**79	3.1	8.6	301
PREVENTION	4071	*172	3.6	4.2	78	**7	0.9	0.2	20	**28	1.9	0.7	41	*137	5.4	3.4	118
PSYCHOLOGY TODAY	1940	*163	3.4	8.4	155	**19	2.4	1.0	111	**43	2.9	2.2	131	**101	4.0	5.2	182
READER'S DIGEST	24031	1233	25.7	5.1	95	**126	16.2	0.5	59	452	30.3	1.9	111	656	26.0	2.7	96
REDBOOK	8464	409	8.5	4.8	89	**50	6.4	0.6	67	*146	9.8	1.7	102	*213	8.4	2.5	88
ROAD & TRACK	429	**75	1.6	17.5	322	**3	0.4	0.7	79	**9	0.6	2.1	124	**62	2.5	14.5	506
ROLLING STONE	1355	*229	4.8	16.9	312	**90	11.5	6.6	753	**28	1.9	2.1	122	*112	4.4	8.3	289
RUNNER'S WORLD	329	**29	0.6	8.8	163	**0	0.0	0.0	0	**6	0.4	1.8	108	**22	0.9	6.7	234
SATURDAY EVENING POST	1268	**54	1.1	4.3	79	**12	1.5	0.9	107	**16	1.1	1.3	75	**25	1.0	2.0	69
SCIENCE 84	702	**47	1.0	6.7	123	**0	0.0	0.0	0	**4	0.3	0.6	34	**44	1.7	6.3	220
SCIENCE DIGEST	553	**62	1.3	11.2	207	**14	1.8	2.5	287	**4	0.3	0.7	43	**44	1.7	8.0	279
SCIENTIFIC AMERICAN	615	**77	1.6	12.5	231	**12	1.5	2.0	221	**23	1.5	3.7	222	**42	1.7	6.8	239
SELF	2683	*212	4.4	7.9	146	**25	3.2	0.9	106	**89	6.0	3.3	197	**99	3.9	3.7	129
SEVENTEEN	3309	*233	4.9	7.0	130	**40	5.1	1.2	137	**129	8.6	3.9	231	**63	2.5	1.9	67
SKI	591	**30	0.6	5.1	94	**0	0.0	0.0	0	**0	0.0	0.0	0	**30	1.2	5.1	178
SMITHSONIAN	3039	239	5.0	7.9	145	**29	3.7	1.0	108	**59	4.0	1.9	115	*150	5.9	4.9	173
SOAP OPERA DIGEST	3683	*174	3.6	4.7	87	**27	3.5	0.7	83	**59	4.0	1.6	95	**88	3.5	2.4	84
SOUTHERN LIVING	4434	*209	4.4	4.7	87	**15	1.9	0.3	38	**58	3.9	1.3	78	**137	5.4	3.1	108
SPORT	701	**73	1.5	10.4	192	**0	0.0	0.0	0	**10	0.7	1.4	85	**63	2.5	9.0	315
THE SPORTING NEWS	518	**72	1.5	13.9	256	**45	5.8	8.7	985	**0	0.0	0.0	0	**27	1.1	5.2	183
SPORTS AFIELD	523	**36	0.8	6.9	127	**4	0.5	0.8	87	**27	1.8	5.2	306	**6	0.2	1.1	40
SPORTS ILLUSTRATED	3325	269	5.6	8.1	149	**84	10.8	2.5	287	**45	3.0	1.4	80	*140	5.5	4.2	147
STAR	8567	570	11.9	6.7	123	**95	12.2	1.1	126	*224	15.0	2.6	155	*250	9.9	2.9	102
SUNDAY	27630	1779	37.1	6.4	119	327	41.9	1.2	134	512	34.3	1.9	110	940	37.2	3.4	119
SUNSET	2219	**85	1.8	3.8	71	**11	1.4	0.5	56	**4	0.3	0.2	11	**71	2.8	3.2	112
TV GUIDE	24258	1421	29.6	5.9	108	*222	28.5	0.9	104	386	25.9	1.6	94	813	32.2	3.4	117
TENNIS	609	**65	1.4	10.7	197	**5	0.6	0.8	93	**16	1.1	2.6	156	**44	1.7	7.2	253
TIME	9929	707	14.7	7.1	131	**97	12.4	1.0	111	*160	10.7	1.6	95	451	17.9	4.5	159
TOWN & COUNTRY	1062	**68	1.4	6.4	118	**5	0.6	0.5	53	**18	1.2	1.7	100	**45	1.8	4.2	148
TRAVEL & LEISURE	1051	**65	1.4	6.2	114	**2	0.3	0.2	22	**5	0.3	0.5	28	**58	2.3	5.5	193
TRUE STORY	3946	*255	5.3	6.5	119	**32	4.1	0.8	92	**118	7.9	3.0	177	**105	4.2	2.7	93
U.S.NEWS & WORLD REPORT	3782	*161	3.4	4.3	78	**8	1.0	0.2	24	**79	5.3	2.1	124	**75	3.0	2.0	69
USA TODAY	1874	*125	2.6	6.7	123	**28	3.6	1.5	169	**29	1.9	1.5	92	**69	2.7	3.7	129
US	2213	*181	3.8	8.2	151	**31	4.0	1.4	159	**66	4.4	3.0	177	**84	3.3	3.8	133
VOGUE	4792	336	7.0	7.0	129	**41	5.3	0.9	97	**87	5.8	1.8	108	207	8.2	4.3	151
WALL STREET JOURNAL	2045	*175	3.6	8.6	158	**47	6.0	2.3	261	**48	3.2	2.3	139	**80	3.2	3.9	137
WEIGHT WATCHERS	2364	*102	2.1	4.3	80	**7	0.9	0.3	34	**18	1.2	0.8	45	**76	3.0	3.2	113
WOMAN'S DAY	15182	759	15.8	5.0	92	**85	10.9	0.6	63	*204	13.7	1.3	80	470	18.6	3.1	108
WORKING MOTHER	1198	**82	1.7	6.8	126	**7	0.9	0.6	66	**4	0.3	0.3	20	**71	2.8	5.9	208
WORKING WOMAN	1523	*129	2.7	8.5	156	**29	3.7	1.9	216	**46	3.1	3.0	179	**54	2.1	3.5	124
WORLD TENNIS	*183	**9	0.2	4.9	91	**0	0.0	0.0	0	**0	0.0	0.0	0	**9	0.4	4.9	172
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*239	5.0	8.6	159	**10	1.3	0.4	41	**38	2.5	1.4	81	*191	7.6	6.9	241
BLAIR INSERTS	47909	3156	65.8	6.6	121	492	63.1	1.0	116	959	64.2	2.0	119	1705	67.5	3.6	125
DAILY NEWSPAPERS																	
READ ANY	56731	3260	67.9	5.7	106	480	61.5	0.8	96	1025	68.7	1.8	107	1756	69.5	3.1	108
READ ONE	47696	2679	55.8	5.6	104	357	45.8	0.7	85	877	58.7	1.8	109	1446	57.2	3.0	106
READ TWO OR MORE	9034	581	12.1	6.4	119	**123	15.8	1.4	154	*148	9.9	1.6	97	310	12.3	3.4	120
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	3537	73.7	6.1	113	554	71.0	1.0	109	1082	72.5	1.9	111	1901	75.3	3.3	115
READ ONE	50513	3062	63.8	6.1	112	426	54.6	0.8	96	959	64.2	1.9	112	1676	66.3	3.3	116
READ TWO OR MORE	7219	476	9.9	6.6	122	**128	16.4	1.8	201	*123	8.2	1.7	101	225	8.9	3.1	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	32.28				33.01				34.79				30.68			
30 DAY REACH	78184	4428	92.3	5.7	104	689	88.3	0.9	100	1330	89.1	1.7	101	2409	95.4	3.1	108
50 SHWG - 30 DAY AV FREQ	14.80	16.87				16.81				18.10				16.20			
30 DAY REACH	74239	4250	88.6	5.7	106	678	86.9	0.9	104	1280	85.7	1.7	102	2292	90.7	3.1	108
25 SHWG - 30 DAY AV FREQ	8.05	9.05				8.69				10.09				8.61			
30 DAY REACH	68254	3980	83.0	5.8	108	660	84.6	1.0	110	1151	77.1	1.7	100	2169	85.9	3.2	111
CABLE TV: HOME WIRED	35215	1884	39.3	5.3	99	*376	48.2	1.1	121	501	33.6	1.4	84	1006	39.8	2.9	100
HOME NOT WIRED	53250	2914	60.7	5.5	101	*403	51.7	0.8	86	992	66.4	1.9	110	1519	60.1	2.9	100
HAVE PAY CABLE	17885	1084	22.6	6.1	112	**178	22.8	1.0	113	*280	18.8	1.6	93	*627	24.8	3.5	123

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	4798	100.0	5.4	100	780	100.0	0.9	100	1493	100.0	1.7	100	2526	100.0	2.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	2699	56.3	5.6	104	423	54.2	0.9	100	872	58.4	1.8	108	1404	55.6	2.9	102
10:00 AM - 3:00 PM	33674	1909	39.8	5.7	105	322	41.3	1.0	108	543	36.4	1.6	96	1045	41.4	3.1	109
3:00 PM - 7:00 PM	34431	1840	38.3	5.3	99	*275	35.3	0.8	91	494	33.1	1.4	85	1071	42.4	3.1	109
7:00 PM - MIDNIGHT	17761	1019	21.2	5.7	106	*150	19.2	0.8	96	297	19.9	1.7	99	573	22.7	3.2	113
MIDNIGHT - 6:00 AM	10087	583	12.2	5.8	107	**82	10.5	0.8	92	*256	17.1	2.5	150	246	9.7	2.4	85
6:00 AM - MIDNIGHT	64318	3669	76.5	5.7	105	599	76.8	0.9	106	1129	75.6	1.8	104	1942	76.9	3.0	106
ENTIRE DAY	65181	3696	77.0	5.7	105	602	77.2	0.9	105	1138	76.2	1.7	103	1956	77.4	3.0	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1073	22.4	6.2	114	*121	15.5	0.7	79	312	20.9	1.8	106	640	25.3	3.7	129
ALL NEWS	2520	*215	4.5	8.5	157	**48	6.2	1.9	216	**26	1.7	1.0	61	**142	5.6	5.6	197
AOR/PROGRESSIVE	4419	396	8.3	9.0	165	**95	12.2	2.1	244	**67	4.5	1.5	90	235	9.3	5.3	186
BEAUTIFUL MUSIC	6119	332	6.9	5.4	100	**42	5.4	0.7	78	**106	7.1	1.7	103	*185	7.3	3.0	106
BLACK	2623	*176	3.7	6.7	124	**25	3.2	1.0	108	**82	5.5	3.1	185	**70	2.8	2.7	93
CLASSICAL	1553	*158	3.3	10.2	188	**25	3.2	1.6	183	**23	1.5	1.5	88	**110	4.4	7.1	248
CHR/ROCK	11282	782	16.3	6.9	128	**123	15.8	1.1	124	*246	16.5	2.2	129	413	16.3	3.7	128
COUNTRY	13343	469	9.8	3.5	65	**91	11.7	0.7	77	*152	10.2	1.1	67	*226	8.9	1.7	59
GOLDEN OLDIES	1299	**101	2.1	7.8	143	**16	2.1	1.2	140	**62	4.2	4.8	283	**23	0.9	1.8	62
MOR/NOSTALGIA	5241	*228	4.8	4.4	80	**13	1.7	0.2	28	**57	3.8	1.1	64	*158	6.3	3.0	106
NEWS/TALK	4165	*149	3.1	3.6	66	**12	1.5	0.3	33	**69	4.6	1.7	98	**69	2.7	1.7	58
RELIGIOUS	3324	**80	1.7	2.4	44	**4	0.5	0.1	14	**19	1.3	0.6	34	**58	2.3	1.7	61
SOFT ROCK	609	**31	0.6	5.1	94	**12	1.5	2.0	223	**4	0.3	0.7	39	**15	0.6	2.5	86
URBAN CONTEMPORARY	1853	*204	4.3	11.0	203	**51	6.5	2.8	312	**81	5.4	4.4	259	**72	2.9	3.9	136
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	*286	6.0	7.7	142	**40	5.1	1.1	122	**80	5.4	2.1	127	*166	6.6	4.5	156
ABC DIRECTION	2488	*136	2.8	5.5	101	**34	4.4	1.4	155	**10	0.7	0.4	24	**92	3.6	3.7	130
ABC ENTERTAINMENT	5129	*218	4.5	4.3	78	**40	5.1	0.8	88	**76	5.1	1.5	88	**102	4.0	2.0	70
ABC FM	2498	*155	3.2	6.2	114	**47	6.0	1.9	213	**51	3.4	2.0	121	**57	2.3	2.3	80
ABC INFORMATION	5721	319	6.6	5.6	103	**51	6.5	0.9	101	**76	5.1	1.3	79	*192	7.6	3.4	118
ABC ROCK	2021	*235	4.9	11.6	214	**111	14.2	5.5	623	**36	2.4	1.8	106	**89	3.5	4.4	154
CBS	4756	*251	5.2	5.3	97	**23	2.9	0.5	55	**76	5.1	1.6	95	**152	6.0	3.2	112
MUTUAL	5272	271	5.6	5.1	95	**34	4.4	0.6	73	**67	4.5	1.3	75	*170	6.7	3.2	113
NBC	4964	*182	3.8	3.7	68	**12	1.5	0.2	27	**65	4.4	1.3	78	**105	4.2	2.1	74
RADIORADIO	2218	*167	3.5	7.5	139	**23	2.9	1.0	118	**69	4.6	3.1	184	**75	3.0	3.4	118
RKO ONE	2565	*190	4.0	7.4	137	**21	2.7	0.8	93	**51	3.4	2.0	118	**117	4.6	4.6	160
RKO TWO	3640	*162	3.4	4.5	82	**19	2.4	0.5	59	**61	4.1	1.7	99	**82	3.2	2.3	79
THE SOURCE	2467	*194	4.0	7.9	145	**55	7.1	2.2	253	**71	4.8	2.9	171	**68	2.7	2.8	97
NON-WIRED : BLAIR	9466	393	8.2	4.2	77	**94	12.1	1.0	113	*124	8.3	1.3	78	*175	6.9	1.8	65
INTERNET	13616	896	18.7	6.6	121	*117	15.0	0.9	97	247	16.5	1.8	107	533	21.1	3.9	137
KATZ RADIO GROUP	16998	996	20.8	5.9	108	*151	19.4	0.9	101	273	18.3	1.6	95	573	22.7	3.4	118
SUPERNET	11622	753	15.7	6.5	119	**114	14.6	1.0	111	*226	15.1	1.9	115	413	16.3	3.6	124
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	459	9.6	4.9	90	*84	10.8	0.9	101	170	11.4	1.8	107	205	8.1	2.2	76
WKDAY 9:00 AM - 1:00 PM	13304	701	14.6	5.3	97	106	13.6	0.8	90	269	18.0	2.0	120	326	12.9	2.5	86
WKDAY 1:00 PM - 4:30 PM	17591	975	20.3	5.5	102	153	19.6	0.9	99	389	26.1	2.2	131	433	17.1	2.5	86
WKDAY 4:30 PM - 7:30 PM	24418	1377	28.7	5.6	104	239	30.6	1.0	111	495	33.2	2.0	120	643	25.5	2.6	92
WKDAY 7:30 PM - 8:00 PM	34400	1737	36.2	5.0	93	279	35.8	0.8	92	560	37.5	1.6	96	897	35.5	2.6	91
WKDAY 11:00 PM - 11:30 PM	26120	1285	26.8	4.9	91	229	29.4	0.9	99	491	32.9	1.9	111	564	22.3	2.2	76
WKDAY 11:30 PM - 1:00 AM	8402	469	9.8	5.6	103	101	12.9	1.2	136	160	10.7	1.9	113	209	8.3	2.5	87
M-SAT 8-11 PM+SUN 7-11 PM	36828	1982	41.3	5.4	99	345	44.2	0.9	106	637	42.7	1.7	102	1000	39.6	2.7	95
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	444	9.3	6.1	113	*60	7.7	0.8	94	169	11.3	2.3	139	214	8.5	3.0	104
ANOTHER WORLD N	4924	218	4.5	4.4	82	**20	2.6	0.4	46	*95	6.4	1.9	114	*103	4.1	2.1	73
AS THE WORLD TURNS C	5966	278	5.8	4.7	86	**30	3.8	0.5	57	*138	9.2	2.3	137	*110	4.4	1.8	65
CAPITOL C	3672	202	4.2	5.5	101	**16	2.1	0.4	49	*101	6.8	2.8	163	**85	3.4	2.3	81
CBS MORN. NEWS 1 C	1590	*78	1.6	4.9	90	**2	0.3	0.1	14	**46	3.1	2.9	171	**29	1.1	1.8	64
CBS MORN. NEWS 2 C	1298	*54	1.1	4.2	77	**1	0.1	0.1	9	**29	1.9	2.2	132	**24	1.0	1.8	65
DAYS OF OUR LIVES N	6389	323	6.7	5.1	93	**38	4.9	0.6	67	141	9.4	2.2	131	145	5.7	2.3	79
FACTS OF LIFE - DAYTIME N	2526	102	2.1	4.0	74	**24	3.1	1.0	108	**28	1.9	1.1	66	*49	1.9	1.9	68
FAMILY FEUD A	3427	182	3.8	5.3	98	**34	4.4	1.0	113	*47	3.1	1.4	81	*101	4.0	2.9	103
GENERAL HOSPITAL A	6870	428	8.9	6.2	115	*106	13.6	1.5	175	147	9.8	2.1	127	175	6.9	2.5	89
GOOD MORNING, AMERICA-730 A	3767	199	4.1	5.3	97	**36	4.6	1.0	108	*81	5.4	2.2	127	*82	3.2	2.2	76
GOOD MORNING, AMERICA-830 A	3076	129	2.7	4.2	77	**11	1.4	0.4	41	*82	5.5	2.7	158	*36	1.4	1.2	41
GUIDING LIGHT C	5789	274	5.7	4.7	87	**35	4.5	0.6	69	*139	9.3	2.4	142	*99	3.9	1.7	60
ONE LIFE TO LIVE A	4918	360	7.5	7.3	135	*76	9.7	1.5	175	*115	7.7	2.3	139	169	6.7	3.4	120
PRESS YOUR LUCK C	2367	109	2.3	4.6	85	**10	1.3	0.4	48	**41	2.7	1.7	103	*59	2.3	2.5	87
PRICE IS RIGHT 1 C	4727	204	4.3	4.3	80	**23	2.9	0.5	55	*110	7.4	2.3	138	*71	2.8	1.5	53
PRICE IS RIGHT 2 C	5511	277	5.8	5.0	93	**35	4.5	0.6	72	*121	8.1	2.2	130	120	4.8	2.2	76
RYAN'S HOPE A	3479	278	5.8	8.0	147	**56	7.2	1.6	183	*118	7.9	3.4	201	*104	4.1	3.0	105
SALE OF THE CENTURY N	2823	162	3.4	5.7	106	**38	4.9	1.3	153	**45	3.0	1.6	94	*78	3.1	2.8	97
SEARCH FOR TOMORROW N	2525	*110	2.3	4.4	80	**18	2.3	0.7	81	**26	1.7	1.0	61	**66	2.6	2.6	92
TODAY SHOW 1 N	2979	126	2.6	4.2	78	**34	4.4	1.1	129	**27	1.8	0.9	54	**64	2.5	2.1	75
TODAY SHOW 2 N	2792	116	2.4	4.2	77	**21	2.7	0.8	85	**43	2.9	1.5	91	*52	2.1	1.9	65
$25,000 PYRAMID C	2899	179	3.7	6.2	114	**28	3.6	1.0	110	*64	4.3	2.2	131	*87	3.4	3.0	105
WHEEL OF FORTUNE N	4689	261	5.4	5.6	103	**57	7.3	1.2	138	*53	3.5	1.1	67	*151	6.0	3.2	113
YOUNG AND THE RESTLESS C	6231	294	6.1	4.7	87	**40	5.1	0.6	73	*137	9.2	2.2	130	*117	4.6	1.9	66
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	*105	2.2	5.3	98	**6	0.8	0.3	35	**32	2.1	1.6	96	**68	2.7	3.4	121
NBA PLAYOFF GAME -1 C	1246	*114	2.4	9.1	169	**10	1.3	0.8	91	**76	5.1	6.1	361	**27	1.1	2.2	76
NBC MAJOR LEAGUE PRE-GAME N	1140	**41	0.9	3.6	66	**5	0.6	0.4	50	**8	0.5	0.7	42	**29	1.1	2.5	89
SPORTSWORLD - SUN N	1328	**30	0.6	2.3	42	**0	0.0	0.0	0	**23	1.5	1.7	103	**7	0.3	0.5	18
SUNDAY MORNING C	1645	**105	2.2	6.4	118	**18	2.3	1.1	124	**37	2.5	2.2	133	**49	1.9	3.0	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED): USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	4798	100.0	5.4	100	780	100.0	0.9	100	1493	100.0	1.7	100	2526	100.0	2.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	1332	27.8	4.8	88	155	19.9	0.6	63	494	33.1	1.8	105	684	27.1	2.4	86
NETWORK AFFILIATES - LATE		21966	1038	21.6	4.7	87	172	22.1	0.8	89	380	25.5	1.7	103	485	19.2	2.2	77
INDEPENDENTS - LATE		2247	189	3.9	8.4	155	**38	4.9	1.7	192	*58	3.9	2.6	153	93	3.7	4.1	145
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	497	10.4	4.3	80	**70	9.0	0.6	69	*147	9.8	1.3	76	279	11.0	2.4	85
ABC MONDAY NIGHT MOVIE	A	6879	334	7.0	4.9	90	**47	6.0	0.7	77	*123	8.2	1.8	106	*164	6.5	2.4	83
ABC SUNDAY NIGHT MOVIE	A	13690	724	15.1	5.3	98	*106	13.6	0.8	88	272	18.2	2.0	118	346	13.7	2.5	89
ABC WORLD NEWS TONIGHT	A	6589	315	6.6	4.8	88	**34	4.4	0.5	59	136	9.1	2.1	122	146	5.8	2.2	78
AFTERMASH	C	6391	456	9.5	7.1	132	**52	6.7	0.8	92	*215	14.4	3.4	199	*189	7.5	3.0	104
ALICE	C	10273	662	13.8	6.4	119	**110	14.1	1.1	121	*264	17.7	2.6	152	288	11.4	2.8	98
AMERICAN PARADE	C	7130	338	7.0	4.7	87	**41	5.3	0.6	65	**122	8.2	1.7	101	*175	6.9	2.5	86
BENSON	A	11665	687	14.3	5.9	109	**96	12.3	0.8	93	*234	15.7	2.0	119	358	14.2	3.1	107
BLUE THUNDER	A	5442	303	6.3	5.6	103	**44	5.6	0.8	92	**44	2.9	0.8	48	*214	8.5	3.9	138
CAGNEY & LACEY	C	10565	524	10.9	5.0	91	**69	8.8	0.7	74	*182	12.2	1.7	102	273	10.8	2.6	90
CBS EVENING NEWS-DEAN	C	3668	*185	3.9	5.0	93	**20	2.6	0.5	62	**70	4.7	1.9	113	**95	3.8	2.6	91
CBS EVENING NEWS-RATHER	C	7561	408	8.5	5.4	99	**31	4.0	0.4	47	154	10.3	2.0	121	223	8.8	2.9	103
CBS SAT. NEWS-SCHIEFFER	C	3948	189	3.9	4.8	88	**35	4.5	0.9	101	**49	3.3	1.2	74	*105	4.2	2.7	93
CBS SATURDAY NIGHT MOVIE	C	5966	343	7.1	5.7	106	**83	10.6	1.4	158	*107	7.2	1.8	106	153	6.1	2.6	90
CBS WEDNESDAY NIGHT MOVIE	C	6529	364	7.6	5.6	103	**81	10.4	1.2	141	*167	11.2	2.6	152	116	4.6	1.8	62
CHEERS	N	9842	605	12.6	6.1	113	**115	14.7	1.2	133	168	11.3	1.7	101	323	12.8	3.3	115
DALLAS	C	23935	1291	26.9	5.4	99	*247	31.7	1.0	117	468	31.3	2.0	116	577	22.8	2.4	84
DIFF'RENT STROKES	N	7574	420	8.8	5.5	102	**55	7.1	0.7	82	**99	6.6	1.3	77	*266	10.5	3.5	123
DOUBLE TROUBLE	N	7786	467	9.7	6.0	111	**132	16.9	1.7	192	*123	8.2	1.6	94	*212	8.4	2.7	95
DUCK FACTORY	N	6290	345	7.2	5.5	101	**72	9.2	1.1	130	**76	5.1	1.2	72	*197	7.8	3.1	110
DUKES OF HAZZARD	C	6402	247	5.1	3.9	71	**36	4.6	0.6	64	**89	6.0	1.4	82	*123	4.9	1.9	67
DYNASTY	A	21955	1138	23.7	5.2	96	*190	24.4	0.9	98	382	25.6	1.7	103	566	22.4	2.6	90
FACTS OF LIFE	N	8898	528	11.0	5.9	109	**136	17.4	1.5	173	*166	11.1	1.9	111	*226	8.9	2.5	89
FALCON CREST	C	21877	1067	22.2	4.9	90	*166	21.3	0.8	86	420	28.1	1.9	114	482	19.1	2.2	77
FALL GUY	A	10045	579	12.1	5.8	106	*113	14.5	1.1	128	178	11.9	1.8	105	287	11.4	2.9	100
FAMILY TIES	N	8922	469	9.8	5.3	97	**122	15.6	1.4	155	*130	8.7	1.5	86	*217	8.6	2.4	85
FANTASY ISLAND	A	8288	507	10.6	6.1	113	**97	12.4	1.2	133	*182	12.2	2.2	130	228	9.0	2.8	96
FOULUPS,BLEEPS & BLUNDERS	A	9891	512	10.7	5.2	95	**116	14.9	1.2	133	*134	9.0	1.4	80	*262	10.4	2.6	93
FOUR SEASONS	C	5429	415	8.6	7.6	141	**75	9.6	1.4	157	**162	10.9	3.0	177	**178	7.0	3.3	115
GIMME A BREAK	N	9646	459	9.6	4.8	88	**146	18.7	1.5	172	*105	7.0	1.1	64	*208	8.2	2.2	76
HART TO HART	A	9983	615	12.8	6.2	114	**104	13.3	1.0	118	*202	13.5	2.0	120	309	12.2	3.1	108
HILL STREET BLUES	N	9688	599	12.5	6.2	114	**127	16.3	1.3	149	*132	8.8	1.4	81	340	13.5	3.5	123
HOTEL	A	15435	739	15.4	4.8	88	*122	15.6	0.8	90	310	20.8	2.0	119	307	12.2	2.0	70
JEFFERSONS	C	10031	672	14.0	6.7	124	*138	17.7	1.4	156	*264	17.7	2.6	156	270	10.7	2.7	94
JENNIFER SLEPT HERE	N	6376	420	8.8	6.6	121	**60	7.7	0.9	107	**93	6.2	1.5	86	*266	10.5	4.2	146
KATE & ALLIE	C	9951	539	11.2	5.4	100	**99	12.7	1.0	113	*168	11.3	1.7	100	*272	10.8	2.7	96
KNIGHT RIDER	N	7908	294	6.1	3.7	69	**53	6.8	0.7	76	**75	5.0	0.9	56	*165	6.5	2.1	73
LOVE BOAT	A	13226	807	16.8	6.1	112	*134	17.2	1.0	115	268	18.0	2.0	120	405	16.0	3.1	107
MAGNUM PI	C	12105	612	12.8	5.1	93	**110	14.1	0.9	103	*174	11.7	1.4	85	328	13.0	2.7	95
MAMA'S FAMILY	N	6364	312	6.5	4.9	90	**59	7.6	0.9	105	**77	5.2	1.2	72	*176	7.0	2.8	97
MASTER, THE	N	3955	*159	3.3	4.0	74	**17	2.2	0.4	49	**46	3.1	1.2	69	**96	3.8	2.4	85
MATT HOUSTON	A	6903	444	9.3	6.4	119	**50	6.4	0.7	82	*132	8.8	1.9	113	262	10.4	3.8	133
NBC MONDAY NIGHT MOVIE	N	13443	700	14.6	5.2	96	*124	15.9	0.9	105	207	13.9	1.5	91	369	14.6	2.7	96
NBC NIGHTLY NEWS	N	5585	272	5.7	4.9	90	**25	3.2	0.4	51	*55	3.7	1.0	58	193	7.6	3.5	121
NBC NIGHTLY NEWS-SAT	N	3688	*207	4.3	5.6	103	**29	3.7	0.8	89	**90	6.0	2.4	145	**88	3.5	2.4	84
NBC NIGHTLY NEWS-SUN	N	3310	**152	3.2	4.6	85	**10	1.3	0.3	34	**62	4.2	1.9	111	**80	3.2	2.4	85
NBC SUNDAY NIGHT MOVIE	N	9238	500	10.4	5.4	100	**116	14.9	1.3	142	**91	6.1	1.0	58	*292	11.6	3.2	111
NEWHART	C	9876	583	12.2	5.9	109	**90	11.5	0.9	103	*166	11.1	1.7	100	327	12.9	3.3	116
ONE DAY AT A TIME	C	7954	393	8.2	4.9	91	**124	15.9	1.6	177	*119	8.0	1.5	89	*150	5.9	1.9	66
PEOPLE ARE FUNNY	N	5182	309	6.4	6.0	110	**47	6.0	0.9	103	**88	5.9	1.7	101	*174	6.9	3.4	118
REAL PEOPLE	N	9674	428	8.9	4.4	82	**71	9.1	0.7	83	*146	9.8	1.5	89	*212	8.4	2.2	77
REMINGTON STEELE	N	8511	354	7.4	4.2	77	**78	10.0	0.9	104	*97	6.5	1.1	68	*179	7.1	2.1	74
RIPLEY'S BELIEVE IT - NOT	A	5656	330	6.9	5.8	108	**49	6.3	0.9	98	**91	6.1	1.6	95	*190	7.5	3.4	118
RIPTIDE	N	7718	252	5.3	3.3	60	**40	5.1	0.5	59	**70	4.7	0.9	54	*142	5.6	1.8	64
SCARECROW & MRS. KING	C	11058	443	9.2	4.0	74	**57	7.3	0.5	58	*157	10.5	1.4	84	229	9.1	2.1	73
SIMON & SIMON	C	11615	595	12.4	5.1	94	**90	11.5	0.8	88	*183	12.3	1.6	93	322	12.7	2.8	97
60 MINUTES	C	14326	618	12.9	4.3	80	**41	5.3	0.3	32	224	15.0	1.6	93	353	14.0	2.5	86
ST. ELSEWHERE	N	7670	453	9.4	5.9	109	**74	9.5	1.0	109	*167	11.2	2.2	129	*211	8.4	2.8	96
THREE'S COMPANY	A	12068	643	13.4	5.3	98	**165	21.2	1.4	155	*185	12.4	1.5	91	294	11.6	2.4	85
T.J. HOOKER	A	9735	560	11.7	5.8	106	**66	8.5	0.7	77	*199	13.3	2.0	121	294	11.6	3.0	106
TONIGHT SHOW	N	2531	139	2.9	5.5	101	**27	3.5	1.1	121	*36	2.4	1.4	84	*76	3.0	3.0	105
TRAPPER JOHN, M.D.	C	10374	630	13.1	6.1	112	**112	14.4	1.1	122	283	19.0	2.7	162	*236	9.3	2.3	80
TV BLOOPERS & PRAC. JOKES	N	9795	511	10.7	5.2	96	**69	8.8	0.7	80	*104	7.0	1.1	63	339	13.4	3.5	121
20/20	A	10009	482	10.0	4.8	89	**40	5.1	0.4	45	*189	12.7	1.9	112	253	10.0	2.5	89
WEBSTER	A	11934	758	15.8	6.4	117	**123	15.8	1.0	117	*203	13.6	1.7	101	432	17.1	3.6	127
WORLD NEWS - SUN	A	3291	*149	3.1	4.5	83	**30	3.8	0.9	103	**44	2.9	1.3	79	**76	3.0	2.3	81
YELLOW ROSE	N	5196	275	5.7	5.3	98	**52	6.7	1.0	114	**94	6.3	1.8	107	*129	5.1	2.5	87
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	644	13.4	6.7	124	**100	12.8	1.0	119	**186	12.5	1.9	115	*359	14.2	3.8	132
BASKETBALL - COLLEGE GAMES		4414	*329	6.9	7.5	137	**21	2.7	0.5	54	**145	9.7	3.3	195	**164	6.5	3.7	130
BASKETBALL - PRO GAMES		3876	*385	8.0	9.9	183	**48	6.2	1.2	140	**136	9.1	3.5	208	**202	8.0	5.2	183
BOWLING		4056	**178	3.7	4.4	81	**112	14.4	2.8	313	**13	0.9	0.3	19	**54	2.1	1.3	47
BOXING		4154	*371	7.7	8.9	165	**81	10.4	1.9	221	**113	7.6	2.7	161	**177	7.0	4.3	149
FOOTBALL - COLLEGE GAMES		6754	*394	8.2	5.8	108	**113	14.5	1.7	190	**74	5.0	1.1	65	**207	8.2	3.1	107
FOOTBALL - PRO GAMES		12364	680	14.2	5.5	101	**59	7.6	0.5	54	**152	10.2	1.2	73	*470	18.6	3.8	133
GOLF		3615	**254	5.3	7.0	130	**72	9.2	2.0	226	**102	6.8	2.8	167	**80	3.2	2.2	78
POST-SEASON COLL. FOOTBALL		5296	*283	5.9	5.3	99	**51	6.5	1.0	109	**52	3.5	1.0	58	**180	7.1	3.4	119
POST-SEASON PRO FOOTBALL		6693	*460	9.6	6.9	127	**30	3.8	0.4	51	**177	11.9	2.6	157	**254	10.1	3.8	133
TENNIS		3281	*227	4.7	6.9	128	**0	0.0	0.0	0	**58	3.9	1.8	105	**169	6.7	5.2	180
WRESTLING - PROFESSIONAL		3672	**210	4.4	5.7	105	**70	9.0	1.9	216	**80	5.4	2.2	129	**59	2.3	1.6	56

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED)-TYPES
(ADULTS)

	TOTAL	ALL USERS				DOMESTIC				IMPORTED							
	U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	12597	100.0	7.5	100	8676	100.0	5.2	100	6895	100.0	4.1	100				
MALES	79263	7798	61.9	9.8	131	5442	62.7	6.9	133	4528	65.7	5.7	139				
FEMALES	88464	4798	38.1	5.4	72	3234	37.3	3.7	71	2366	34.3	2.7	65				
18 - 24	28671	2948	23.4	10.3	137	2156	24.9	7.5	145	1823	26.4	6.4	155				
25 - 34	39536	3592	28.5	9.1	121	2294	26.4	5.8	112	2286	33.2	5.8	141				
35 - 44	28978	2496	19.8	8.6	115	1834	21.1	6.3	122	1113	16.1	3.8	93				
45 - 54	22345	1463	11.6	6.5	87	989	11.4	4.4	86	713	10.3	3.2	78				
55 - 64	22224	1005	8.0	4.5	60	678	7.8	3.1	59	479	6.9	2.2	52				
65 OR OLDER	25973	1093	8.7	4.2	56	726	8.4	2.8	54	481	7.0	1.9	45				
18 - 34	68207	6540	51.9	9.6	128	4450	51.3	6.5	126	4109	59.6	6.0	147				
18 - 49	108058	9852	78.2	9.1	121	6833	78.8	6.3	122	5531	80.2	5.1	125				
25 - 54	90859	7551	59.9	8.3	111	5118	59.0	5.6	109	4113	59.7	4.5	110				
35 - 49	39851	3312	26.3	8.3	111	2383	27.5	6.0	116	1422	20.6	3.6	87				
50 OR OLDER	59669	2745	21.8	4.6	61	1844	21.3	3.1	60	1364	19.8	2.3	56				
GRADUATED COLLEGE	28091	2910	23.1	10.4	138	1875	21.6	6.7	129	2000	29.0	7.1	173				
ATTENDED COLLEGE	28938	2723	21.6	9.4	125	1877	21.6	6.5	125	1597	23.2	5.5	134				
GRADUATED HIGH SCHOOL	65503	4459	35.4	6.8	91	3207	37.0	4.9	95	2248	32.6	3.4	83				
DID NOT GRADUATE HIGH SCHOOL	45195	2505	19.9	5.5	74	1718	19.8	3.8	73	1050	15.2	2.3	57				
EMPLOYED MALES	56429	5929	47.1	10.5	140	3975	45.8	7.0	136	3578	51.9	6.3	154				
EMPLOYED FEMALES	43971	2956	23.5	6.7	90	2071	23.9	4.7	91	1557	22.6	3.5	86				
EMPLOYED FULL-TIME	87773	8049	63.9	9.2	122	5522	63.6	6.3	122	4600	66.7	5.2	127				
EMPLOYED PART-TIME	12627	836	6.6	6.6	88	525	6.1	4.2	80	535	7.8	4.2	103				
NOT EMPLOYED	67327	3712	29.5	5.5	73	2630	30.3	3.9	76	1760	25.5	2.6	64				
PROFESSIONAL/MANAGER	25845	2817	22.4	10.9	145	1901	21.9	7.4	142	1787	25.9	6.9	168				
TECH/CLERICAL/SALES	30895	2595	20.6	8.4	112	1697	19.6	5.5	106	1389	20.1	4.5	109				
PRECISION/CRAFT	12629	1202	9.5	9.5	127	862	9.9	6.8	132	718	10.4	5.7	138				
OTHER EMPLOYED	31031	2271	18.0	7.3	97	1587	18.3	5.1	99	1242	18.0	4.0	97				
SINGLE	35557	3912	31.1	11.0	146	2618	30.2	7.4	142	2711	39.3	7.6	185				
MARRIED	103585	6852	54.4	6.6	88	4905	56.5	4.7	92	3213	46.6	3.1	75				
DIVORCED/SEPARATED/WIDOWED	28585	1833	14.6	6.4	85	1153	13.3	4.0	78	971	14.1	3.4	83				
PARENTS	59295	4271	33.9	7.2	96	3043	35.1	5.1	99	1974	28.6	3.3	81				
WHITE	146081	10947	86.9	7.5	100	7455	85.9	5.1	99	6204	90.0	4.2	103				
BLACK	17974	1353	10.7	7.5	100	999	11.5	5.6	107	558	8.1	3.1	76				
OTHER	3672	**297	2.4	8.1	108	**223	2.6	6.1	117	**134	1.9	3.6	89				
NORTHEAST-CENSUS	37005	4379	34.8	11.8	158	3253	37.5	8.8	170	2308	33.5	6.2	152				
NORTH CENTRAL	42642	2472	19.6	5.8	77	1635	18.8	3.8	74	1227	17.8	2.9	70				
SOUTH	56777	2963	23.5	5.2	69	2135	24.6	3.8	73	1447	21.0	2.5	62				
WEST	31303	2783	22.1	8.9	118	1654	19.1	5.3	102	1913	27.7	6.1	149				
NORTHEAST-MKTG.	38125	4346	34.5	11.4	152	3173	36.6	8.3	161	2333	33.8	6.1	149				
EAST CENTRAL	24794	1698	13.5	6.8	91	1234	14.2	5.0	96	847	12.3	3.4	83				
WEST CENTRAL	28511	1494	11.9	5.2	70	952	11.0	3.3	65	799	11.6	2.8	68				
SOUTH	48953	2546	20.2	5.2	69	1820	21.0	3.7	72	1198	17.4	2.4	60				
PACIFIC	27344	2513	19.9	9.2	122	1498	17.3	5.5	106	1719	24.9	6.3	153				
COUNTY SIZE A	69301	6514	51.7	9.4	125	4260	49.1	6.1	119	3714	53.9	5.4	130				
COUNTY SIZE B	50633	3805	30.2	7.5	100	2755	31.8	5.4	105	1981	28.7	3.9	95				
COUNTY SIZE C	26259	1516	12.0	5.8	77	1126	13.0	4.3	83	873	12.7	3.3	81				
COUNTY SIZE D	21534	761	6.0	3.5	47	*537	6.2	2.5	48	*327	4.7	1.5	37				
METRO CENTRAL CITY	50014	4795	38.1	9.6	128	3253	37.5	6.5	126	2705	39.2	5.4	132				
METRO SUBURBAN	76832	5942	47.2	7.7	103	4038	46.5	5.3	102	3261	47.3	4.2	103				
NON METRO	40881	1859	14.8	4.5	61	1386	16.0	3.4	66	929	13.5	2.3	55				
TOP 5 ADI'S	39550	4329	34.4	10.9	146	2760	31.8	7.0	135	2551	37.0	6.5	157				
TOP 10 ADI'S	54877	5531	43.9	10.1	134	3533	40.7	6.4	124	3236	46.9	5.9	143				
TOP 20 ADI'S	77516	7345	58.3	9.5	126	4671	53.8	6.0	116	4285	62.1	5.5	134				
HSHLD INC. $50,000 OR MORE	17257	1563	12.4	9.1	121	1033	11.9	6.0	116	1002	14.5	5.8	141				
$40,000 OR MORE	33235	2975	23.6	9.0	119	1902	21.9	5.7	111	1894	27.5	5.7	139				
$30,000 OR MORE	59693	5072	40.3	8.5	113	3430	39.5	5.7	111	3123	45.3	5.2	127				
$25,000 OR MORE	76275	6398	50.8	8.4	112	4280	49.3	5.6	108	3836	55.6	5.0	122				
$20,000 - $24,999	18607	1541	12.2	8.3	110	1212	14.0	6.5	126	793	11.5	4.3	104				
$15,000 - $19,999	17175	1317	10.5	7.7	102	866	10.0	5.0	97	806	11.7	4.7	114				
$10,000 - $14,999	24569	1679	13.3	6.8	91	1253	14.4	5.1	99	681	9.9	2.8	67				
UNDER $10,000	31101	1661	13.2	5.3	71	1065	12.3	3.4	66	779	11.3	2.5	61				
HOUSEHOLD OF 1 PERSON	19441	1467	11.6	7.5	100	909	10.5	4.7	90	1020	14.8	5.2	128				
2 PEOPLE	51803	3694	29.3	7.1	95	2436	28.1	4.7	91	2184	31.7	4.2	103				
3 OR 4 PEOPLE	66933	5423	43.0	8.1	108	3969	45.7	5.9	115	2626	38.1	3.9	95				
5 OR MORE PEOPLE	29550	2013	16.0	6.8	91	1361	15.7	4.6	89	1066	15.5	3.6	88				
NO CHILD IN HSHLD	96587	7242	57.5	7.5	100	4841	55.8	5.0	97	4299	62.3	4.5	108				
CHILD(REN) UNDER 2 YRS	10844	825	6.5	7.6	101	474	5.5	4.4	85	541	7.8	5.0	121				
2 - 5 YEARS	26358	1849	14.7	7.0	93	1352	15.6	5.1	99	793	11.5	3.0	73				
6 - 11 YEARS	30453	2259	17.9	7.4	99	1634	18.8	5.4	104	1045	15.2	3.4	83				
12 - 17 YEARS	36575	2794	22.2	7.6	102	2026	23.4	5.5	107	1378	20.0	3.8	92				
RESIDENCE OWNED	117770	7372	58.5	6.3	83	5058	58.3	4.3	83	3967	57.5	3.4	82				
VALUE: $50,000 OR MORE	70166	4954	39.3	7.1	94	3299	38.0	4.7	91	2830	41.0	4.0	98				
VALUE: UNDER $50,000	47604	2418	19.2	5.1	68	1759	20.3	3.7	71	1137	16.5	2.4	58				

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ALE (DOMESTIC OR IMPORTED)-TYPES
(ADULTS)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	DOMESTIC A '000	DOMESTIC B % DOWN	DOMESTIC C % ACROSS	DOMESTIC D INDX	IMPORTED A '000	IMPORTED B % DOWN	IMPORTED C % ACROSS	IMPORTED D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	12597	100.0	7.5	100	8676	100.0	5.2	100	6895	100.0	4.1	100				
MAGAZINES	QUINTILE 1	34022	3522	28.0	10.4	138	2264	26.1	6.7	129	2218	32.2	6.5	159				
	QUINTILE 2	34800	2952	23.4	8.5	113	2164	24.9	6.2	120	1535	22.3	4.4	107				
	QUINTILE 3	30514	2091	16.6	6.9	91	1495	17.2	4.9	95	1051	15.2	3.4	84				
	QUINTILE 4	33324	2276	18.1	6.8	91	1541	17.8	4.6	89	1217	17.7	3.7	89				
	QUINTILE 5	35066	1755	13.9	5.0	67	1214	14.0	3.5	67	874	12.7	2.5	61				
NEWSPAPERS	QUINTILE 1	29107	2892	23.0	9.9	132	2071	23.9	7.1	138	1624	23.6	5.6	136				
	QUINTILE 2	49095	3843	30.5	7.8	104	2719	31.3	5.5	107	1965	28.5	4.0	97				
	QUINTILE 3	23107	1787	14.2	7.7	103	1153	13.3	5.0	96	1116	16.2	4.8	117				
	QUINTILE 4	33556	2199	17.5	6.6	87	1620	18.7	4.8	93	1075	15.6	3.2	78				
	QUINTILE 5	32863	1876	14.9	5.7	76	1114	12.8	3.4	66	1116	16.2	3.4	83				
OUTDOOR	QUINTILE 1	33431	2701	21.4	8.1	108	1949	22.5	5.8	113	1395	20.2	4.2	102				
	QUINTILE 2	33478	2972	23.6	8.9	118	2011	23.2	6.0	116	1728	25.1	5.2	126				
	QUINTILE 3	33574	2556	20.3	7.6	101	1612	18.6	4.8	93	1402	20.3	4.2	102				
	QUINTILE 4	33935	2428	19.3	7.2	95	1665	19.2	4.9	95	1347	19.5	4.0	97				
	QUINTILE 5	33310	1940	15.4	5.8	78	1440	16.6	4.3	84	1024	14.9	3.1	75				
RADIO-DRIVE TIME	QUINTILE 1	33136	2388	19.0	7.2	96	1703	19.6	5.1	99	1214	17.6	3.7	89				
	QUINTILE 2	31658	2427	19.3	7.7	102	1533	17.7	4.8	94	1370	19.9	4.3	105				
	QUINTILE 3	32541	2915	23.1	9.0	119	2030	23.4	6.2	121	1617	23.5	5.0	121				
	QUINTILE 4	34247	2553	20.3	7.5	99	1766	20.4	5.2	100	1479	21.5	4.3	105				
	QUINTILE 5	36144	2314	18.4	6.4	85	1644	18.9	4.5	88	1215	17.6	3.4	82				
RADIO-MID-DAY	TERCILE 1	45037	3475	27.6	7.7	103	2392	27.6	5.3	103	1911	27.7	4.2	103				
	TERCILE 2	44819	3294	26.1	7.3	98	2249	25.9	5.0	97	1768	25.6	3.9	96				
	TERCILE 3	77872	5828	46.3	7.5	100	4036	46.5	5.2	100	3217	46.7	4.1	100				
RADIO-TOTAL	QUINTILE 1	33763	2544	20.2	7.5	100	1697	19.6	5.0	97	1356	19.7	4.0	98				
	QUINTILE 2	33240	2620	20.8	7.9	105	1795	20.7	5.4	104	1453	21.1	4.4	106				
	QUINTILE 3	33408	2558	20.3	7.7	102	1712	19.7	5.1	99	1531	22.2	4.6	111				
	QUINTILE 4	34792	2808	22.3	8.1	107	2023	23.3	5.8	112	1445	21.0	4.2	101				
	QUINTILE 5	32524	2067	16.4	6.4	85	1450	16.7	4.5	86	1110	16.1	3.4	83				
TV-PRIME TIME	QUINTILE 1	33090	2430	19.3	7.3	98	1817	20.9	5.5	106	1126	16.3	3.4	83				
	QUINTILE 2	33357-	2380	18.9	7.1	95	1595	18.4	4.8	92	1246	18.1	3.7	91				
	QUINTILE 3	33980	2634	20.9	7.8	103	1757	20.3	5.2	100	1480	21.5	4.4	106				
	QUINTILE 4	33854	2556	20.3	7.6	101	1759	20.3	5.2	100	1482	21.5	4.4	106				
	QUINTILE 5	33444	2596	20.6	7.8	103	1748	20.1	5.2	101	1561	22.6	4.7	114				
TV-DAYTIME	TERCILE 1	49121	3259	25.9	6.6	88	2287	26.4	4.7	90	1641	23.8	3.3	81				
	TERCILE 2	48823	3472	27.6	7.1	95	2452	28.3	5.0	97	1733	25.1	3.5	86				
	TERCILE 3	69782	5866	46.6	8.4	112	3937	45.4	5.6	109	3521	51.1	5.0	123				
TV-TOTAL	QUINTILE 1	33584	2404	19.1	7.2	95	1701	19.6	5.1	98	1129	16.4	3.4	82				
	QUINTILE 2	33441	2246	17.8	6.7	89	1631	18.8	4.9	94	1163	16.9	3.5	85				
	QUINTILE 3	33505	2445	19.4	7.3	97	1744	20.1	5.2	101	1289	18.7	3.8	94				
	QUINTILE 4	33466	2826	22.4	8.4	112	1834	21.1	5.5	106	1787	25.9	5.3	130				
	QUINTILE 5	33731	2676	21.2	7.9	106	1766	20.4	5.2	101	1528	22.2	4.5	110				
MAGAZINES-NEWSPAPERS: DUAL		44503	4500	35.7	10.1	135	3134	36.1	7.0	136	2605	37.8	5.9	142				
MAGAZINE IMPERATIVE		39363	2957	23.5	7.5	100	2009	23.2	5.1	99	1644	23.8	4.2	102				
NEWSPAPER IMPERATIVE		46441	3078	24.4	6.6	88	2205	25.4	4.7	92	1436	20.8	3.1	75				
MAGAZINES-OUTDOOR: DUAL		33726	3288	26.1	9.7	130	2325	26.8	6.9	133	1865	27.0	5.5	135				
MAGAZINE IMPERATIVE		52846	4224	33.5	8.0	106	2893	33.3	5.5	106	2400	34.8	4.5	110				
OUTDOOR IMPERATIVE		52140	3528	28.0	6.8	90	2271	26.2	4.4	84	1914	27.8	3.7	89				
MAGAZINES-RADIO: DUAL		37081	3377	26.8	9.1	121	2283	26.3	6.2	119	1980	28.7	5.3	130				
MAGAZINE IMPERATIVE		49747	4428	35.2	8.9	119	3107	35.8	6.2	121	2459	35.7	4.9	120				
RADIO IMPERATIVE		49208	3167	25.1	6.4	86	2165	25.0	4.4	85	1627	23.6	3.3	80				
MAGAZINES-TELEVISION: DUAL		33103	2648	21.0	8.0	107	1815	20.9	5.5	106	1396	20.2	4.2	103				
MAGAZINE IMPERATIVE		54575	5144	40.8	9.4	125	3493	40.3	6.4	124	3075	44.6	5.6	137				
TELEVISION IMPERATIVE		53249	3142	24.9	5.9	79	2313	26.7	4.3	84	1479	21.5	2.8	68				
NEWSPAPERS-OUTDOOR: DUAL		36255	3307	26.3	9.1	121	2361	27.2	6.5	126	1821	26.4	5.0	122				
NEWSPAPER IMPERATIVE		55591	4281	34.0	7.7	103	2968	34.2	5.3	103	2281	33.1	4.1	100				
OUTDOOR IMPERATIVE		48319	3437	27.3	7.1	95	2200	25.4	4.6	88	2000	29.0	4.1	101				
NEWSPAPERS-RADIO: DUAL		37242	3299	26.2	8.9	118	2246	25.9	6.0	117	1810	26.3	4.9	118				
NEWSPAPER IMPERATIVE		54423	4491	35.7	8.3	110	3211	37.0	5.9	114	2442	35.4	4.5	109				
RADIO IMPERATIVE		46650	3065	24.3	6.6	87	1988	22.9	4.3	82	1806	26.2	3.9	94				
NEWSPAPERS-TELEVISION: DUAL		35974	3027	24.0	8.4	112	2219	25.6	6.2	119	1563	22.7	4.3	106				
NEWSPAPER IMPERATIVE		56095	4896	38.9	8.7	116	3338	38.5	6.0	115	2841	41.2	5.1	123				
TELEVISION IMPERATIVE		47170	2715	21.6	5.8	77	1871	21.6	4.0	77	1381	20.0	2.9	71				
OUTDOOR-RADIO: DUAL		33748	2685	21.3	8.0	106	1929	22.2	5.7	111	1346	19.5	4.0	97				
OUTDOOR IMPERATIVE		52785	4317	34.3	8.2	109	2987	34.4	5.7	109	2433	35.3	4.6	112				
RADIO IMPERATIVE		52882	3789	30.1	7.2	95	2498	28.8	4.7	91	2209	32.0	4.2	102				
OUTDOOR-TELEVISION: DUAL		32030	2635	20.9	8.2	110	1957	22.6	6.1	118	1251	18.1	3.9	95				
OUTDOOR IMPERATIVE		54626	4691	37.2	8.6	114	3046	35.1	5.6	108	2779	40.3	5.1	124				
TELEVISION IMPERATIVE		54874	3369	26.7	6.1	82	2393	27.6	4.4	84	1716	24.9	3.1	76				
RADIO-TELEVISION: DUAL		33386	2546	20.2	7.6	102	1765	20.3	5.3	102	1256	18.2	3.8	92				
RADIO IMPERATIVE		53810	4156	33.0	7.7	103	2637	30.4	4.9	95	2535	36.8	4.7	115				
TELEVISION IMPERATIVE		54023	3680	29.2	6.8	91	2676	30.8	5.0	96	1828	26.5	3.4	82				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED)-TYPES
(ADULTS)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C ACROSS %	D INDX	DOMESTIC A '000	B % DOWN	C ACROSS %	D INDX	IMPORTED A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	12597	100.0	7.5	100	8676	100.0	5.2	100	6895	100.0	4.1	100				
ATLANTIC MONTHLY	867	*102	0.8	11.8	157	**67	0.8	7.7	149	**70	1.0	8.1	196				
BARRON'S	1580	*166	1.3	10.5	140	**86	1.0	5.4	105	*130	1.9	8.2	200				
BETTER HOMES & GARDENS	22203	1363	10.8	6.1	82	1007	11.6	4.5	88	639	9.3	2.9	70				
BON APPETIT	3810	359	2.8	9.4	125	*180	2.1	4.7	91	279	4.0	7.3	178				
BUSINESS WEEK	4663	456	3.6	9.8	130	250	2.9	5.4	104	386	5.6	8.3	201				
CAR AND DRIVER	3102	440	3.5	14.2	189	*234	2.7	7.5	146	333	4.8	10.7	261				
CBS MAGAZINE NETWORK (GROSS)	7311	1023	8.1	14.0	186	489	5.6	6.7	129	751	10.9	10.3	250				
CHANGING TIMES	3400	303	2.4	8.9	119	*234	2.7	6.9	133	*187	2.7	5.5	134				
COLONIAL HOMES	1796	*180	1.4	10.0	133	**81	0.9	4.5	87	**133	1.9	7.4	180				
CONDE NAST MAG. PKG. (GROSS)	19924	1397	11.1	7.0	93	885	10.2	4.4	86	844	12.2	4.2	103				
CONSUMERS DIGEST	3125	*248	2.0	7.9	106	*186	2.1	6.0	115	*158	2.3	5.1	123				
COSMOPOLITAN	10577	838	6.7	7.9	105	606	7.0	5.7	111	425	6.2	4.0	98				
COUNTRY LIVING	3746	275	2.2	7.3	98	*148	1.7	4.0	76	*166	2.4	4.4	108				
CUISINE	2214	*217	1.7	9.8	131	*153	1.8	6.9	134	*144	2.1	6.5	158				
CYCLE WORLD	2394	377	3.0	15.7	210	*153	1.8	6.4	124	*261	3.8	10.9	265				
DCI:CREATIVE IDEAS FOR LIV	3068	*221	1.8	7.2	96	**148	1.7	4.8	93	**100	1.5	3.3	79				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	635	5.0	6.6	88	442	5.1	4.6	89	322	4.7	3.4	82				
DISCOVER	2277	274	2.2	12.0	160	*191	2.2	8.4	162	*191	2.8	8.4	204				
EBONY	7187	548	4.4	7.6	102	377	4.3	5.2	101	253	3.7	3.5	86				
ESQUIRE	2560	317	2.5	12.4	165	252	2.9	9.8	190	*152	2.2	5.9	144				
ESSENCE	3242	233	1.8	7.2	96	*176	2.0	5.4	105	**85	1.2	2.6	64				
FAMILY CIRCLE	19639	1060	8.4	5.4	72	736	8.5	3.7	72	534	7.7	2.7	66				
THE FAMILY HANDYMAN	3540	339	2.7	9.6	128	*260	3.0	7.3	142	*193	2.8	5.5	133				
FAMILY WEEKLY	23924	1464	11.6	6.1	81	1037	12.0	4.3	84	864	12.5	3.6	88				
FIELD & STREAM	9883	794	6.3	8.0	107	564	6.5	5.7	110	427	6.2	4.3	105				
FOOD & WINE	1030	*105	0.8	10.2	136	**64	0.7	6.2	120	**86	1.2	8.3	203				
FORBES	2679	268	2.1	10.0	133	*188	2.2	7.0	136	197	2.9	7.4	179				
FORTUNE	2931	365	2.9	12.5	166	232	2.7	7.9	153	261	3.8	8.9	217				
GENTLEMEN'S QUARTERLY	3481	387	3.1	11.1	148	*245	2.8	7.0	136	268	3.9	7.7	187				
GLAMOUR	7163	488	3.9	6.8	91	344	4.0	4.8	93	286	4.1	4.0	97				
GOLF DIGEST	2355	*192	1.5	8.2	109	*152	1.8	6.5	125	*108	1.6	4.6	112				
GOLF DIGEST/TENNIS (GROSS)	3610	377	3.0	10.4	139	*243	2.8	6.7	130	233	3.4	6.5	157				
GOLF MAGAZINE	2046	*212	1.7	10.4	138	*139	1.6	6.8	131	*130	1.9	6.4	155				
GOLF MAGAZINE/SKI (GROSS)	3547	376	3.0	10.6	141	*214	2.5	6.0	117	261	3.8	7.4	179				
GOOD HOUSEKEEPING	20353	1140	9.0	5.6	75	850	9.8	4.2	81	526	7.6	2.6	63				
HARPER'S BAZAAR	3362	308	2.4	9.2	122	*202	2.3	6.0	116	*163	2.4	4.8	118				
HEALTH	2987	*231	1.8	7.7	103	*172	2.0	5.8	111	**93	1.3	3.1	76				
HEARST MAG CORP. BUY (GROSS)	67928	4827	38.3	7.1	95	3336	38.5	4.9	95	2626	38.1	3.9	94				
HEARST MAN POWER (GROSS)	11282	994	7.9	8.8	117	720	8.3	6.4	123	617	8.9	5.5	133				
HEARST WOMAN POWER (GROSS)	40514	2514	20.0	6.2	83	1815	20.9	4.5	87	1240	18.0	3.1	74				
HOUSE BEAUTIFUL	4885	389	3.1	8.0	106	*275	3.2	5.6	109	*191	2.8	3.9	95				
INC.	1308	*113	0.9	8.6	115	**69	0.8	5.3	102	**77	1.1	5.9	143				
JET	6498	592	4.7	9.1	121	426	4.9	6.6	127	247	3.6	3.8	92				
LADIES' HOME JOURNAL	14797	747	5.9	5.0	67	535	6.2	3.6	70	323	4.7	2.2	53				
LHJ FAMILY GRP COMBO(GROSS)	21743	1250	9.9	5.7	77	918	10.6	4.2	82	564	8.2	2.6	63				
LIFE	9881	1045	8.3	10.6	141	638	7.4	6.5	125	734	10.6	7.4	181				
L.A. TIMES HOME MAGAZINE	2775	342	2.7	12.3	164	*215	2.5	7.7	150	236	3.4	8.5	207				
MADEMOISELLE	4219	282	2.2	6.7	89	*218	2.5	5.2	100	*138	2.0	3.3	80				
MC CALL'S	16422	846	6.7	5.2	69	609	7.0	3.7	72	366	5.3	2.2	54				
MC CALL'S/WRK MOTHER (GROSS)	17919	973	7.7	5.4	72	656	7.6	3.7	71	458	6.6	2.6	62				
MECHANIX ILLUSTRATED	4433	425	3.4	9.6	128	233	2.7	5.3	102	319	4.6	7.2	175				
METROPOLITAN HOME	1504	*205	1.6	13.6	181	**97	1.1	6.4	125	*136	2.0	9.0	220				
MONEY	4723	624	5.0	13.2	176	344	4.0	7.3	141	488	7.1	10.3	251				
MOTHER EARTH NEWS	2325	283	2.2	12.2	162	*207	2.4	8.9	172	*197	2.9	8.5	206				
MS.	1189	**103	0.8	8.7	115	**57	0.7	4.8	93	**66	1.0	5.6	135				
NATIONAL ENQUIRER	18892	1330	10.6	7.0	94	963	11.1	5.1	99	665	9.6	3.5	86				
NATIONAL GEOGRAPHIC	22129	2222	17.6	10.0	134	1491	17.2	6.7	130	1298	18.8	5.9	143				
NATIONAL SUNDAY MAGAZINE PKG	103750	8511	67.6	8.2	109	5884	67.8	5.7	110	4709	68.3	4.5	110				
NATURAL HISTORY	1379	*182	1.4	13.2	176	**66	0.8	4.8	93	**138	2.0	10.0	243				
NEW WOMAN	2289	*147	1.2	6.4	86	**81	0.9	3.5	68	**107	1.6	4.7	114				
NEW YORK INCLUDING CUE	1088	*124	1.0	11.4	152	**73	0.8	6.7	130	*93	1.3	8.5	208				
THE NEW YORKER	2459	344	2.7	14.0	186	*193	2.2	7.8	152	237	3.4	9.6	234				
NEWSWEEK	16527	1910	15.2	11.6	154	1245	14.3	7.5	146	1222	17.7	7.4	180				
THE N.Y. TIMES DAILY EDITION	2739	379	3.0	13.8	184	221	2.5	8.1	156	234	3.4	8.5	208				
THE N.Y. TIMES MAGAZINE	4443	681	5.4	15.3	204	409	4.7	9.2	178	489	7.1	11.0	268				
OMNI	2799	463	3.7	16.5	220	*264	3.0	9.4	182	374	5.4	13.4	325				
ON CABLE	2209	*217	1.7	9.8	131	**122	1.4	5.5	107	*121	1.8	5.5	133				
1001 HOME IDEAS	3959	272	2.2	6.9	91	*211	2.4	5.3	103	*147	2.1	3.7	90				
ORGANIC GARDENING	3111	*258	2.0	8.3	110	*216	2.5	6.9	134	*155	2.2	5.0	121				
OUTDOOR LIFE	5024	335	2.7	6.7	89	*224	2.6	4.5	86	*219	3.2	4.4	106				
PARADE MAGAZINE	51292	4707	37.4	9.2	122	3278	37.8	6.4	124	2510	36.4	4.9	119				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED)-TYPES
(ADULTS)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	DOMESTIC A '000	B % DOWN	C % ACROSS	D INDX	IMPORTED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	12597	100.0	7.5	100	8676	100.0	5.2	100	6895	100.0	4.1	100				
PARENTS	5298	454	3.6	8.6	114	286	3.3	5.4	104	*233	3.4	4.4	107				
PENTHOUSE	5129	700	5.6	13.6	182	441	5.1	8.6	166	437	6.3	8.5	207				
PEOPLE	21070	1842	14.6	8.7	116	1308	15.1	6.2	120	974	14.1	4.6	112				
PLAYBOY	10562	1432	11.4	13.6	181	1006	11.6	9.5	184	866	12.6	8.2	199				
POPULAR HOT RODDING	2498	*242	1.9	9.7	129	*202	2.3	8.1	156	**118	1.7	4.7	115				
POPULAR MECHANICS	5887	543	4.3	9.2	123	375	4.3	6.4	123	323	4.7	5.5	133				
POPULAR SCIENCE	4317	478	3.8	11.1	147	330	3.8	7.6	148	281	4.1	6.5	158				
PREVENTION	5792	333	2.6	5.7	77	186	2.1	3.2	62	214	3.1	3.7	90				
PSYCHOLOGY TODAY	3284	287	2.3	8.7	116	*171	2.0	5.2	101	*185	2.7	5.6	137				
READER'S DIGEST	40046	2462	19.5	6.1	82	1691	19.5	4.2	82	1250	18.1	3.1	76				
REDBOOK	9584	535	4.2	5.6	74	359	4.1	3.7	72	289	4.2	3.0	73				
ROAD & TRACK	2590	325	2.6	12.5	167	*197	2.3	7.6	147	*237	3.4	9.2	223				
ROLLING STONE	3302	640	5.1	19.4	258	375	4.3	11.4	220	424	6.1	12.8	312				
RUNNER'S WORLD	1229	*112	0.9	9.1	121	**80	0.9	6.5	126	**73	1.1	5.9	144				
SATURDAY EVENING POST	2110	*137	1.1	6.5	86	*92	1.1	4.4	84	**90	1.3	4.3	104				
SCIENCE 84	1543	*185	1.5	12.0	160	**116	1.3	7.5	145	*122	1.8	7.9	192				
SCIENCE DIGEST	1747	*199	1.6	11.4	152	*163	1.9	9.3	180	*138	2.0	7.9	192				
SCIENTIFIC AMERICAN	1994	287	2.3	14.4	192	*172	2.0	8.6	167	*236	3.4	11.8	288				
SELF	3119	*255	2.0	8.2	109	*130	1.5	4.2	81	*150	2.2	4.8	117				
SEVENTEEN	3923	*289	2.3	7.4	98	*183	2.1	4.7	90	**152	2.2	3.9	94				
SKI	1501	*164	1.3	10.9	145	**75	0.9	5.0	97	*131	1.9	8.7	212				
SMITHSONIAN	5976	671	5.3	11.2	150	378	4.4	6.3	122	489	7.1	8.2	199				
SOAP OPERA DIGEST	4228	264	2.1	6.2	83	*179	2.1	4.2	82	*140	2.0	3.3	81				
SOUTHERN LIVING	6488	414	3.3	6.4	85	294	3.4	4.5	88	*222	3.2	3.4	83				
SPORT	3500	408	3.2	11.7	155	*255	2.9	7.3	141	*286	4.1	8.2	199				
THE SPORTING NEWS	2456	356	2.8	14.5	193	*259	3.0	10.5	204	*181	2.6	7.4	179				
SPORTS AFIELD	3648	252	2.0	6.9	92	*182	2.1	5.0	96	*155	2.2	4.2	103				
SPORTS ILLUSTRATED	14484	1545	12.3	10.7	142	1003	11.6	6.9	134	899	13.0	6.2	151				
STAR	12661	896	7.1	7.1	94	623	7.2	4.9	95	432	6.3	3.4	83				
SUNDAY	52799	4603	36.5	8.7	116	3292	37.9	6.2	121	2363	34.3	4.5	109				
SUNSET	3513	347	2.8	9.9	132	*175	2.0	5.0	96	*292	4.2	8.3	202				
TV GUIDE	42766	3339	26.5	7.8	104	2355	27.1	5.5	106	1681	24.4	3.9	96				
TENNIS	1254	*185	1.5	14.8	196	**91	1.0	7.3	140	*125	1.8	10.0	242				
TIME	22054	2232	17.7	10.1	135	1495	17.2	6.8	131	1399	20.3	6.3	154				
TOWN & COUNTRY	1555	*125	1.0	8.0	107	**68	0.8	4.4	85	*87	1.3	5.6	136				
TRAVEL & LEISURE	2173	200	1.6	9.2	123	*115	1.3	5.3	102	*137	2.0	6.3	153				
TRUE STORY	4636	303	2.4	6.5	87	*255	2.9	5.5	106	**106	1.5	2.3	56				
U.S.NEWS & WORLD REPORT	10353	803	6.4	7.8	103	567	6.5	5.5	106	449	6.5	4.3	105				
USA TODAY	4994	564	4.5	11.3	150	363	4.2	7.3	141	351	5.1	7.0	171				
US	3528	336	2.7	9.5	127	*239	2.8	6.8	131	*161	2.3	4.6	111				
VOGUE	5424	372	3.0	6.9	91	*194	2.2	3.6	69	270	3.9	5.0	121				
WALL STREET JOURNAL	6292	676	5.4	10.7	143	452	5.2	7.2	139	407	5.9	6.5	157				
WEIGHT WATCHERS	2762	*131	1.0	4.7	63	**70	0.8	2.5	49	**72	1.0	2.6	63				
WOMAN'S DAY	16320	830	6.6	5.1	68	536	6.2	3.3	63	427	6.2	2.6	64				
WORKING MOTHER	1496	*127	1.0	8.5	113	**47	0.5	3.1	61	**92	1.3	6.1	150				
WORKING WOMAN	1851	*163	1.3	8.8	117	**108	1.2	5.8	113	**85	1.2	4.6	112				
WORLD TENNIS	580	**59	0.5	10.2	135	**39	0.4	6.7	130	**46	0.7	7.9	193				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1474	11.7	11.9	158	864	10.0	7.0	135	1018	14.8	8.2	200				
BLAIR INSERTS	91671	8191	65.0	8.9	119	5689	65.6	6.2	120	4538	65.8	5.0	120				
DAILY NEWSPAPERS																	
READ ANY	109190	8816	70.0	8.1	108	6189	71.3	5.7	110	4758	69.0	4.4	106				
READ ONE	89587	6945	55.1	7.8	103	4793	55.2	5.4	103	3797	55.1	4.2	103				
READ TWO OR MORE	19602	1870	14.8	9.5	127	1396	16.1	7.1	138	960	13.9	4.9	119				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9062	71.9	8.3	110	6316	72.8	5.8	111	4999	72.5	4.6	111				
READ ONE	95074	7600	60.3	8.0	106	5292	61.0	5.6	108	4140	60.0	4.4	106				
READ TWO OR MORE	14588	1462	11.6	10.0	133	1024	11.8	7.0	136	860	12.5	5.9	143				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.40				30.39				30.65							
30 DAY REACH	149706	11688	92.8	7.8	104	7996	92.2	5.3	103	6415	93.0	4.3	104				
50 SHWG - 30 DAY AV FREQ	15.16	15.93				16.05				16.14							
30 DAY REACH	142406	11170	88.7	7.8	104	7585	87.4	5.3	103	6096	88.4	4.3	104				
25 SHWG - 30 DAY AV FREQ	8.23	8.68				8.83				8.72							
30 DAY REACH	131152	10261	81.5	7.8	104	6917	79.7	5.3	102	5641	81.8	4.3	105				
CABLE TV: HOME WIRED	66879	4945	39.3	7.4	98	3642	42.0	5.4	105	2530	36.7	3.8	92				
HOME NOT WIRED	100848	7652	60.7	7.6	101	5035	58.0	5.0	97	4365	63.3	4.3	105				
HAVE PAY CABLE	35024	2980	23.7	8.5	113	2205	25.4	6.3	122	1621	23.5	4.6	113				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ALE (DOMESTIC OR IMPORTED)-TYPES
(ADULTS)

	TOTAL U.S. '000	ALL USERS				DOMESTIC				IMPORTED							
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	12597	100.0	7.5	100	8676	100.0	5.2	100	6895	100.0	4.1	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	7549	59.9	7.9	105	5211	60.1	5.4	105	4102	59.5	4.3	104				
10:00 AM - 3:00 PM	63599	4916	39.0	7.7	103	3435	39.6	5.4	104	2615	37.9	4.1	100				
3:00 PM - 7:00 PM	72097	5706	45.3	7.9	105	3916	45.1	5.4	105	3183	46.2	4.4	107				
7:00 PM - MIDNIGHT	36670	3028	24.0	8.3	110	2046	23.6	5.6	108	1737	25.2	4.7	115				
MIDNIGHT - 6:00 AM	21908	1797	14.3	8.2	109	1180	13.6	5.4	104	980	14.2	4.5	109				
6:00 AM - MIDNIGHT	127571	10045	79.7	7.9	105	6972	80.4	5.5	106	5519	80.0	4.3	105				
ENTIRE DAY	129239	10160	80.7	7.9	105	7066	81.4	5.5	106	5568	80.8	4.3	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2763	21.9	8.1	108	1908	22.0	5.6	108	1499	21.7	4.4	107				
ALL NEWS	6062	559	4.4	9.2	123	347	4.0	5.7	111	330	4.8	5.4	132				
AOR/PROGRESSIVE	11884	1547	12.3	13.0	173	925	10.7	7.8	150	1097	15.9	9.2	225				
BEAUTIFUL MUSIC	11180	874	6.9	7.8	104	714	8.2	6.4	123	360	5.2	3.2	78				
BLACK	4538	346	2.7	7.6	102	251	2.9	5.5	107	*145	2.1	3.2	78				
CLASSICAL	3857	488	3.9	12.7	168	298	3.4	7.7	149	309	4.5	8.0	195				
CHR/ROCK	21946	1984	15.7	9.0	120	1384	16.0	6.3	122	1113	16.1	5.1	123				
COUNTRY	27262	1442	11.4	5.3	70	1062	12.2	3.9	75	718	10.4	2.6	64				
GOLDEN OLDIES	3339	387	3.1	11.6	154	252	2.9	7.5	146	*184	2.7	5.5	134				
MOR/NOSTALGIA	10346	806	6.4	7.8	104	588	6.8	5.7	110	421	6.1	4.1	99				
NEWS/TALK	8929	545	4.3	6.1	81	357	4.1	4.0	77	321	4.7	3.6	87				
RELIGIOUS	5488	265	2.1	4.8	64	*184	2.1	3.4	65	*129	1.9	2.4	57				
SOFT ROCK	1232	**84	0.7	6.8	91	**68	0.8	5.5	107	**25	0.4	2.0	49				
URBAN CONTEMPORARY	3184	314	2.5	9.9	131	229	2.6	7.2	139	*114	1.7	3.6	87				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	517	4.1	7.5	100	369	4.3	5.3	103	*241	3.5	3.5	85				
ABC DIRECTION	5212	410	3.3	7.9	105	320	3.7	6.1	119	197	2.9	3.8	92				
ABC ENTERTAINMENT	10385	768	6.1	7.4	98	588	6.8	5.7	109	379	5.5	3.6	89				
ABC FM	4762	353	2.8	7.4	99	237	2.7	5.0	96	*178	2.6	3.7	91				
ABC INFORMATION	11339	923	7.3	8.1	108	664	7.7	5.9	113	501	7.3	4.4	107				
ABC ROCK	4878	633	5.0	13.0	173	441	5.1	9.0	175	359	5.2	7.4	179				
CBS	10709	779	6.2	7.3	97	532	6.1	5.0	96	428	6.2	4.0	97				
MUTUAL	10251	677	5.4	6.6	88	483	5.6	4.7	91	387	5.6	3.8	92				
NBC	12243	742	5.9	6.1	81	487	5.6	4.0	77	345	5.0	2.8	69				
RADIORADIO	4606	502	4.0	10.9	145	318	3.7	6.9	133	277	4.0	6.0	146				
RKO ONE	5148	463	3.7	9.0	120	336	3.9	6.5	126	262	3.8	5.1	124				
RKO TWO	7313	550	4.4	7.5	100	405	4.7	5.5	107	326	4.7	4.5	108				
THE SOURCE	5981	661	5.2	11.1	147	414	4.8	6.9	134	436	6.3	7.3	177				
NON-WIRED : BLAIR	19329	1375	10.9	7.1	95	946	10.9	4.9	95	733	10.6	3.8	92				
INTERNET	27139	2367	18.8	8.7	116	1624	18.7	6.0	116	1379	20.0	5.1	124				
KATZ RADIO GROUP	36319	2984	23.7	8.2	109	2121	24.4	5.8	113	1551	22.5	4.3	104				
SUPERNET	22361	1772	14.1	7.9	106	1163	13.4	5.2	101	1026	14.9	4.6	112				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	916	7.3	6.3	84	660	7.6	4.5	88	442	6.4	3.0	74				
WKDAY 9:00 AM - 1:00 PM	18688	1147	9.1	6.1	82	797	9.2	4.3	82	579	8.4	3.1	75				
WKDAY 1:00 PM - 4:30 PM	24061	1552	12.3	6.5	86	1051	12.1	4.4	84	739	10.7	3.1	75				
WKDAY 4:30 PM - 7:30 PM	44079	3189	25.3	7.2	96	2242	25.8	5.1	98	1635	23.7	3.7	90				
WKDAY 7:30 PM - 8:00 PM	61979	4220	33.5	6.8	91	2974	34.3	4.8	93	2122	30.8	3.4	83				
WKDAY 11:00 PM - 11:30 PM	49084	3541	28.1	7.2	96	2384	27.5	4.9	94	1881	27.3	3.8	93				
WKDAY 11:30 PM - 1:00 AM	16560	1244	9.9	7.5	100	855	9.9	5.2	100	673	9.8	4.1	99				
M-SAT 8-11 PM+SUN 7-11 PM	66967	4891	38.8	7.3	97	3432	39.6	5.1	99	2551	37.0	3.8	93				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	598	4.7	6.5	86	368	4.2	4.0	77	293	4.2	3.2	77				
ANOTHER WORLD N	6138	332	2.6	5.4	72	216	2.5	3.5	68	131	1.9	2.1	52				
AS THE WORLD TURNS C	7707	399	3.2	5.2	69	304	3.5	3.9	76	*168	2.4	2.2	53				
CAPITOL C	4688	311	2.5	6.6	88	245	2.8	5.2	101	*162	2.3	3.5	84				
CBS MORN. NEWS 1 C	2792	187	1.5	6.7	89	143	1.6	5.1	99	*73	1.1	2.6	64				
CBS MORN. NEWS 2 C	2071	139	1.1	6.7	89	108	1.2	5.2	101	*48	0.7	2.3	56				
DAYS OF OUR LIVES N	8018	447	3.5	5.6	74	273	3.1	3.4	66	211	3.1	2.6	64				
FACTS OF LIFE - DAYTIME N	3487	173	1.4	5.0	66	140	1.6	4.0	78	*74	1.1	2.1	52				
FAMILY FEUD A	4817	281	2.2	5.8	78	186	2.1	3.9	75	158	2.3	3.3	80				
GENERAL HOSPITAL A	8333	577	4.6	6.9	92	413	4.8	5.0	96	257	3.7	3.1	75				
GOOD MORNING, AMERICA-730 A	5472	299	2.4	5.5	73	193	2.2	3.5	68	186	2.7	3.4	83				
GOOD MORNING, AMERICA-830 A	3965	178	1.4	4.5	60	108	1.2	2.7	53	103	1.5	2.6	63				
GUIDING LIGHT C	7542	435	3.5	5.8	77	318	3.7	4.2	82	219	3.2	2.9	71				
ONE LIFE TO LIVE A	6018	469	3.7	7.8	104	291	3.4	4.8	93	205	3.0	3.4	83				
PRESS YOUR LUCK C	3589	224	1.8	6.2	83	183	2.1	5.1	99	*79	1.1	2.2	54				
PRICE IS RIGHT 1 C	7418	399	3.2	5.4	72	322	3.7	4.3	84	165	2.4	2.2	54				
PRICE IS RIGHT 2 C	8276	486	3.9	5.9	78	340	3.9	4.1	79	247	3.6	3.0	73				
RYAN'S HOPE A	4358	362	2.9	8.3	111	217	2.5	5.0	96	190	2.8	4.4	106				
SALE OF THE CENTURY N	3749	263	2.1	7.0	93	195	2.2	5.2	101	145	2.1	3.9	94				
SEARCH FOR TOMORROW N	2884	150	1.2	5.2	69	*100	1.2	3.5	67	**69	1.0	2.4	58				
TODAY SHOW 1 N	4869	304	2.4	6.2	83	223	2.6	4.6	89	163	2.4	3.3	81				
TODAY SHOW 2 N	4135	205	1.6	5.0	66	147	1.7	3.6	69	94	1.4	2.3	55				
$25,000 PYRAMID C	4361	306	2.4	7.0	93	208	2.4	4.8	92	*170	2.5	3.9	95				
WHEEL OF FORTUNE N	6187	378	3.0	6.1	81	245	2.8	4.0	77	208	3.0	3.4	82				
YOUNG AND THE RESTLESS C	8186	447	3.5	5.5	73	386	4.4	4.7	91	169	2.5	2.1	50				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	357	2.8	7.6	101	249	2.9	5.3	102	170	2.5	3.6	87				
NBA PLAYOFF GAME -1 C	5127	556	4.4	10.8	144	448	5.2	8.7	169	240	3.5	4.7	114				
NBC MAJOR LEAGUE PRE-GAME N	3945	258	2.0	6.5	87	*209	2.4	5.3	102	**123	1.8	3.1	76				
SPORTSWORLD - SUN N	3370	211	1.7	6.3	83	175	2.0	5.2	100	*112	1.6	3.3	81				
SUNDAY MORNING C	4200	425	3.4	10.1	135	286	3.3	6.8	132	*206	3.0	4.9	119				

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ALE (DOMESTIC OR IMPORTED)-TYPES
(ADULTS)

			ALL USERS				DOMESTIC				IMPORTED							
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	12597	100.0	7.5	100	8676	100.0	5.2	100	6895	100.0	4.1	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3501	27.8	6.7	89	2344	27.0	4.5	87	1859	27.0	3.6	86				
NETWORK AFFILIATES - LATE		39164	2686	21.3	6.9	91	1768	20.4	4.5	87	1396	20.2	3.6	87				
INDEPENDENTS - LATE		5133	503	4.0	9.8	130	355	4.1	6.9	134	279	4.0	5.4	132				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1649	13.1	7.2	96	1168	13.5	5.1	99	847	12.3	3.7	90				
ABC MONDAY NIGHT MOVIE	A	11258	734	5.8	6.5	87	524	6.0	4.7	90	354	5.1	3.1	76				
ABC SUNDAY NIGHT MOVIE	A	23600	1686	13.4	7.1	95	1146	13.2	4.9	94	938	13.6	4.0	97				
ABC WORLD NEWS TONIGHT	A	12801	846	6.7	6.6	88	627	7.2	4.9	95	425	6.2	3.3	81				
AFTERMASH	C	10966	873	6.9	8.0	106	587	6.8	5.4	103	443	6.4	4.0	98				
ALICE	C	17050	1306	10.4	7.7	102	914	10.5	5.4	104	594	8.6	3.5	85				
AMERICAN PARADE	C	11998	763	6.1	6.4	85	482	5.6	4.0	78	443	6.4	3.7	90				
BENSON	A	19258	1342	10.7	7.0	93	908	10.5	4.7	91	648	9.4	3.4	82				
BLUE THUNDER	A	11478	836	6.6	7.3	97	570	6.6	5.0	96	426	6.2	3.7	90				
CAGNEY & LACEY	C	18263	1266	10.1	6.9	92	861	9.9	4.7	91	633	9.2	3.5	84				
CBS EVENING NEWS-DEAN	C	7733	523	4.2	6.8	90	398	4.6	5.1	99	249	3.6	3.2	78				
CBS EVENING NEWS-RATHER	C	15653	1117	8.9	7.1	95	726	8.4	4.6	90	590	8.6	3.8	92				
CBS SAT. NEWS-SCHIEFFER	C	8744	617	4.9	7.1	94	429	4.9	4.9	95	289	4.2	3.3	80				
CBS SATURDAY NIGHT MOVIE	C	12000	947	7.5	7.9	105	675	7.8	5.6	109	486	7.0	4.0	99				
CBS WEDNESDAY NIGHT MOVIE	C	11522	845	6.7	7.3	98	578	6.7	5.0	97	439	6.4	3.8	93				
CHEERS	N	16818	1438	11.4	8.6	114	1043	12.0	6.2	120	719	10.4	4.3	104				
DALLAS	C	37510	2363	18.8	6.3	84	1736	20.0	4.6	89	1038	15.1	2.8	67				
DIFF'RENT STROKES	N	11258	782	6.2	6.9	92	565	6.5	5.0	97	411	6.0	3.7	89				
DOUBLE TROUBLE	N	12248	958	7.6	7.8	104	650	7.5	5.3	103	526	7.6	4.3	104				
DUCK FACTORY	N	11100	880	7.0	7.9	106	640	7.4	5.8	111	463	6.7	4.2	101				
DUKES OF HAZZARD	C	12353	711	5.6	5.8	77	483	5.6	3.9	76	379	5.5	3.1	75				
DYNASTY	A	33279	2226	17.7	6.7	89	1576	18.2	4.7	92	1160	16.8	3.5	85				
FACTS OF LIFE	N	13410	889	7.1	6.6	88	666	7.7	5.0	96	382	5.5	2.8	69				
FALCON CREST	C	31093	1908	15.1	6.1	82	1437	16.6	4.6	89	927	13.4	3.0	73				
FALL GUY	A	18649	1392	11.1	7.5	99	1073	12.4	5.8	111	679	9.8	3.6	89				
FAMILY TIES	N	13101	932	7.4	7.1	95	734	8.5	5.6	108	431	6.3	3.3	80				
FANTASY ISLAND	A	13069	1006	8.0	7.7	102	685	7.9	5.2	101	584	8.5	4.5	109				
FOULUPS,BLEEPS & BLUNDERS	A	16588	1240	9.8	7.5	100	890	10.3	5.4	104	745	10.8	4.5	109				
FOUR SEASONS	C	9302	739	5.9	7.9	106	440	5.1	4.7	91	406	5.9	4.4	106				
GIMME A BREAK	N	13955	947	7.5	6.8	90	712	8.2	5.1	99	457	6.6	3.3	80				
HART TO HART	A	15735	1011	8.0	6.4	86	631	7.3	4.0	78	510	7.4	3.2	79				
HILL STREET BLUES	N	18257	1532	12.2	8.4	112	1114	12.8	6.1	118	776	11.3	4.3	103				
HOTEL	A	24236	1360	10.8	5.6	75	893	10.3	3.7	71	678	9.8	2.8	68				
JEFFERSONS	C	17010	1289	10.2	7.6	101	916	10.6	5.4	104	573	8.3	3.4	82				
JENNIFER SLEPT HERE	N	9397	691	5.5	7.4	98	494	5.7	5.3	102	379	5.5	4.0	98				
KATE & ALLIE	C	16762	1286	10.2	7.7	102	936	10.8	5.6	108	651	9.4	3.9	94				
KNIGHT RIDER	N	13164	865	6.9	6.6	87	620	7.1	4.7	91	545	7.9	4.1	101				
LOVE BOAT	A	20400	1470	11.7	7.2	96	988	11.4	4.8	94	709	10.3	3.5	85				
MAGNUM PI	C	22543	1433	11.4	6.4	85	1010	11.6	4.5	87	744	10.8	3.3	80				
MAMA'S FAMILY	N	9852	646	5.1	6.6	87	456	5.3	4.6	89	377	5.5	3.8	93				
MASTER, THE	N	8082	715	5.7	8.8	118	555	6.4	6.9	133	331	4.8	4.1	100				
MATT HOUSTON	A	12881	1003	8.0	7.8	104	592	6.8	4.6	89	588	8.5	4.6	111				
NBC MONDAY NIGHT MOVIE	N	23889	1943	15.4	8.1	108	1359	15.7	5.7	110	1064	15.4	4.5	108				
NBC NIGHTLY NEWS	N	11156	813	6.5	7.3	97	586	6.8	5.3	102	431	6.3	3.9	94				
NBC NIGHTLY NEWS-SAT	N	7363	571	4.5	7.8	103	389	4.5	5.3	102	325	4.7	4.4	107				
NBC NIGHTLY NEWS-SUN	N	6214	428	3.4	6.9	92	268	3.1	4.3	83	248	3.6	4.0	97				
NBC SUNDAY NIGHT MOVIE	N	17590	1470	11.7	8.4	111	1001	11.5	5.7	110	846	12.3	4.8	117				
NEWHART	C	16740	1386	11.0	8.3	110	985	11.4	5.9	114	703	10.2	4.2	102				
ONE DAY AT A TIME	C	11820	707	5.6	6.0	80	515	5.9	4.4	84	376	5.5	3.2	77				
PEOPLE ARE FUNNY	N	9138	651	5.2	7.1	95	476	5.5	5.2	101	328	4.8	3.6	87				
REAL PEOPLE	N	15979	938	7.4	5.9	78	627	7.2	3.9	76	504	7.3	3.2	77				
REMINGTON STEELE	N	14395	875	6.9	6.1	81	637	7.3	4.4	86	410	5.9	2.8	69				
RIPLEY'S BELIEVE IT - NOT	A	11362	910	7.2	8.0	107	638	7.4	5.6	109	518	7.5	4.6	111				
RIPTIDE	N	13920	886	7.0	6.4	85	601	6.9	4.3	83	468	6.8	3.4	82				
SCARECROW & MRS. KING	C	17571	1085	8.6	6.2	82	740	8.5	4.2	81	568	8.2	3.2	79				
SIMON & SIMON	C	20208	1381	11.0	6.8	91	957	11.0	4.7	92	782	11.3	3.9	94				
60 MINUTES	C	27668	1842	14.6	6.7	89	1277	14.7	4.6	89	1044	15.1	3.8	92				
ST. ELSEWHERE	N	13699	1115	8.9	8.1	108	807	9.3	5.9	114	517	7.5	3.8	92				
THREE'S COMPANY	A	20632	1600	12.7	7.8	103	1152	13.3	5.6	108	878	12.7	4.3	104				
T.J. HOOKER	A	17136	1224	9.7	7.1	95	870	10.0	5.1	98	613	8.9	3.6	87				
TONIGHT SHOW	N	4963	409	3.2	8.2	110	311	3.6	6.3	121	217	3.1	4.4	106				
TRAPPER JOHN, M.D.	C	16332	1223	9.7	7.5	100	808	9.3	4.9	96	640	9.3	3.9	95				
TV BLOOPERS & PRAC. JOKES	N	18881	1437	11.4	7.6	101	1015	11.7	5.4	104	807	11.7	4.3	104				
20/20	A	18315	1198	9.5	6.5	87	731	8.4	4.0	77	586	8.5	3.2	78				
WEBSTER	A	18722	1298	10.3	6.9	92	913	10.5	4.9	94	656	9.5	3.5	85				
WORLD NEWS - SUN	A	5327	394	3.1	7.4	98	300	3.5	5.6	109	*210	3.0	3.9	96				
YELLOW ROSE	N	8370	525	4.2	6.3	84	370	4.3	4.4	85	215	3.1	2.6	62				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2350	18.7	9.1	121	1718	19.8	6.6	128	1247	18.1	4.8	117				
BASKETBALL - COLLEGE GAMES		14468	1444	11.5	10.0	133	1004	11.6	6.9	134	835	12.1	5.8	140				
BASKETBALL - PRO GAMES		12124	1294	10.3	10.7	142	890	10.3	7.3	142	699	10.1	5.8	140				
BOWLING		9412	628	5.0	6.7	89	*511	5.9	5.4	105	**196	2.8	2.1	51				
BOXING		15409	1851	14.7	12.0	160	1313	15.1	8.5	165	921	13.4	6.0	145				
FOOTBALL - COLLEGE GAMES		21400	2312	18.4	10.8	144	1676	19.3	7.8	151	1297	18.8	6.1	147				
FOOTBALL - PRO GAMES		35944	3424	27.2	9.5	127	2369	27.3	6.6	127	2076	30.1	5.8	140				
GOLF		9759	966	7.7	9.9	132	760	8.8	7.8	151	518	7.5	5.3	129				
POST-SEASON COLL. FOOTBALL		18123	1996	15.8	11.0	147	1417	16.3	7.8	151	1199	17.4	6.6	161				
POST-SEASON PRO FOOTBALL		22091	2235	17.7	10.1	135	1527	17.6	6.9	134	1439	20.9	6.5	158				
TENNIS		6764	668	5.3	9.9	131	*485	5.6	7.2	139	*352	5.1	5.2	127				
WRESTLING - PROFESSIONAL		9695	800	6.4	8.3	110	597	6.9	6.2	119	*405	5.9	4.2	102				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES) BASE = ADULTS (167727) QUESTIONNAIRE PAGE P-16

1A. DO YOU YOURSELF DRINK IT?

(BASE: DRINK CANNED OR
BOTTLED BEER 70856)

	'000	%	UNWEIGHTED
YES	39319	23.4	4503
NO	31537	18.8	3668

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
1B. WHAT KINDS DO YOU DRINK?									
BOTTLED	23264	13.9	11223	6.7	8040	4.8	4001	2.4	2591
CANNED	27235	16.2	15193	9.1	7314	4.4	4727	2.8	3087
DO NOT KNOW	861	.5							118
1C. WHICH TYPES DO YOU DRINK?									
SUPER PREMIUM/PREMIUM	6024	3.6	3196	1.9	1360	.8	1469	.9	684
REGULAR	32385	19.3	29557	17.6	1865	1.1	963	.6	3681
DO NOT KNOW	3738	2.2							457
1D. WHICH BRANDS DO YOU DRINK?									
AB NATURAL LIGHT	1429	.9	168	.1	867	.5	394	.2	141
ALTA	92	.1			71	*	21	*	8
BLATZ LIGHT	872	.5	110	.1	554	.3	209	.1	107
BREW 96	302	.2	33	*	212	.1	57	*	28
BUDWEISER LIGHT	13423	8.0	2455	1.5	7674	4.6	3294	2.0	1471
BURGIE LOW CALORIE	510	.3	44	*	291	.2	175	.1	45
COORS LIGHT	8972	5.3	2195	1.3	4516	2.7	2261	1.3	1011
FALSTAFF 96 LOW CALORIE	296	.2	19	*	213	.1	64	*	29
FYF & DRUM EXTRA LIGHT	112	.1	7	*	105	.1			8
GABLINGER'S	177	.1	36	*	125	.1	16	*	15
GENESEE LIGHT	1255	.7	107	.1	811	.5	336	.2	152
HAMM'S SPECIAL LIGHT	846	.5	21	*	373	.2	452	.3	92
HEILEMAN PREMIUM LIGHT	466	.3	108	.1	298	.2	60	*	56
HUDY DELIGHT	319	.2	6	*	272	.2	41	*	25
IRON CITY LIGHT	1003	.6	271	.2	575	.3	157	.1	100
LUCKY	339	.2	64	*	260	.2	14	*	35
MEISTER BRAU LIGHT	843	.5	21	*	561	.3	262	.2	88
MICHELOB LIGHT	11071	6.6	1778	1.1	5994	3.6	3299	2.0	1216
MILLER LITE	18919	11.3	6226	3.7	9605	5.7	3089	1.8	2207
NARRAGANSETT 96	256	.2	28	*	178	.1	51	*	32
OLD MILWAUKEE LIGHT	3452	2.1	531	.3	2027	1.2	894	.5	389
OLYMPIA GOLD/OLY GOLD	1789	1.1	205	.1	853	.5	731	.4	194
PABST LIGHT/EXTRA LIGHT	1675	1.0	252	.2	904	.5	520	.3	195
PEARL LIGHT	560	.3	51	*	297	.2	212	.1	54
PETER HAND EXTRA LIGHT	140	.1			140	.1			11
PIELS LITE	307	.2	56	*	194	.1	57	*	41
PLAYER'S LOW CALORIE	140	.1			140	.1			12
PRIOR DOUBLE LIGHT	101	.1			93	.1	9	*	9
RAINIER LITE	386	.2	9	*	243	.1	134	.1	46
RHEINGOLD EXTRA LIGHT	263	.2			190	.1	73	*	36
SCHLITZ LIGHT	1877	1.1	212	.1	1158	.7	506	.3	217
SCHMIDT'S LIGHT	851	.5	139	.1	544	.3	168	.1	113
STROH LIGHT	3989	2.4	642	.4	1976	1.2	1371	.8	449
ULTRA LIGHT	372	.2	5	*	299	.2	69	*	32
UTICA CLUB LIGHT	388	.2	12	*	234	.1	142	.1	37
OTHER BRANDS	3245	1.9	1082	.6	1168	.7	995	.6	348
DO NOT KNOW	627	.4							79

1E. ABOUT HOW MANY GLASSES OF LIGHT/LOW CALORIE BEER (IN CANS OR BOTTLES) DID YOU DRINK IN THE LAST 7 DAYS AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
30 OR MORE	H	1073	.6	125
20 - 29	H	643	.4	72
15 - 19	H	841	.5	102
10 - 14	H	2119	1.3	243
5 - 9	H	4792	2.9	502
3 - 4	M	6282	3.7	750
2	M	5460	3.3	651
1	L	4989	3.0	592
NONE	L	13119	7.8	1466

... AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
30 OR MORE	3232	1.9	355
20 - 29	2045	1.2	238
15 - 19	2659	1.6	288
10 - 14	4431	2.6	496
5 - 9	6134	3.7	706
3 - 4	6198	3.7	761
2	5456	3.3	601
1	3389	2.0	403
NONE	5775	3.4	655

LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	39319	100.0	23.4	100	9468	100.0	5.6	100	11742	100.0	7.0	100	18108	100.0	10.8	100
MALES	79263	21129	53.7	26.7	114	6145	64.9	7.8	137	6614	56.3	8.3	119	8370	46.2	10.6	98
FEMALES	88464	18190	46.3	20.6	88	3324	35.1	3.8	67	5128	43.7	5.8	83	9738	53.8	11.0	102
18 - 24	28671	8066	20.5	28.1	120	2178	23.0	7.6	135	2223	18.9	7.8	111	3666	20.2	12.8	118
25 - 34	39536	12037	30.6	30.4	130	2804	29.6	7.1	126	3292	28.0	8.3	119	5941	32.8	15.0	139
35 - 44	28978	7563	19.2	26.1	111	1729	18.3	6.0	106	2508	21.4	8.7	124	3326	18.4	11.5	106
45 - 54	22345	4887	12.4	21.9	93	1195	12.6	5.3	95	1466	12.5	6.6	94	2226	12.3	10.0	92
55 - 64	22224	4054	10.3	18.2	78	918	9.7	4.1	73	1397	11.9	6.3	90	1739	9.6	7.8	72
65 OR OLDER	25973	2713	6.9	10.4	45	645	6.8	2.5	44	856	7.3	3.3	47	1212	6.7	4.7	43
18 - 34	68207	20103	51.1	29.5	126	4982	52.6	7.3	129	5515	47.0	8.1	115	9606	53.0	14.1	130
18 - 49	108058	30206	76.8	28.0	119	7404	78.2	6.9	121	8705	74.1	8.1	115	14098	77.9	13.0	121
25 - 54	90859	24486	62.3	26.9	115	5728	60.5	6.3	112	7266	61.9	8.0	114	11492	63.5	12.6	117
35 - 49	39851	10103	25.7	25.4	108	2422	25.6	6.1	108	3190	27.2	8.0	114	4491	24.8	11.3	104
50 OR OLDER	59669	9113	23.2	15.3	65	2065	21.8	3.5	61	3037	25.9	5.1	73	4011	22.2	6.7	62
GRADUATED COLLEGE	28091	8672	22.1	30.9	132	1911	20.2	6.8	121	2587	22.0	9.2	132	4174	23.1	14.9	138
ATTENDED COLLEGE	28938	8519	21.7	29.4	126	1885	19.9	6.5	115	2505	21.3	8.7	124	4129	22.8	14.3	132
GRADUATED HIGH SCHOOL	65503	15420	39.2	23.5	100	3622	38.3	5.5	98	4466	38.0	6.8	97	7332	40.5	11.2	104
DID NOT GRADUATE HIGH SCHOOL	45195	6708	17.1	14.8	63	2050	21.7	4.5	80	2184	18.6	4.8	69	2474	13.7	5.5	51
EMPLOYED MALES	56429	16788	42.7	29.8	127	4940	52.2	8.8	155	5042	42.9	8.9	128	6806	37.6	12.1	112
EMPLOYED FEMALES	43971	11717	29.8	26.6	114	2193	23.2	5.0	88	3244	27.6	7.4	105	6281	34.7	14.3	132
EMPLOYED FULL-TIME	87773	25271	64.3	28.8	123	6467	68.3	7.4	131	7414	63.1	8.4	121	11390	62.9	13.0	120
EMPLOYED PART-TIME	12627	3235	8.2	25.6	109	666	7.0	5.3	93	872	7.4	6.9	99	1697	9.4	13.4	124
NOT EMPLOYED	67327	10814	27.5	16.1	69	2336	24.7	3.5	61	3456	29.4	5.1	73	5022	27.7	7.5	69
PROFESSIONAL/MANAGER	25845	8044	20.5	31.1	133	1737	18.3	6.7	119	2292	19.5	8.9	127	4014	22.2	15.5	144
TECH/CLERICAL/SALES	30895	9431	24.0	30.5	130	2221	23.5	7.2	127	2575	21.9	8.3	119	4635	25.6	15.0	139
PRECISION/CRAFT	12629	3234	8.2	25.6	109	989	10.4	7.8	139	1004	8.6	7.9	114	1241	6.9	9.8	91
OTHER EMPLOYED	31031	7797	19.8	25.1	107	2187	23.1	7.0	125	2415	20.6	7.8	111	3195	17.6	10.3	95
SINGLE	35557	10232	26.0	28.8	123	2804	29.6	7.9	140	3183	27.1	9.0	128	4245	23.4	11.9	111
MARRIED	103585	23732	60.4	22.9	98	5349	56.5	5.2	91	6613	56.3	6.4	91	11769	65.0	11.4	105
DIVORCED/SEPARATED/WIDOWED	28585	5355	13.6	18.7	80	1315	13.9	4.6	81	1946	16.6	6.8	97	2094	11.6	7.3	68
PARENTS	59295	14604	37.1	24.6	105	3388	35.8	5.7	101	3760	32.0	6.3	91	7456	41.2	12.6	116
WHITE	146081	35505	90.3	24.3	104	8237	87.0	5.6	100	10577	90.1	7.2	103	16691	92.2	11.4	106
BLACK	17974	2892	7.4	16.1	69	900	9.5	5.0	89	917	7.8	5.1	73	1075	5.9	6.0	55
OTHER	3672	922	2.3	25.1	107	**332	3.5	9.0	160	**248	2.1	6.8	96	**343	1.9	9.3	87
NORTHEAST-CENSUS	37005	7628	19.4	20.6	88	1586	16.8	4.3	76	2339	19.9	6.3	90	3703	20.4	10.0	93
NORTH CENTRAL	42642	11859	30.2	27.8	119	2718	28.7	6.4	113	3381	28.8	7.9	113	5760	31.8	13.5	125
SOUTH	56777	11320	28.8	19.9	85	3307	34.9	5.8	103	3284	28.0	5.8	83	4729	26.1	8.3	77
WEST	31303	8513	21.7	27.2	116	1857	19.6	5.9	105	2738	23.3	8.7	125	3918	21.6	12.5	116
NORTHEAST-MKTG.	38125	7712	19.6	20.2	86	1704	18.0	4.5	79	2262	19.3	5.9	85	3746	20.7	9.8	91
EAST CENTRAL	24794	6159	15.7	24.8	106	1563	16.5	6.3	112	1781	15.2	7.2	103	2815	15.5	11.4	105
WEST CENTRAL	28511	8169	20.8	28.7	122	1699	17.9	6.0	106	2408	20.5	8.4	121	4062	22.4	14.2	132
SOUTH	48953	10084	25.6	20.6	88	2941	31.1	6.0	106	2994	25.5	6.1	87	4149	22.9	8.5	79
PACIFIC	27344	7195	18.3	26.3	112	1562	16.5	5.7	101	2297	19.6	8.4	120	3336	18.4	12.2	113
COUNTY SIZE A	69301	16644	42.3	24.0	102	3934	41.6	5.7	101	5149	43.9	7.4	106	7561	41.8	10.9	101
COUNTY SIZE B	50633	12247	31.1	24.2	103	2923	30.9	5.8	102	3760	32.0	7.4	106	5564	30.7	11.0	102
COUNTY SIZE C	26259	6010	15.3	22.9	98	1565	16.5	6.0	106	1686	14.4	6.4	92	2760	15.2	10.5	97
COUNTY SIZE D	21534	4418	11.2	20.5	88	1046	11.0	4.9	86	1148	9.8	5.3	76	2224	12.3	10.3	96
METRO CENTRAL CITY	50014	11643	29.6	23.3	99	2624	27.7	5.2	93	3781	32.2	7.6	108	5238	28.9	10.5	97
METRO SUBURBAN	76832	18886	48.0	24.6	105	4572	48.3	6.0	105	5621	47.9	7.3	105	8693	48.0	11.3	105
NON METRO	40881	8789	22.4	21.5	92	2272	24.0	5.6	98	2340	19.9	5.7	82	4177	23.1	10.2	95
TOP 5 ADI'S	39550	8914	22.7	22.5	96	1991	21.0	5.0	89	2512	21.4	6.4	91	4412	24.4	11.2	103
TOP 10 ADI'S	54877	12353	31.4	22.5	96	2868	30.3	5.2	93	3786	32.2	6.9	99	5699	31.5	10.4	96
TOP 20 ADI'S	77516	18057	45.9	23.3	99	4099	43.3	5.3	94	5565	47.4	7.2	103	8394	46.4	10.8	100
HSHLD INC. $50,000 OR MORE	17257	5100	13.0	29.6	126	1358	14.3	7.9	139	1293	11.0	7.5	107	2449	13.5	14.2	131
$40,000 OR MORE	33235	10154	25.8	30.6	130	2453	25.9	7.4	131	2742	23.4	8.3	118	4959	27.4	14.9	138
$30,000 OR MORE	59693	16932	43.1	28.4	121	4068	43.0	6.8	121	4715	40.2	7.9	113	8149	45.0	13.7	126
$25,000 OR MORE	76275	21269	54.1	27.9	119	5029	53.1	6.6	117	6042	51.5	7.9	113	10198	56.3	13.4	124
$20,000 - $24,999	18607	4627	11.8	24.9	106	853	9.0	4.6	81	1670	14.2	9.0	128	2104	11.6	11.3	105
$15,000 - $19,999	17175	4139	10.5	24.1	103	904	9.5	5.3	93	1168	9.9	6.8	97	2068	11.4	12.0	112
$10,000 - $14,999	24569	5077	12.9	20.7	88	1321	14.0	5.4	95	1704	14.5	6.9	99	2052	11.3	8.4	77
UNDER $10,000	31101	4206	10.7	13.5	58	1362	14.4	4.4	78	1158	9.9	3.7	53	1686	9.3	5.4	50
HOUSEHOLD OF 1 PERSON	19441	3809	9.7	19.6	84	864	9.1	4.4	79	1244	10.6	6.4	91	1701	9.4	8.7	81
2 PEOPLE	51803	11933	30.3	23.0	98	2835	29.9	5.5	97	3678	31.3	7.1	101	5420	29.9	10.5	97
3 OR 4 PEOPLE	66933	16552	42.1	24.7	105	3994	42.2	6.0	106	5103	43.5	7.6	109	7455	41.2	11.1	103
5 OR MORE PEOPLE	29550	7024	17.9	23.8	101	1775	18.7	6.0	106	1718	14.6	5.8	83	3532	19.5	12.0	111
NO CHILD IN HSHLD	96587	21764	55.4	22.5	96	5215	55.1	5.4	96	7221	61.5	7.5	107	9327	51.5	9.7	89
CHILD(REN) UNDER 2 YRS	10844	2567	6.5	23.7	101	*431	4.6	4.0	70	678	5.8	6.3	89	1458	8.1	13.4	125
2 - 5 YEARS	26358	6520	16.6	24.7	106	1303	13.8	4.9	88	1541	13.1	5.8	84	3676	20.3	13.9	129
6 - 11 YEARS	30453	7430	18.9	24.4	104	1892	20.0	6.2	110	1880	16.0	6.2	88	3658	20.2	12.0	111
12 - 17 YEARS	36575	8869	22.6	24.2	103	2366	25.0	6.5	115	2293	19.5	6.3	90	4210	23.2	11.5	107
RESIDENCE OWNED	117770	26838	68.3	22.8	97	6443	68.1	5.5	97	7681	65.4	6.5	93	12714	70.2	10.8	100
VALUE: $50,000 OR MORE	70166	17578	44.7	25.1	107	4189	44.2	6.0	106	4985	42.5	7.1	101	8405	46.4	12.0	111
VALUE: UNDER $50,000	47604	9260	23.6	19.5	83	2254	23.8	4.7	84	2696	23.0	5.7	81	4310	23.8	9.1	84

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	39319	100.0	23.4	100	9468	100.0	5.6	100	11742	100.0	7.0	100	18108	100.0	10.8	100
MAGAZINES	QUINTILE 1	34022	10080	25.6	29.6	126	2054	21.7	6.0	107	3073	26.2	9.0	129	4953	27.4	14.6	135
	QUINTILE 2	34800	9303	23.7	26.7	114	2265	23.9	6.5	115	2642	22.5	7.6	108	4397	24.3	12.6	117
	QUINTILE 3	30514	7252	18.4	23.8	101	1817	19.2	6.0	105	2130	18.1	7.0	100	3305	18.3	10.8	100
	QUINTILE 4	33324	7054	17.9	21.2	90	1791	18.9	5.4	95	2005	17.1	6.0	86	3258	18.0	9.8	91
	QUINTILE 5	35066	5630	14.3	16.1	68	1542	16.3	4.4	78	1892	16.1	5.4	77	2196	12.1	6.3	58
NEWSPAPERS	QUINTILE 1	29107	8197	20.8	28.2	120	1890	20.0	6.5	115	2545	21.7	8.7	125	3762	20.8	12.9	120
	QUINTILE 2	49095	11768	29.9	24.0	102	2827	29.9	5.8	102	3569	30.4	7.3	104	5372	29.7	10.9	101
	QUINTILE 3	23107	5765	14.7	24.9	106	1324	14.0	5.7	102	1640	14.0	7.1	101	2800	15.5	12.1	112
	QUINTILE 4	33556	7648	19.5	22.8	97	1788	18.9	5.3	94	2129	18.1	6.3	91	3731	20.6	11.1	103
	QUINTILE 5	32863	5940	15.1	18.1	77	1639	17.3	5.0	88	1859	15.8	5.7	81	2443	13.5	7.4	69
OUTDOOR	QUINTILE 1	33431	8768	22.3	26.2	112	1790	18.9	5.4	95	2589	22.0	7.7	111	4389	24.2	13.1	122
	QUINTILE 2	33478	9005	22.9	26.9	115	1971	20.8	5.9	104	2744	23.4	8.2	117	4290	23.7	12.8	119
	QUINTILE 3	33574	7985	20.3	23.8	101	2046	21.6	6.1	108	2453	20.9	7.3	104	3486	19.3	10.4	96
	QUINTILE 4	33935	7114	18.1	21.0	89	1883	19.9	5.5	98	1985	16.9	5.8	84	3246	17.9	9.6	89
	QUINTILE 5	33310	6446	16.4	19.4	83	1778	18.8	5.3	95	1972	16.8	5.9	85	2697	14.9	8.1	75
RADIO-DRIVE TIME	QUINTILE 1	33136	8351	21.2	25.2	108	1860	19.6	5.6	99	2614	22.3	7.9	113	3877	21.4	11.7	108
	QUINTILE 2	31658	8079	20.5	25.5	109	2001	21.1	6.3	112	2331	19.9	7.4	105	3748	20.7	11.8	110
	QUINTILE 3	32541	8406	21.4	25.8	110	1846	19.5	5.7	100	2473	21.1	7.6	109	4086	22.6	12.6	116
	QUINTILE 4	34247	7854	20.0	22.9	98	2126	22.5	6.2	110	2186	18.6	6.4	91	3543	19.6	10.3	96
	QUINTILE 5	36144	6629	16.9	18.3	78	1635	17.3	4.5	80	2138	18.2	5.9	84	2855	15.8	7.9	73
RADIO-MID-DAY	TERCILE 1	45037	11307	28.8	25.1	107	2719	28.7	6.0	107	3410	29.0	7.6	108	5178	28.6	11.5	106
	TERCILE 2	44819	10723	27.3	23.9	102	2589	27.3	5.8	102	3096	26.4	6.9	99	5039	27.8	11.2	104
	TERCILE 3	77872	17289	44.0	22.2	95	4161	43.9	5.3	95	5237	44.6	6.7	96	7892	43.6	10.1	94
RADIO-TOTAL	QUINTILE 1	33763	8657	22.0	25.6	109	2129	22.5	6.3	112	2615	22.3	7.7	111	3913	21.6	11.6	107
	QUINTILE 2	33240	8403	21.4	25.3	108	1972	20.8	5.9	105	2645	22.5	8.0	114	3786	20.9	11.4	105
	QUINTILE 3	33408	8319	21.2	24.9	106	1946	20.6	5.8	103	2310	19.7	6.9	99	4064	22.4	12.2	113
	QUINTILE 4	34792	7938	20.2	22.8	97	1843	19.5	5.3	94	2370	20.2	6.8	97	3725	20.6	10.7	99
	QUINTILE 5	32524	6002	15.3	18.5	79	1578	16.7	4.9	86	1802	15.3	5.5	79	2622	14.5	8.1	75
TV-PRIME TIME	QUINTILE 1	33090	6751	17.2	20.4	87	1583	16.7	4.8	85	2101	17.9	6.3	91	3067	16.9	9.3	86
	QUINTILE 2	33357	8095	20.6	24.3	104	1972	20.8	5.9	105	2266	19.3	6.8	97	3857	21.3	11.6	107
	QUINTILE 3	33980	8635	22.0	25.4	108	2248	23.7	6.6	117	2534	21.6	7.5	107	3852	21.3	11.3	105
	QUINTILE 4	33854	8162	20.8	24.1	103	1938	20.5	5.7	101	2450	20.9	7.2	103	3774	20.8	11.1	103
	QUINTILE 5	33444	7676	19.5	23.0	98	1728	18.3	5.2	92	2390	20.4	7.1	102	3558	19.6	10.6	99
TV-DAYTIME	TERCILE 1	49121	9540	24.3	19.4	83	2491	26.3	5.1	90	2481	21.1	5.1	72	4567	25.2	9.3	86
	TERCILE 2	48823	11483	29.2	23.5	100	2413	25.5	4.9	88	3494	29.8	7.2	102	5576	30.8	11.4	106
	TERCILE 3	69782	18296	46.5	26.2	112	4564	48.2	6.5	116	5767	49.1	8.3	118	7965	44.0	11.4	106
TV-TOTAL	QUINTILE 1	33584	6450	16.4	19.2	82	1678	17.7	5.0	89	1806	15.4	5.4	77	2967	16.4	8.8	82
	QUINTILE 2	33441	7651	19.5	22.9	98	1869	19.7	5.6	99	2218	18.9	6.6	95	3563	19.7	10.7	99
	QUINTILE 3	33505	8180	20.8	24.4	104	2077	21.9	6.2	110	2643	22.5	7.9	113	3460	19.1	10.3	96
	QUINTILE 4	33466	8904	22.6	26.6	113	2223	23.5	6.6	118	2513	21.4	7.5	107	4168	23.0	12.5	115
	QUINTILE 5	33731	8134	20.7	24.1	103	1622	17.1	4.8	85	2561	21.8	7.6	108	3951	21.8	11.7	108
MAGAZINES-NEWSPAPERS: DUAL		44503	13059	33.2	29.3	125	2986	31.5	6.7	119	3865	32.9	8.7	124	6208	34.3	13.9	129
MAGAZINE IMPERATIVE		39363	9833	25.0	25.0	107	2159	22.8	5.5	97	2889	24.6	7.3	105	4786	26.4	12.2	113
NEWSPAPER IMPERATIVE		46441	9966	25.3	21.5	92	2390	25.2	5.1	91	3146	26.8	6.8	97	4430	24.5	9.5	88
MAGAZINES-OUTDOOR: DUAL		33726	10319	26.2	30.6	131	2075	21.9	6.2	109	3155	26.9	9.4	134	5088	28.1	15.1	140
MAGAZINE IMPERATIVE		52846	12980	33.0	24.6	105	3397	35.9	6.4	114	3703	31.5	7.0	100	5880	32.5	11.1	103
OUTDOOR IMPERATIVE		52140	11463	29.2	22.0	94	2818	29.8	5.4	96	3469	29.5	6.7	95	5176	28.6	9.9	92
MAGAZINES-RADIO: DUAL		37081	10730	27.3	28.9	123	2365	25.0	6.4	113	3346	28.5	9.0	129	5018	27.7	13.5	125
MAGAZINE IMPERATIVE		49747	12827	32.6	25.8	110	2911	30.7	5.9	104	3602	30.7	7.2	103	6314	34.9	12.7	118
RADIO IMPERATIVE		49208	10700	27.2	21.7	93	2873	30.3	5.8	103	3157	26.9	6.4	92	4670	25.8	9.5	88
MAGAZINES-TELEVISION: DUAL		33103	8309	21.1	25.1	107	1743	18.4	5.3	93	2337	19.9	7.1	101	4230	23.4	12.8	118
MAGAZINE IMPERATIVE		54575	15532	39.5	28.5	121	3678	38.8	6.7	119	4609	39.3	8.4	121	7246	40.0	13.3	123
TELEVISION IMPERATIVE		53249	9921	25.2	18.6	79	2854	30.1	5.4	95	3033	25.8	5.7	81	4034	22.3	7.6	70
NEWSPAPERS-OUTDOOR: DUAL		36255	10259	26.1	28.3	121	2064	21.8	5.7	101	3294	28.1	9.1	130	4901	27.1	13.5	125
NEWSPAPER IMPERATIVE		55591	12797	32.5	23.0	98	3430	36.2	6.2	109	3684	31.4	6.6	95	5683	31.4	10.2	95
OUTDOOR IMPERATIVE		48319	11275	28.7	23.3	100	2651	28.0	5.5	97	3183	27.1	6.6	94	5441	30.0	11.3	104
NEWSPAPERS-RADIO: DUAL		37242	9876	25.1	26.5	113	2263	23.9	6.1	108	3122	26.6	8.4	120	4492	24.8	12.1	112
NEWSPAPER IMPERATIVE		54423	13301	33.8	24.4	104	3233	34.1	5.9	105	3944	33.6	7.2	104	6124	33.8	11.3	104
RADIO IMPERATIVE		46650	10924	27.8	23.4	100	2702	28.5	5.8	103	3065	26.1	6.6	94	5158	28.5	11.1	102
NEWSPAPERS-TELEVISION: DUAL		35974	8542	21.7	23.7	101	2053	21.7	5.7	101	2551	21.7	7.1	101	3939	21.8	10.9	101
NEWSPAPER IMPERATIVE		56095	15106	38.4	26.9	115	3516	37.1	6.3	111	4593	39.1	8.2	117	6997	38.6	12.5	116
TELEVISION IMPERATIVE		47170	9502	24.2	20.1	86	2506	26.5	5.3	94	2788	23.7	5.9	84	4208	23.2	8.9	83
OUTDOOR-RADIO: DUAL		33748	9181	23.4	27.2	116	1848	19.5	5.5	97	2986	25.4	8.8	126	4347	24.0	12.9	119
OUTDOOR IMPERATIVE		52785	12979	33.0	24.6	105	2961	31.3	5.6	99	3778	32.2	7.2	102	6240	34.5	11.8	109
RADIO IMPERATIVE		52882	12139	30.9	23.0	98	3279	34.6	6.2	110	3474	29.6	6.6	94	5387	29.7	10.2	94
OUTDOOR-TELEVISION: DUAL		32030	7867	20.0	24.6	105	1647	17.4	5.1	91	2321	19.8	7.2	104	3900	21.5	12.2	113
OUTDOOR IMPERATIVE		54626	14986	38.1	27.4	117	3345	35.3	6.1	108	4578	39.0	8.4	120	7064	39.0	12.9	120
TELEVISION IMPERATIVE		54874	10682	27.2	19.5	83	3022	31.9	5.5	98	3141	26.8	5.7	82	4519	25.0	8.2	76
RADIO-TELEVISION: DUAL		33386	7966	20.3	23.9	102	2134	22.5	6.4	113	2363	20.1	7.1	101	3470	19.2	10.4	96
RADIO IMPERATIVE		53810	14449	36.7	26.9	115	3264	34.5	6.1	107	4491	38.2	8.3	119	6694	37.0	12.4	115
TELEVISION IMPERATIVE		54023	10930	27.8	20.2	86	2694	28.5	5.0	88	3100	26.4	5.7	82	5136	28.4	9.5	88

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL ADULTS	167727	39319	100.0	23.4	100	9468	100.0	5.6	100	11742	100.0	7.0	100	18108	100.0	10.8	100
ATLANTIC MONTHLY	867	*216	0.5	24.9	106	**66	0.7	7.6	135	**78	0.7	9.0	129	**72	0.4	8.3	77
BARRON'S	1580	555	1.4	35.1	150	**202	2.1	12.8	226	**135	1.1	8.5	122	*218	1.2	13.8	128
BETTER HOMES & GARDENS	22203	5223	13.3	23.5	100	898	9.5	4.0	72	1510	12.9	6.8	97	2815	15.5	12.7	117
BON APPETIT	3810	1056	2.7	27.7	118	*199	2.1	5.2	93	330	2.8	8.7	124	527	2.9	13.8	128
BUSINESS WEEK	4663	1541	3.9	33.0	141	373	3.9	8.0	142	408	3.5	8.7	125	760	4.2	16.3	151
CAR AND DRIVER	3102	1001	2.5	32.3	138	*269	2.8	8.7	154	315	2.7	10.2	145	417	2.3	13.4	125
CBS MAGAZINE NETWORK (GROSS)	7311	2570	6.5	35.2	150	652	6.9	8.9	158	915	7.8	12.5	179	1003	5.5	13.7	127
CHANGING TIMES	3400	1067	2.7	31.4	134	*204	2.2	6.0	106	308	2.6	9.1	129	554	3.1	16.3	151
COLONIAL HOMES	1796	451	1.1	25.1	107	**73	0.8	4.1	72	**153	1.3	8.5	122	225	1.2	12.5	116
CONDE NAST MAG. PKG. (GROSS)	19934	5687	14.5	28.5	122	883	9.3	4.4	79	1877	16.0	9.4	135	2927	16.2	14.7	136
CONSUMERS DIGEST	3125	794	2.0	25.4	108	**142	1.5	4.5	80	*254	2.2	8.1	116	399	2.2	12.8	118
COSMOPOLITAN	10577	3217	8.2	30.4	130	685	7.2	6.5	115	980	8.3	9.3	132	1552	8.6	14.7	136
COUNTRY LIVING	3746	1169	3.0	31.2	133	*216	2.3	5.8	102	*346	2.9	9.2	132	607	3.4	16.2	150
CUISINE	2214	618	1.6	27.9	119	**57	0.6	2.6	46	*228	1.9	10.3	147	333	1.8	15.0	139
CYCLE WORLD	2394	656	1.7	27.4	117	*200	2.1	8.4	148	**168	1.4	7.0	100	*288	1.6	12.0	111
DCI:CREATIVE IDEAS FOR LIV	3068	690	1.8	22.5	96	**106	1.1	3.5	61	*256	2.2	8.3	119	328	1.8	10.7	99
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2318	5.9	24.3	103	484	5.1	5.1	90	743	6.3	7.8	111	1091	6.0	11.4	106
DISCOVER	2277	669	1.7	29.4	125	**120	1.3	5.3	93	*252	2.1	11.1	158	297	1.6	13.0	121
EBONY	7187	1290	3.3	17.9	77	380	4.0	5.3	94	464	4.0	6.5	92	446	2.5	6.2	57
ESQUIRE	2560	638	1.6	24.9	106	*196	2.1	7.7	136	216	1.8	8.4	121	227	1.3	8.9	82
ESSENCE	3242	601	1.5	18.5	79	*166	1.8	5.1	91	*225	1.9	6.9	99	211	1.2	6.5	60
FAMILY CIRCLE	19639	4247	10.8	21.6	92	658	6.9	3.4	59	1251	10.7	6.4	91	2338	12.9	11.9	110
THE FAMILY HANDYMAN	3540	1008	2.6	28.5	121	*275	2.9	7.8	138	*295	2.5	8.3	119	438	2.4	12.4	115
FAMILY WEEKLY	23924	5717	14.5	23.9	102	1520	16.1	6.4	113	1626	13.8	6.8	97	2571	14.2	10.7	100
FIELD & STREAM	9883	2648	6.7	26.8	114	650	6.9	6.6	117	912	7.8	9.2	132	1086	6.0	11.0	102
FOOD & WINE	1030	291	0.7	28.3	121	**40	0.4	3.9	69	**150	1.3	14.6	208	*100	0.6	9.7	90
FORBES	2679	1040	2.6	38.8	166	*256	2.7	9.6	169	287	2.4	10.7	153	497	2.7	18.6	172
FORTUNE	2931	1100	2.8	37.5	160	*211	2.2	7.2	128	320	2.7	10.9	156	569	3.1	19.4	180
GENTLEMEN'S QUARTERLY	3481	1141	2.9	32.8	140	**193	2.0	5.5	98	453	3.9	13.0	186	496	2.7	14.2	132
GLAMOUR	7163	2227	5.7	31.1	133	299	3.2	4.2	74	736	6.3	10.3	147	1192	6.6	16.6	154
GOLF DIGEST	2355	986	2.5	41.9	179	*271	2.9	11.5	204	356	3.0	15.1	216	359	2.0	15.2	141
GOLF DIGEST/TENNIS (GROSS)	3610	1432	3.6	39.7	169	350	3.7	9.7	172	484	4.1	13.4	192	598	3.3	16.6	153
GOLF MAGAZINE	2046	859	2.2	42.0	179	*221	2.3	10.8	191	*280	2.4	13.7	195	359	2.0	17.5	163
GOLF MAGAZINE/SKI (GROSS)	3547	1330	3.4	37.5	160	296	3.1	8.3	148	468	4.0	13.2	188	567	3.1	16.0	148
GOOD HOUSEKEEPING	20353	4710	12.0	23.1	99	634	6.7	3.1	55	1455	12.4	7.1	102	2621	14.5	12.9	119
HARPER'S BAZAAR	3362	951	2.4	28.3	121	**101	1.1	3.0	53	364	3.1	10.8	155	487	2.7	14.5	134
HEALTH	2987	752	1.9	25.2	107	*172	1.8	5.8	102	*225	1.9	7.5	108	355	2.0	11.9	110
HEARST MAG CORP. BUY (GROSS)	67928	18189	46.3	26.8	114	3191	33.7	4.7	83	5795	49.4	8.5	122	9204	50.8	13.5	126
HEARST MAN POWER (GROSS)	11282	3281	8.3	29.1	124	840	8.9	7.4	132	1061	9.0	9.4	134	1380	7.6	12.2	113
HEARST WOMAN POWER (GROSS)	40514	10284	26.2	25.4	108	1595	16.8	3.9	70	3161	26.9	7.8	111	5528	30.5	13.6	126
HOUSE BEAUTIFUL	4885	1344	3.4	27.5	117	*290	3.1	5.9	105	402	3.4	8.2	118	652	3.6	13.3	124
INC.	1308	515	1.3	39.4	168	**112	1.2	8.6	152	*161	1.4	12.3	176	*242	1.3	18.5	171
JET	6498	1382	3.5	21.3	91	409	4.3	6.3	112	496	4.2	7.6	109	477	2.6	7.3	68
LADIES' HOME JOURNAL	14797	3533	9.0	23.9	102	610	6.4	4.1	73	1098	9.4	7.4	106	1826	10.1	12.3	114
LHJ FAMILY GRP COMBO(GROSS)	21743	5453	13.9	25.1	107	985	10.4	4.5	80	1674	14.3	7.7	110	2794	15.4	12.9	119
LIFE	9881	2861	7.3	29.0	124	546	5.8	5.5	98	998	8.5	10.1	144	1317	7.3	13.3	123
L.A. TIMES HOME MAGAZINE	2775	857	2.2	30.9	132	*100	1.1	3.6	64	204	1.7	7.4	105	553	3.1	19.9	185
MADEMOISELLE	4219	1288	3.3	30.5	130	*213	2.2	5.0	89	420	3.6	10.0	142	654	3.6	15.5	144
MC CALL'S	16422	4203	10.7	25.6	109	686	7.2	4.2	74	1254	10.7	7.6	109	2263	12.5	13.8	128
MC CALL'S/WRK MOTHER (GROSS)	17919	4589	11.7	25.6	109	727	7.7	4.1	72	1394	11.9	7.8	111	2469	13.6	13.8	128
MECHANIX ILLUSTRATED	4433	1350	3.4	30.5	130	*312	3.3	7.0	125	508	4.3	11.5	164	530	2.9	12.0	111
METROPOLITAN HOME	1504	369	0.9	24.5	105	**14	0.1	0.9	16	*194	1.7	12.9	184	162	0.9	10.8	100
MONEY	4723	1656	4.2	35.1	150	287	3.0	6.1	108	533	4.5	11.3	161	836	4.6	17.7	164
MOTHER EARTH NEWS	2325	918	2.3	39.5	168	**97	1.0	4.2	74	362	3.1	15.6	222	458	2.5	19.7	182
MS.	1189	357	0.9	30.0	128	**52	0.5	4.4	77	**154	1.3	13.0	185	*150	0.8	12.6	117
NATIONAL ENQUIRER	18892	4373	11.1	23.1	99	878	9.3	4.6	82	1466	12.5	7.8	111	2028	11.2	10.7	99
NATIONAL GEOGRAPHIC	22129	6226	15.8	28.1	120	1297	13.7	5.9	104	1759	15.0	7.9	114	3170	17.5	14.3	133
NATIONAL SUNDAY MAGAZINE PKG	103750	26645	67.8	25.7	110	6356	67.1	6.1	109	8134	69.3	7.8	112	12154	67.1	11.7	109
NATURAL HISTORY	1379	456	1.2	33.1	141	**66	0.7	4.8	85	**184	1.6	13.3	191	*206	1.1	14.9	138
NEW WOMAN	2289	690	1.8	30.1	129	**115	1.2	5.0	89	*240	2.0	10.5	150	335	1.9	14.6	136
NEW YORK INCLUDING CUE	1088	279	0.7	25.6	109	**48	0.5	4.4	78	**114	1.0	10.5	150	*118	0.7	10.8	100
THE NEW YORKER	2459	818	2.1	33.3	142	**71	0.7	2.9	51	291	2.5	11.8	169	456	2.5	18.5	172
NEWSWEEK	16527	4874	12.4	29.5	126	1099	11.6	6.6	118	1434	12.2	8.7	124	2341	12.9	14.2	131
THE N.Y. TIMES DAILY EDITION	2739	704	1.8	25.7	110	*176	1.9	6.4	114	*114	1.0	4.2	59	414	2.3	15.1	140
THE N.Y. TIMES MAGAZINE	4443	1157	2.9	26.0	111	246	2.6	5.5	98	192	1.6	4.3	62	720	4.0	16.2	150
OMNI	2799	950	2.4	33.9	145	*252	2.7	9.0	159	*290	2.5	10.4	148	408	2.3	14.6	135
ON CABLE	2209	682	1.7	30.9	132	**71	0.7	3.2	57	*273	2.3	12.4	177	338	1.9	15.3	142
1001 HOME IDEAS	3959	1168	3.0	29.5	126	*204	2.2	5.2	91	352	3.0	8.9	127	613	3.4	15.5	143
ORGANIC GARDENING	3111	614	1.6	19.7	84	**117	1.2	3.8	67	*196	1.7	6.3	90	301	1.7	9.7	90
OUTDOOR LIFE	5024	1456	3.7	29.0	124	358	3.8	7.1	126	604	5.1	12.0	172	494	2.7	9.8	91
PARADE MAGAZINE	51292	13319	33.9	26.0	111	2942	31.1	5.7	102	4228	36.0	8.2	118	6148	34.0	12.0	111

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	'000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	39319	100.0	23.4	100	9468	100.0	5.6	100	11742	100.0	7.0	100	18108	100.0	10.8	100
PARENTS	5298	1516	3.9	28.6	122	*148	1.6	2.8	49	426	3.6	8.0	115	943	5.2	17.8	165
PENTHOUSE	5129	1767	4.5	34.5	147	385	4.1	7.5	133	522	4.4	10.2	145	860	4.7	16.8	155
PEOPLE	21070	6102	15.5	29.0	124	1049	11.1	5.0	88	1880	16.0	8.9	127	3173	17.5	15.1	139
PLAYBOY	10562	3550	9.0	33.6	143	895	9.5	8.5	150	998	8.5	9.4	135	1657	9.2	15.7	145
POPULAR HOT RODDING	2498	804	2.0	32.2	137	*307	3.2	12.3	218	*210	1.8	8.4	120	*288	1.6	11.5	107
POPULAR MECHANICS	5887	1614	4.1	27.4	117	361	3.8	6.1	109	563	4.8	9.6	137	690	3.8	11.7	109
POPULAR SCIENCE	4317	1467	3.7	34.0	145	*330	3.5	7.6	135	540	4.6	12.5	179	597	3.3	13.8	128
PREVENTION	5792	1116	2.8	19.3	82	*214	2.3	3.7	65	366	3.1	6.3	90	536	3.0	9.3	86
PSYCHOLOGY TODAY	3284	1045	2.7	31.8	136	*212	2.2	6.5	114	313	2.7	9.5	136	520	2.9	15.8	147
READER'S DIGEST	40046	9421	24.0	23.5	100	1885	19.9	4.7	83	3081	26.2	7.7	110	4456	24.6	11.1	103
REDBOOK	9584	2357	6.0	24.6	105	276	2.9	2.9	51	726	6.2	7.6	108	1356	7.5	14.1	131
ROAD & TRACK	2590	1062	2.7	41.0	175	*291	3.1	11.2	199	*366	3.1	14.1	202	406	2.2	15.7	145
ROLLING STONE	3302	1140	2.9	34.5	147	*231	2.4	7.0	124	445	3.8	13.5	193	464	2.6	14.1	130
RUNNER'S WORLD	1229	407	1.0	33.1	141	**134	1.4	10.9	193	**137	1.2	11.1	159	**136	0.8	11.1	102
SATURDAY EVENING POST	2110	475	1.2	22.5	96	**65	0.7	3.1	55	*195	1.7	9.2	132	215	1.2	10.2	94
SCIENCE 84	1543	490	1.2	31.8	135	**40	0.4	2.6	46	*192	1.6	12.4	178	258	1.4	16.7	155
SCIENCE DIGEST	1747	556	1.4	31.8	136	**103	1.1	5.9	104	*171	1.5	9.8	140	283	1.6	16.2	150
SCIENTIFIC AMERICAN	1994	741	1.9	37.2	159	**127	1.3	6.4	113	*232	2.0	11.6	166	382	2.1	19.2	177
SELF	3119	931	2.4	29.8	127	*194	2.0	6.2	110	296	2.5	9.5	136	442	2.4	14.2	131
SEVENTEEN	3923	1037	2.6	26.4	113	*162	1.7	4.1	73	*350	3.0	8.9	127	526	2.9	13.4	124
SKI	1501	470	1.2	31.3	134	**75	0.8	5.0	89	*187	1.6	12.5	178	208	1.1	13.9	128
SMITHSONIAN	5976	1718	4.4	28.7	123	393	4.2	6.6	117	454	3.9	7.6	109	870	4.8	14.6	135
SOAP OPERA DIGEST	4228	1067	2.7	25.2	108	*226	2.4	5.3	95	371	3.2	8.8	125	470	2.6	11.1	103
SOUTHERN LIVING	6488	1628	4.1	25.1	107	379	4.0	5.8	103	487	4.1	7.5	107	763	4.2	11.8	109
SPORT	3500	1195	3.0	34.1	146	*317	3.3	9.1	160	361	3.1	10.3	147	517	2.9	14.8	137
THE SPORTING NEWS	2456	803	2.0	32.7	139	*271	2.9	11.0	195	*283	2.4	11.5	165	*249	1.4	10.1	94
SPORTS AFIELD	3648	1110	2.8	30.4	130	376	4.0	10.3	183	328	2.8	9.0	128	407	2.2	11.2	103
SPORTS ILLUSTRATED	14484	4625	11.8	31.9	136	1382	14.6	9.5	169	1374	11.7	9.5	136	1868	10.3	12.9	119
STAR	12661	2531	6.4	20.0	85	567	6.0	4.5	79	897	7.6	7.1	101	1067	5.9	8.4	78
SUNDAY	52799	13792	35.1	26.1	111	3332	35.2	6.3	112	4383	37.3	8.3	119	6078	33.6	11.5	107
SUNSET	3513	1097	2.8	31.2	133	*168	1.8	4.8	85	371	3.2	10.6	151	558	3.1	15.9	147
TV GUIDE	42766	10717	27.3	25.1	107	2574	27.2	6.0	107	2992	25.5	7.0	100	5151	28.4	12.0	112
TENNIS	1254	446	1.1	35.6	152	**79	0.8	6.3	112	**127	1.1	10.1	145	*240	1.3	19.1	177
TIME	22054	6339	16.1	28.7	123	1558	16.5	7.1	125	1791	15.3	8.1	116	2990	16.5	13.6	126
TOWN & COUNTRY	1555	465	1.2	29.9	128	**37	0.4	2.4	42	**178	1.5	11.4	164	251	1.4	16.1	150
TRAVEL & LEISURE	2173	685	1.7	31.5	134	*180	1.9	8.3	147	*235	2.0	10.8	154	270	1.5	12.4	115
TRUE STORY	4636	1065	2.7	23.0	98	*199	2.1	4.3	76	382	3.3	8.2	118	484	2.7	10.4	97
U.S.NEWS & WORLD REPORT	10353	2803	7.1	27.1	115	661	7.0	6.4	113	964	8.2	9.3	133	1178	6.5	11.4	105
USA TODAY	4994	1603	4.1	32.1	137	376	4.0	7.5	133	604	5.1	12.1	173	623	3.4	12.5	116
US	3528	1071	2.7	30.4	129	*218	2.3	6.2	109	354	3.0	10.0	143	499	2.8	14.1	131
VOGUE	5424	1241	3.2	22.9	98	*177	1.9	3.3	58	425	3.6	7.8	112	640	3.5	11.8	109
WALL STREET JOURNAL	6292	2108	5.4	33.5	143	411	4.3	6.5	116	685	5.8	10.9	156	1012	5.6	16.1	149
WEIGHT WATCHERS	2762	693	1.8	25.1	107	**97	1.0	3.5	62	*148	1.3	5.4	77	447	2.5	16.2	150
WOMAN'S DAY	16320	3453	8.8	21.2	90	549	5.8	3.4	60	1008	8.6	6.2	88	1896	10.5	11.6	108
WORKING MOTHER	1496	386	1.0	25.8	110	**41	0.4	2.7	49	**139	1.2	9.3	133	*205	1.1	13.7	127
WORKING WOMAN	1851	645	1.6	34.8	149	**91	1.0	4.9	87	*171	1.5	9.2	132	383	2.1	20.7	192
WORLD TENNIS	580	*254	0.6	43.8	187	**18	0.2	3.1	55	**142	1.2	24.5	350	**94	0.5	16.2	150
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3837	9.8	30.9	132	909	9.6	7.3	130	1475	12.6	11.9	170	1453	8.0	11.7	108
BLAIR INSERTS	91671	23721	60.3	25.9	110	5499	58.1	6.0	106	7245	61.7	7.9	113	10978	60.6	12.0	111
DAILY NEWSPAPERS																	
READ ANY	109190	26901	68.4	24.6	105	6473	68.4	5.9	105	7917	67.4	7.3	104	12511	69.1	11.5	106
READ ONE	89587	21590	54.9	24.1	103	5162	54.5	5.8	102	6406	54.6	7.2	102	10022	55.3	11.2	104
READ TWO OR MORE	19602	5311	13.5	27.1	116	1311	13.8	6.7	118	1511	12.9	7.7	110	2489	13.7	12.7	118
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	27942	71.1	25.5	109	6499	68.6	5.9	105	8573	73.0	7.8	112	12870	71.1	11.7	109
READ ONE	95074	23608	60.0	24.8	106	5605	59.2	5.9	104	7344	62.5	7.7	110	10659	58.9	11.2	104
READ TWO OR MORE	14588	4334	11.0	29.7	127	894	9.4	6.1	109	1229	10.5	8.4	120	2211	12.2	15.2	140
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.54				28.70				29.42				32.19			
30 DAY REACH	149706	35750	90.9	23.9	102	8470	89.5	5.7	100	10680	91.0	7.1	102	16600	91.7	11.1	103
50 SHWG - 30 DAY AV FREQ	15.16	15.94				15.08				15.42				16.71			
30 DAY REACH	142406	34279	87.2	24.1	103	8061	85.1	5.7	100	10218	87.0	7.2	102	16001	88.4	11.2	104
25 SHWG - 30 DAY AV FREQ	8.23	8.55				8.12				8.23				8.96			
30 DAY REACH	131152	31972	81.3	24.4	104	7481	79.0	5.7	101	9552	81.3	7.3	104	14940	82.5	11.4	106
CABLE TV: HOME WIRED	66879	17734	45.1	26.5	113	4176	44.1	6.2	111	5364	45.7	8.0	115	8194	45.3	12.3	113
HOME NOT WIRED	100848	21585	54.9	21.4	91	5292	55.9	5.2	93	6378	54.3	6.3	90	9914	54.7	9.8	91
HAVE PAY CABLE	35024	10353	26.3	29.6	126	2607	27.5	7.4	132	2797	23.8	8.0	114	4949	27.3	14.1	131

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	39319	100.0	23.4	100	9468	100.0	5.6	100	11742	100.0	7.0	100	18108	100.0	10.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	24560	62.5	25.7	110	5838	61.7	6.1	108	7397	63.0	7.7	111	11325	62.5	11.8	110
10:00 AM - 3:00 PM	63599	15745	40.0	24.8	106	3729	39.4	5.9	104	4709	40.1	7.4	106	7308	40.4	11.5	106
3:00 PM - 7:00 PM	72097	19333	49.2	26.8	114	4470	47.2	6.2	110	5806	49.4	8.1	115	9057	50.0	12.6	116
7:00 PM - MIDNIGHT	36670	9348	23.8	25.5	109	2277	24.0	6.2	110	2836	24.2	7.7	110	4235	23.4	11.5	107
MIDNIGHT - 6:00 AM	21908	5935	15.1	27.1	116	1508	15.9	6.9	122	1846	15.7	8.4	120	2582	14.3	11.8	109
6:00 AM - MIDNIGHT	127571	32075	81.6	25.1	107	7691	81.2	6.0	107	9524	81.1	7.5	107	14860	82.1	11.6	108
ENTIRE DAY	129239	32377	82.3	25.1	107	7760	82.0	6.0	106	9632	82.0	7.5	106	14985	82.8	11.6	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9471	24.1	27.8	119	2329	24.6	6.8	121	2758	23.5	8.1	116	4384	24.2	12.9	119
ALL NEWS	6062	1406	3.6	23.2	99	314	3.3	5.2	92	451	3.8	7.4	106	642	3.5	10.6	98
AOR/PROGRESSIVE	11884	3308	8.4	27.8	119	749	7.9	6.3	112	920	7.8	7.7	111	1639	9.1	13.8	128
BEAUTIFUL MUSIC	11180	2943	7.5	26.3	112	758	8.0	6.8	120	927	7.9	8.3	118	1258	6.9	11.3	104
BLACK	4538	892	2.3	19.7	84	306	3.2	6.7	119	274	2.3	6.0	86	311	1.7	6.9	63
CLASSICAL	3857	1115	2.8	28.9	123	290	3.1	7.5	133	321	2.7	8.3	119	505	2.8	13.1	121
CHR/ROCK	21946	6439	16.4	29.3	125	1450	15.3	6.6	117	1957	16.7	8.9	127	3032	16.7	13.8	128
COUNTRY	27262	6925	17.6	25.4	108	1778	18.8	6.5	116	1911	16.3	7.0	100	3236	17.9	11.9	110
GOLDEN OLDIES	3339	750	1.9	22.5	96	*222	2.3	6.6	118	*233	2.0	7.0	100	296	1.6	8.9	82
MOR/NOSTALGIA	10346	2435	6.2	23.5	100	615	6.5	5.9	105	698	5.9	6.7	96	1122	6.2	10.8	100
NEWS/TALK	8929	2023	5.1	22.7	97	453	4.8	5.1	90	554	4.7	6.2	89	1016	5.6	11.4	105
RELIGIOUS	5488	868	2.2	15.8	67	*220	2.3	4.0	71	*211	1.8	3.8	55	437	2.4	8.0	74
SOFT ROCK	1232	327	0.8	26.5	113	**109	1.2	8.8	157	**114	1.0	9.3	132	**103	0.6	8.4	77
URBAN CONTEMPORARY	3184	626	1.6	19.7	84	*259	2.7	8.1	144	*214	1.8	6.7	96	*153	0.8	4.8	45
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2110	5.4	30.5	130	525	5.5	7.6	135	587	5.0	8.5	121	998	5.5	14.4	134
ABC DIRECTION	5212	1303	3.3	25.0	107	241	2.5	4.6	82	353	3.0	6.8	97	709	3.9	13.6	126
ABC ENTERTAINMENT	10385	2713	6.9	26.1	111	683	7.2	6.6	117	720	6.1	6.9	99	1310	7.2	12.6	117
ABC FM	4762	1292	3.3	27.1	116	490	5.2	10.3	182	370	3.2	7.8	111	432	2.4	9.1	84
ABC INFORMATION	11339	2663	6.8	23.5	100	621	6.6	5.5	97	708	6.0	6.2	89	1334	7.4	11.8	109
ABC ROCK	4878	1216	3.1	24.9	106	*283	3.0	5.8	103	306	2.6	6.3	90	627	3.5	12.9	119
CBS	10709	2599	6.6	24.3	104	568	6.0	5.3	94	880	7.5	8.2	117	1151	6.4	10.7	100
MUTUAL	10251	2327	5.9	22.7	97	662	7.0	6.5	114	630	5.4	6.1	88	1035	5.7	10.1	94
NBC	12243	2853	7.3	23.3	99	723	7.6	5.9	105	917	7.8	7.5	107	1213	6.7	9.9	92
RADIORADIO	4606	1269	3.2	27.6	118	331	3.5	7.2	127	420	3.6	9.1	130	518	2.9	11.2	104
RKO ONE	5148	1453	3.7	28.2	120	369	3.9	7.2	127	429	3.7	8.3	119	655	3.6	12.7	118
RKO TWO	7313	1940	4.9	26.5	113	500	5.3	6.8	121	547	4.7	7.5	107	894	4.9	12.2	113
THE SOURCE	5981	1756	4.5	29.4	125	353	3.7	5.9	105	433	3.7	7.2	103	970	5.4	16.2	150
NON-WIRED : BLAIR	19329	4971	12.6	25.7	110	1165	12.3	6.0	107	1365	11.6	7.1	101	2441	13.5	12.6	117
INTERNET	27139	6879	17.5	25.3	108	1728	18.3	6.4	113	2173	18.5	8.0	114	2977	16.4	11.0	102
KATZ RADIO GROUP	36319	9693	24.7	26.7	114	2338	24.7	6.4	114	2901	24.7	8.0	114	4455	24.6	12.3	114
SUPERNET	22361	5677	14.4	25.4	108	1576	16.6	7.0	125	1724	14.7	7.7	110	2377	13.1	10.6	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2971	7.6	20.4	87	753	8.0	5.2	92	882	7.5	6.1	87	1336	7.4	9.2	85
WKDAY 9:00 AM - 1:00 PM	18688	3615	9.2	19.3	83	975	10.3	5.2	92	938	8.0	5.0	72	1701	9.4	9.1	84
WKDAY 1:00 PM - 4:30 PM	24061	4533	11.5	18.8	80	1099	11.6	4.6	81	1197	10.2	5.0	71	2237	12.4	9.3	86
WKDAY 4:30 PM - 7:30 PM	44079	9299	23.7	21.1	90	2348	24.8	5.3	94	2759	23.5	6.3	89	4191	23.1	9.5	88
WKDAY 7:30 PM - 8:00 PM	61979	13327	33.9	21.5	92	3431	36.2	5.5	98	3934	33.5	6.3	91	5962	32.9	9.6	89
WKDAY 11:00 PM - 11:30 PM	49084	11411	29.0	23.2	99	2745	29.0	5.6	99	3287	28.0	6.7	96	5379	29.7	11.0	102
WKDAY 11:30 PM - 1:00 AM	16560	3880	9.9	23.4	100	1061	11.2	6.4	114	1081	9.2	6.5	93	1739	9.6	10.5	97
M-SAT 8-11 PM+SUN 7-11 PM	66967	15301	38.9	22.8	97	3663	38.7	5.5	97	4548	38.7	6.8	97	7090	39.2	10.6	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1812	4.6	19.5	83	346	3.7	3.7	66	392	3.3	4.2	60	1074	5.9	11.6	107
ANOTHER WORLD N	6138	928	2.4	15.1	64	276	2.9	4.5	80	223	1.9	3.6	52	428	2.4	7.0	65
AS THE WORLD TURNS C	7707	1535	3.9	19.9	85	382	4.0	5.0	88	434	3.7	5.6	80	719	4.0	9.3	86
CAPITOL C	4688	1027	2.6	21.9	93	268	2.8	5.7	101	283	2.4	6.0	86	476	2.6	10.2	94
CBS MORN. NEWS 1 C	2792	671	1.7	24.0	103	184	1.9	6.6	117	167	1.4	6.0	85	320	1.8	11.5	106
CBS MORN. NEWS 2 C	2071	430	1.1	20.8	89	157	1.7	7.6	134	*88	0.7	4.2	61	185	1.0	8.9	83
DAYS OF OUR LIVES N	8018	1579	4.0	19.7	84	402	4.2	5.0	89	396	3.4	4.9	71	781	4.3	9.7	90
FACTS OF LIFE - DAYTIME N	3487	602	1.5	17.3	74	229	2.4	6.6	116	104	0.9	3.0	43	269	1.5	7.7	71
FAMILY FEUD A	4817	893	2.3	18.5	79	224	2.4	4.7	82	238	2.0	4.9	71	430	2.4	8.9	83
GENERAL HOSPITAL A	8333	1402	3.6	16.8	72	287	3.0	3.4	61	358	3.0	4.3	61	757	4.2	9.1	84
GOOD MORNING, AMERICA-730 A	5472	1097	2.8	20.0	86	284	3.0	5.2	92	333	2.8	6.1	87	480	2.7	8.8	81
GOOD MORNING, AMERICA-830 A	3965	737	1.9	18.6	79	152	1.6	3.8	68	216	1.8	5.4	78	369	2.0	9.3	86
GUIDING LIGHT C	7542	1547	3.9	20.5	87	363	3.8	4.8	85	461	3.9	6.1	87	723	4.0	9.6	89
ONE LIFE TO LIVE A	6018	1074	2.7	17.8	76	237	2.5	3.9	70	233	2.0	3.9	55	604	3.3	10.0	93
PRESS YOUR LUCK C	3589	748	1.9	20.8	89	238	2.5	6.6	117	183	1.6	5.1	73	327	1.8	9.1	84
PRICE IS RIGHT 1 C	7418	1476	3.8	19.9	85	436	4.6	5.9	104	418	3.6	5.6	80	622	3.4	8.4	78
PRICE IS RIGHT 2 C	8276	1738	4.4	21.0	90	512	5.4	6.2	110	513	4.4	6.2	89	714	3.9	8.6	80
RYAN'S HOPE A	4358	999	2.5	22.9	98	245	2.6	5.6	100	184	1.6	4.2	60	570	3.1	13.1	121
SALE OF THE CENTURY N	3749	590	1.5	15.7	67	192	2.0	5.1	91	129	1.1	3.4	49	269	1.5	7.2	66
SEARCH FOR TOMORROW N	2884	456	1.2	15.8	67	*116	1.2	4.0	71	*100	0.9	3.5	50	240	1.3	8.3	77
TODAY SHOW 1 N	4869	1007	2.6	20.7	88	245	2.6	5.0	89	257	2.2	5.3	75	504	2.8	10.4	96
TODAY SHOW 2 N	4135	628	1.6	15.2	65	146	1.5	3.5	63	178	1.5	4.3	61	304	1.7	7.4	68
$25,000 PYRAMID C	4361	888	2.3	20.4	87	301	3.2	6.9	122	208	1.8	4.8	68	379	2.1	8.7	80
WHEEL OF FORTUNE N	6187	1137	2.9	18.4	78	275	2.9	4.4	79	299	2.5	4.8	69	563	3.1	9.1	84
YOUNG AND THE RESTLESS C	8186	1580	4.0	19.3	82	411	4.3	5.0	89	457	3.9	5.6	80	712	3.9	8.7	81
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1223	3.1	25.9	110	313	3.3	6.6	117	382	3.3	8.1	115	528	2.9	11.2	103
NBA PLAYOFF GAME -1 C	5127	1362	3.5	26.6	113	271	2.9	5.3	94	513	4.4	10.0	143	579	3.2	11.3	105
NBC MAJOR LEAGUE PRE-GAME N	3945	909	2.3	23.0	98	265	2.8	6.7	119	280	2.4	7.1	101	364	2.0	9.2	85
SPORTSWORLD - SUN N	3370	760	1.9	22.6	96	*144	1.5	4.3	76	278	2.4	8.2	118	338	1.9	10.0	93
SUNDAY MORNING C	4200	1030	2.6	24.5	105	336	3.5	8.0	142	270	2.3	6.4	92	424	2.3	10.1	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

			ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	39319	100.0	23.4	100	9468	100.0	5.6	100	11742	100.0	7.0	100	18108	100.0	10.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	10900	27.7	20.8	89	2710	28.6	5.2	92	3155	26.9	6.0	86	5035	27.8	9.6	89
NETWORK AFFILIATES - LATE		39164	8831	22.5	22.5	96	2045	21.6	5.2	93	2444	20.8	6.2	89	4341	24.0	11.1	103
INDEPENDENTS - LATE		5133	1247	3.2	24.3	104	310	3.3	6.0	107	343	2.9	6.7	95	593	3.3	11.6	107
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	4959	12.6	21.7	93	1382	14.6	6.1	107	1459	12.4	6.4	91	2118	11.7	9.3	86
ABC MONDAY NIGHT MOVIE	A	11258	2753	7.0	24.5	104	678	7.2	6.0	107	802	6.8	7.1	102	1273	7.0	11.3	105
ABC SUNDAY NIGHT MOVIE	A	23600	5454	13.9	23.1	99	1185	12.5	5.0	89	1722	14.7	7.3	104	2546	14.1	10.8	100
ABC WORLD NEWS TONIGHT	A	12801	2736	7.0	21.4	91	651	6.9	5.1	90	965	8.2	7.5	108	1119	6.2	8.7	81
AFTERMASH	C	10966	2454	6.2	22.4	95	679	7.2	6.2	110	743	6.3	6.8	97	1033	5.7	9.4	87
ALICE	C	17050	4013	10.2	23.5	100	1101	11.6	6.5	114	952	8.1	5.6	80	1961	10.8	11.5	107
AMERICAN PARADE	C	11998	2518	6.4	21.0	90	537	5.7	4.5	79	692	5.9	5.8	82	1289	7.1	10.7	100
BENSON	A	19258	3829	9.7	19.9	85	837	8.8	4.3	77	1227	10.4	6.4	91	1765	9.7	9.2	85
BLUE THUNDER	A	11478	2406	6.1	21.0	89	642	6.8	5.6	99	773	6.6	6.7	96	991	5.5	8.6	80
CAGNEY & LACEY	C	18263	4097	10.4	22.4	96	985	10.4	5.4	96	1104	9.4	6.0	86	2008	11.1	11.0	102
CBS EVENING NEWS-DEAN	C	7733	1647	4.2	21.3	91	385	4.1	5.0	88	526	4.5	6.8	97	737	4.1	9.5	88
CBS EVENING NEWS-RATHER	C	15653	3269	8.3	20.9	89	827	8.7	5.3	94	887	7.6	5.7	81	1555	8.6	9.9	92
CBS SAT. NEWS-SCHIEFFER	C	8744	1739	4.4	19.9	85	446	4.7	5.1	90	523	4.5	6.0	85	771	4.3	8.8	82
CBS SATURDAY NIGHT MOVIE	C	12000	2708	6.9	22.6	96	635	6.7	5.3	94	873	7.4	7.3	104	1200	6.6	10.0	93
CBS WEDNESDAY NIGHT MOVIE	C	11522	2776	7.1	24.1	103	661	7.0	5.7	102	816	6.9	7.1	101	1299	7.2	11.3	104
CHEERS	N	16818	4213	10.7	25.1	107	878	9.3	5.2	92	1401	11.9	8.3	119	1934	10.7	11.5	107
DALLAS	C	37510	8193	20.8	21.8	93	2106	22.2	5.6	99	2312	19.7	6.2	88	3775	20.8	10.1	93
DIFF'RENT STROKES	N	11258	2219	5.6	19.7	84	450	4.8	4.0	71	610	5.2	5.4	77	1160	6.4	10.3	95
DOUBLE TROUBLE	N	12248	2821	7.2	23.0	98	747	7.9	6.1	108	691	5.9	5.6	81	1384	7.6	11.3	105
DUCK FACTORY	N	11100	2640	6.7	23.8	101	589	6.2	5.3	94	843	7.2	7.6	108	1208	6.7	10.9	101
DUKES OF HAZZARD	C	12353	2413	6.1	19.5	83	713	7.5	5.8	102	645	5.5	5.2	75	1055	5.8	8.5	79
DYNASTY	A	33279	7371	18.7	22.1	94	1789	18.9	5.4	95	2137	18.2	6.4	92	3445	19.0	10.4	96
FACTS OF LIFE	N	13410	2981	7.6	22.2	95	705	7.4	5.3	93	865	7.4	6.5	92	1412	7.8	10.5	98
FALCON CREST	C	31093	6832	17.4	22.0	94	1608	17.0	5.2	92	1798	15.3	5.8	83	3426	18.9	11.0	102
FALL GUY	A	18649	4020	10.2	21.6	92	1032	10.9	5.5	98	1161	9.9	6.2	89	1828	10.1	9.8	91
FAMILY TIES	N	13101	2671	6.8	20.4	87	580	6.1	4.4	78	803	6.8	6.1	88	1288	7.1	9.8	91
FANTASY ISLAND	A	13069	2949	7.5	22.6	96	812	8.6	6.2	110	832	7.1	6.4	91	1306	7.2	10.0	93
FOULUPS,BLEEPS & BLUNDERS	A	16588	4084	10.4	24.6	105	1071	11.3	6.5	114	1138	9.7	6.9	98	1875	10.4	11.3	105
FOUR SEASONS	C	9302	1969	5.0	21.2	90	609	6.4	6.5	116	522	4.4	5.6	80	838	4.6	9.0	83
GIMME A BREAK	N	13955	2413	6.1	17.3	74	556	5.9	4.0	71	743	6.3	5.3	76	1114	6.2	8.0	74
HART TO HART	A	15735	3750	9.5	23.8	102	921	9.7	5.9	104	1063	9.1	6.8	97	1767	9.8	11.2	104
HILL STREET BLUES	N	18257	4467	11.4	24.5	104	1187	12.5	6.5	115	1321	11.3	7.2	103	1959	10.8	10.7	99
HOTEL	A	24236	5286	13.4	21.8	93	1447	15.3	6.0	106	1376	11.7	5.7	81	2463	13.6	10.2	94
JEFFERSONS	C	17010	3821	9.7	22.5	96	1012	10.7	5.9	105	1032	8.8	6.1	87	1777	9.8	10.4	97
JENNIFER SLEPT HERE	N	9397	1930	4.9	20.5	88	394	4.2	4.2	74	507	4.3	5.4	77	1028	5.7	10.9	101
KATE & ALLIE	C	16762	3976	10.1	23.7	101	847	8.9	5.1	90	1005	8.6	6.0	86	2123	11.7	12.7	117
KNIGHT RIDER	N	13164	3219	8.2	24.5	104	779	8.2	5.9	105	968	8.2	7.4	105	1472	8.1	11.2	104
LOVE BOAT	A	20400	4295	10.9	21.1	90	1080	11.4	5.3	94	1248	10.6	6.1	87	1968	10.9	9.6	89
MAGNUM PI	C	22543	5397	13.7	23.9	102	1326	14.0	5.9	104	1457	12.4	6.5	92	2614	14.4	11.6	107
MAMA'S FAMILY	N	9852	2000	5.1	20.3	87	423	4.5	4.3	76	567	4.8	5.8	82	1009	5.6	10.2	95
MASTER, THE	N	8082	1950	5.0	24.1	103	473	5.0	5.9	104	678	5.8	8.4	120	798	4.4	9.9	91
MATT HOUSTON	A	12881	2803	7.1	21.8	93	668	7.1	5.2	92	919	7.8	7.1	102	1216	6.7	9.4	87
NBC MONDAY NIGHT MOVIE	N	23889	5879	15.0	24.6	105	1209	12.8	5.1	90	1829	15.6	7.7	109	2841	15.7	11.9	110
NBC NIGHTLY NEWS	N	11156	2349	6.0	21.1	90	588	6.2	5.3	93	648	5.5	5.8	83	1112	6.1	10.0	92
NBC NIGHTLY NEWS-SAT	N	7363	1403	3.6	19.1	81	310	3.3	4.2	75	390	3.3	5.3	76	703	3.9	9.5	88
NBC NIGHTLY NEWS-SUN	N	6214	1210	3.1	19.5	83	256	2.7	4.1	73	259	2.2	4.2	60	695	3.8	11.2	104
NBC SUNDAY NIGHT MOVIE	N	17590	4370	11.1	24.8	106	1165	12.3	6.6	117	1289	11.0	7.3	105	1916	10.6	10.9	101
NEWHART	C	16740	3918	10.0	23.4	100	864	9.1	5.2	91	1027	8.7	6.1	88	2027	11.2	12.1	112
ONE DAY AT A TIME	C	11820	2462	6.3	20.8	89	683	7.2	5.8	102	651	5.5	5.5	79	1129	6.2	9.6	88
PEOPLE ARE FUNNY	N	9138	1828	4.6	20.0	85	448	4.7	4.9	87	454	3.9	5.0	71	927	5.1	10.1	94
REAL PEOPLE	N	15979	3496	8.9	21.9	93	1073	11.3	6.7	119	939	8.0	5.9	84	1485	8.2	9.3	86
REMINGTON STEELE	N	14395	3380	8.6	23.5	100	778	8.2	5.4	96	1106	9.4	7.7	110	1496	8.3	10.4	96
RIPLEY'S BELIEVE IT - NOT	A	11362	2940	7.5	25.9	110	651	6.9	5.7	102	913	7.8	8.0	115	1376	7.6	12.1	112
RIPTIDE	N	13920	3007	7.6	21.6	92	764	8.1	5.5	97	968	8.2	7.0	99	1276	7.0	9.2	85
SCARECROW & MRS. KING	C	17571	3744	9.5	21.3	91	862	9.1	4.9	87	1003	8.5	5.7	82	1879	10.4	10.7	99
SIMON & SIMON	C	20208	4572	11.6	22.6	97	1186	12.5	5.9	104	1308	11.1	6.5	92	2077	11.5	10.3	95
60 MINUTES	C	27668	6178	15.7	22.3	95	1585	16.7	5.7	101	1762	15.0	6.4	91	2831	15.6	10.2	95
ST. ELSEWHERE	N	13699	3139	8.0	22.9	98	680	7.2	5.0	88	1064	9.1	7.8	111	1395	7.7	10.2	94
THREE'S COMPANY	A	20632	5134	13.1	24.9	106	1351	14.3	6.5	116	1394	11.9	6.8	97	2390	13.2	11.6	107
T.J. HOOKER	A	17136	3635	9.2	21.2	90	984	10.4	5.7	102	1104	9.4	6.4	92	1547	8.5	9.0	84
TONIGHT SHOW	N	4963	1128	2.9	22.7	97	240	2.5	4.8	86	328	2.8	6.6	94	560	3.1	11.3	105
TRAPPER JOHN, M.D.	C	16332	3422	8.7	21.0	89	917	9.7	5.6	99	804	6.8	4.9	70	1701	9.4	10.4	96
TV BLOOPERS & PRAC. JOKES	N	18881	4537	11.5	24.0	103	1151	12.2	6.1	108	1272	10.8	6.7	96	2115	11.7	11.2	104
20/20	A	18315	4356	11.1	23.8	101	957	10.1	5.2	93	1203	10.2	6.6	94	2196	12.1	12.0	111
WEBSTER	A	18722	3644	9.3	19.5	83	842	8.9	4.5	80	1128	9.6	6.0	86	1673	9.2	8.9	83
WORLD NEWS - SUN	A	5327	1138	2.9	21.4	91	283	3.0	5.3	94	336	2.9	6.3	90	519	2.9	9.7	90
YELLOW ROSE	N	8370	1689	4.3	20.2	86	346	3.7	4.1	73	547	4.7	6.5	93	796	4.4	9.5	88
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	7197	18.3	27.8	119	1955	20.6	7.6	134	2193	18.7	8.5	121	3050	16.8	11.8	109
BASKETBALL - COLLEGE GAMES		14468	4631	11.8	32.0	137	1347	14.2	9.3	165	1239	10.6	8.6	122	2044	11.3	14.1	131
BASKETBALL - PRO GAMES		12124	3561	9.1	29.4	125	946	10.0	7.8	138	1123	9.6	9.3	132	1492	8.2	12.3	114
BOWLING		9412	2348	6.0	24.9	106	673	7.1	7.2	127	757	6.4	8.0	115	918	5.1	9.8	90
BOXING		15409	4626	11.8	30.0	128	1312	13.9	8.5	151	1381	11.8	9.0	128	1932	10.7	12.5	116
FOOTBALL - COLLEGE GAMES		21400	6775	17.2	31.7	135	1787	18.9	8.4	148	1914	16.3	8.9	128	3073	17.0	14.4	133
FOOTBALL - PRO GAMES		35944	11707	29.8	32.6	139	3004	31.7	8.4	148	3410	29.0	9.5	136	5293	29.2	14.7	136
GOLF		9759	3234	8.2	33.1	141	910	9.6	9.3	165	1140	9.7	11.7	167	1184	6.5	12.1	112
POST-SEASON COLL. FOOTBALL		18123	6221	15.8	34.3	146	1719	18.2	9.5	168	1743	14.8	9.6	137	2759	15.2	15.2	141
POST-SEASON PRO FOOTBALL		22091	7505	19.1	34.0	145	1917	20.2	8.7	154	2062	17.6	9.3	133	3527	19.5	16.0	148
TENNIS		6764	1807	4.6	26.7	114	*372	3.9	5.5	97	479	4.1	7.1	101	957	5.3	14.1	131
WRESTLING - PROFESSIONAL		9695	2094	5.3	21.6	92	657	6.9	6.8	120	542	4.6	5.6	80	896	4.9	9.2	86

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	21129	100.0	26.7	100	6145	100.0	7.8	100	6614	100.0	8.3	100	8370	100.0	10.6	100
HOUSEHOLD HEADS	66405	17523	82.9	26.4	99	4916	80.0	7.4	95	5354	80.9	8.1	97	7253	86.7	10.9	103
18 - 24	13945	3918	18.5	28.1	105	1334	21.7	9.6	123	1170	17.7	8.4	101	1414	16.9	10.1	96
25 - 34	19334	6259	29.6	32.4	121	1818	29.6	9.4	121	1794	27.1	9.3	111	2647	31.6	13.7	130
35 - 44	14196	4299	20.3	30.3	114	1133	18.4	8.0	103	1477	22.3	10.4	125	1689	20.2	11.9	113
45 - 54	10896	2961	14.0	27.2	102	835	13.6	7.7	99	873	13.2	8.0	96	1253	15.0	11.5	109
55 - 64	10378	2243	10.6	21.6	81	586	9.5	5.6	73	891	13.5	8.6	103	766	9.2	7.4	70
65 OR OLDER	10514	1449	6.9	13.8	52	439	7.1	4.2	54	409	6.2	3.9	47	601	7.2	5.7	54
18 - 34	33279	10178	48.2	30.6	115	3152	51.3	9.5	122	2964	44.8	8.9	107	4062	48.5	12.2	116
18 - 49	52904	15980	75.6	30.2	113	4737	77.1	9.0	115	4850	73.3	9.2	110	6393	76.4	12.1	114
25 - 54	44426	13519	64.0	30.4	114	3786	61.6	8.5	110	4144	62.7	9.3	112	5589	66.8	12.6	119
35 - 49	19625	5802	27.5	29.6	111	1585	25.8	8.1	104	1886	28.5	9.6	115	2331	27.8	11.9	112
50 OR OLDER	26359	5150	24.4	19.5	73	1408	22.9	5.3	69	1764	26.7	6.7	80	1978	23.6	7.5	71
GRADUATED COLLEGE	15982	5341	25.3	33.4	125	1442	23.5	9.0	116	1759	26.6	11.0	132	2141	25.6	13.4	127
ATTENDED COLLEGE	13629	4407	20.9	32.3	121	1228	20.0	9.0	116	1420	21.5	10.4	125	1759	21.0	12.9	122
GRADUATED HIGH SCHOOL	28591	7699	36.4	26.9	101	2233	36.3	7.8	101	2252	34.0	7.9	94	3214	38.4	11.2	106
DID NOT GRADUATE HIGH SCHOOL	21061	3682	17.4	17.5	66	1242	20.2	5.9	76	1184	17.9	5.6	67	1256	15.0	6.0	56
EMPLOYED FULL-TIME	52316	15770	74.6	30.1	113	4616	75.1	8.8	114	4765	72.0	9.1	109	6390	76.3	12.2	116
EMPLOYED PART-TIME	4113	1018	4.8	24.8	93	**325	5.3	7.9	102	*277	4.2	6.7	81	*416	5.0	10.1	96
NOT EMPLOYED	22834	4341	20.5	19.0	71	1204	19.6	5.3	68	1573	23.8	6.9	83	1564	18.7	6.8	65
PROFESSIONAL/MANAGER	15034	4946	23.4	32.9	123	1304	21.2	8.7	112	1596	24.1	10.6	127	2046	24.4	13.6	129
TECH/CLERICAL/SALES	11255	3866	18.3	34.3	129	1185	19.3	10.5	136	1117	16.9	9.9	119	1565	18.7	13.9	132
PRECISION/CRAFT	11607	2966	14.0	25.6	96	864	14.1	7.4	96	953	14.4	8.2	98	1149	13.7	9.9	94
OTHER EMPLOYED	18534	5009	23.7	27.0	101	1588	25.8	8.6	111	1376	20.8	7.4	89	2046	24.4	11.0	105
SINGLE	19562	5563	26.3	28.4	107	1776	28.9	9.1	117	1926	29.1	9.8	118	1861	22.2	9.5	90
MARRIED	51896	13747	65.1	26.5	99	3795	61.8	7.3	94	3964	59.9	7.6	92	5988	71.5	11.5	109
DIVORCED/SEPARATED/WIDOWED	7804	1819	8.6	23.3	87	573	9.3	7.3	95	725	11.0	9.3	111	522	6.2	6.7	63
PARENTS	25372	7258	34.4	28.6	107	2093	34.1	8.2	106	1977	29.9	7.8	93	3188	38.1	12.6	119
WHITE	69658	19004	89.9	27.3	102	5418	88.2	7.8	100	5848	88.4	8.4	101	7738	92.4	11.1	105
BLACK	7909	1557	7.4	19.7	74	*480	7.8	6.1	78	575	8.7	7.3	87	503	6.0	6.4	60
OTHER	1696	*568	2.7	33.5	126	**247	4.0	14.6	188	**191	2.9	11.3	135	**130	1.6	7.7	73
NORTHEAST-CENSUS	17202	4422	20.9	25.7	96	1163	18.9	6.8	87	1381	20.9	8.0	96	1878	22.4	10.9	103
NORTH CENTRAL	20461	6075	28.8	29.7	111	1787	29.1	8.7	113	1831	27.7	8.9	107	2457	29.4	12.0	114
SOUTH	26695	6197	29.3	23.2	87	2078	33.8	7.8	100	1853	28.0	6.9	83	2267	27.1	8.5	80
WEST	14906	4435	21.0	29.8	112	1117	18.2	7.5	97	1549	23.4	10.4	125	1769	21.1	11.9	112
NORTHEAST-MKTG.	17962	4491	21.3	25.0	94	1246	20.3	6.9	89	1281	19.4	7.1	85	1964	23.5	10.9	104
EAST CENTRAL	11741	3359	15.9	28.6	107	1106	18.0	9.4	122	909	13.7	7.7	93	1344	16.1	11.4	108
WEST CENTRAL	13518	3952	18.7	29.2	110	989	16.1	7.3	94	1389	21.0	10.3	123	1575	18.8	11.7	110
SOUTH	23168	5614	26.6	24.2	91	1853	30.2	8.0	103	1786	27.0	7.7	92	1975	23.6	8.5	81
PACIFIC	12874	3714	17.6	28.8	108	952	15.5	7.4	95	1250	18.9	9.7	116	1512	18.1	11.7	111
COUNTY SIZE A	32596	8985	42.5	27.6	103	2545	41.4	7.8	101	2926	44.2	9.0	108	3514	42.0	10.8	102
COUNTY SIZE B	23814	6580	31.1	27.6	104	1718	28.0	7.2	93	2144	32.4	9.0	108	2718	32.5	11.4	108
COUNTY SIZE C	12663	3318	15.7	26.2	98	1111	18.1	8.8	113	943	14.3	7.4	89	1263	15.1	10.0	94
COUNTY SIZE D	10190	2247	10.6	22.1	83	770	12.5	7.6	97	601	9.1	5.9	71	875	10.5	8.6	81
METRO CENTRAL CITY	23190	6146	29.1	26.5	99	1532	24.9	6.6	85	2236	33.8	9.6	116	2377	28.4	10.3	97
METRO SUBURBAN	36920	10338	48.9	28.0	105	3016	49.1	8.2	105	3040	46.0	8.2	99	4282	51.2	11.6	110
NON METRO	19152	4646	22.0	24.3	91	1597	26.0	8.3	108	1338	20.2	7.0	84	1711	20.4	8.9	85
TOP 5 ADI'S	18703	5006	23.7	26.8	100	1350	22.0	7.2	93	1553	23.5	8.3	100	2103	25.1	11.2	106
TOP 10 ADI'S	26158	7038	33.3	26.9	101	1997	32.5	7.6	98	2246	34.0	8.6	103	2795	33.4	10.7	101
TOP 20 ADI'S	36612	9734	46.1	26.6	100	2629	42.8	7.2	93	3080	46.6	8.4	101	4026	48.1	11.0	104
HSHLD INC. $50,000 OR MORE	9326	2959	14.0	31.7	119	998	16.2	10.7	138	775	11.7	8.3	100	1186	14.2	12.7	120
$40,000 OR MORE	18002	5812	27.5	32.3	121	1757	28.6	9.8	126	1673	25.3	9.3	111	2382	28.5	13.2	125
$30,000 OR MORE	31361	9891	46.8	31.5	118	2945	47.9	9.4	121	2993	45.3	9.5	114	3953	47.2	12.6	119
$25,000 OR MORE	39858	12421	58.8	31.2	117	3639	59.2	9.1	118	3774	57.1	9.5	113	5008	59.8	12.6	119
$20,000 - $24,999	8664	2256	10.7	26.0	98	*547	8.9	6.3	81	886	13.4	10.2	123	823	9.8	9.5	90
$15,000 - $19,999	7964	2133	10.1	26.8	100	567	9.2	7.1	92	720	10.9	9.0	108	847	10.1	10.6	101
$10,000 - $14,999	11093	2432	11.5	21.9	82	714	11.6	6.4	83	753	11.4	6.8	81	965	11.5	8.7	82
UNDER $10,000	11683	1888	8.9	16.2	61	678	11.0	5.8	75	481	7.3	4.1	49	728	8.7	6.2	59
HOUSEHOLD OF 1 PERSON	7453	1805	8.5	24.2	91	504	8.2	6.8	87	606	9.2	8.1	97	695	8.3	9.3	88
2 PEOPLE	24757	6365	30.1	25.7	96	1754	28.5	7.1	91	1987	30.0	8.0	96	2624	31.4	10.6	100
3 OR 4 PEOPLE	32682	9083	43.0	27.8	104	2705	44.0	8.3	107	2898	43.8	8.9	106	3480	41.6	10.6	101
5 OR MORE PEOPLE	14370	3877	18.3	27.0	101	1182	19.2	8.2	106	1123	17.0	7.8	94	1572	18.8	10.9	104
NO CHILD IN HSHLD	46768	11935	56.5	25.5	96	3331	54.2	7.1	92	4041	61.1	8.6	104	4562	54.5	9.8	92
CHILD(REN) UNDER 2 YRS	4799	1295	6.1	27.0	101	*268	4.4	5.6	72	*385	5.8	8.0	96	643	7.7	13.4	127
2 - 5 YEARS	11125	3225	15.3	29.0	109	720	11.7	6.5	83	826	12.5	7.4	89	1680	20.1	15.1	143
6 - 11 YEARS	14193	3963	18.8	27.9	105	1208	19.7	8.5	110	1079	16.3	7.6	91	1676	20.0	11.8	112
12 - 17 YEARS	17402	4831	22.9	27.8	104	1625	26.4	9.3	120	1393	21.1	8.0	96	1813	21.7	10.4	99
RESIDENCE OWNED	56398	15178	71.8	26.9	101	4569	74.4	8.1	104	4496	68.0	8.0	96	6113	73.0	10.8	103
VALUE: $50,000 OR MORE	34811	10033	47.5	28.8	108	3081	50.1	8.9	114	2946	44.5	8.5	101	4006	47.9	11.5	109
VALUE: UNDER $50,000	21587	5145	24.4	23.8	89	1487	24.2	6.9	89	1550	23.4	7.2	86	2107	25.2	9.8	92

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	21129	100.0	26.7	100	6145	100.0	7.8	100	6614	100.0	8.3	100	8370	100.0	10.6	100
MAGAZINES	QUINTILE 1	16033	5483	26.0	34.2	128	1461	23.8	9.1	118	1786	27.0	11.1	133	2236	26.7	13.9	132
	QUINTILE 2	15354	4665	22.1	30.4	114	1304	21.2	8.5	110	1446	21.9	9.4	113	1916	22.9	12.5	118
	QUINTILE 3	15888	4198	19.9	26.4	99	1320	21.5	8.3	107	1252	18.9	7.9	94	1627	19.4	10.2	97
	QUINTILE 4	17310	3913	18.5	22.6	85	1127	18.3	6.5	84	1166	17.6	6.7	81	1620	19.4	9.4	89
	QUINTILE 5	14677	2870	13.6	19.6	73	934	15.2	6.4	82	965	14.6	6.6	79	972	11.6	6.6	63
NEWSPAPERS	QUINTILE 1	15277	4973	23.5	32.6	122	1464	23.8	9.6	124	1594	24.1	10.4	125	1915	22.9	12.5	119
	QUINTILE 2	22745	6389	30.2	28.1	105	1876	30.5	8.2	106	1957	29.6	8.6	103	2555	30.5	11.2	106
	QUINTILE 3	10692	2704	12.8	25.3	95	672	10.9	6.3	81	882	13.3	8.2	99	1150	13.7	10.8	102
	QUINTILE 4	11646	3098	14.7	26.6	100	982	16.0	8.4	109	946	14.3	8.1	97	1170	14.0	10.0	95
	QUINTILE 5	18903	3966	18.8	21.0	79	1151	18.7	6.1	79	1235	18.7	6.5	78	1580	18.9	8.4	79
OUTDOOR	QUINTILE 1	16620	4528	21.4	27.2	102	1058	17.2	6.4	82	1541	23.3	9.3	111	1929	23.0	11.6	110
	QUINTILE 2	16377	4968	23.5	30.3	114	1277	20.8	7.8	101	1552	23.5	9.5	114	2140	25.6	13.1	124
	QUINTILE 3	15995	4322	20.5	27.0	101	1318	21.4	8.2	106	1475	22.3	9.2	111	1529	18.3	9.6	91
	QUINTILE 4	15592	3686	17.4	23.6	89	1178	19.2	7.6	97	1072	16.2	6.9	82	1436	17.2	9.2	87
	QUINTILE 5	14679	3625	17.2	24.7	93	1314	21.4	9.0	115	974	14.7	6.6	80	1337	16.0	9.1	86
RADIO-DRIVE TIME	QUINTILE 1	15746	4620	21.9	29.3	110	1381	22.5	8.8	113	1375	20.8	8.7	105	1864	22.3	11.8	112
	QUINTILE 2	15067	4449	21.1	29.5	111	1257	20.5	8.3	108	1515	22.9	10.1	121	1677	20.0	11.1	105
	QUINTILE 3	15631	4417	20.9	28.3	106	1174	19.1	7.5	97	1381	20.9	8.8	106	1862	22.2	11.9	113
	QUINTILE 4	16245	4105	19.4	25.3	95	1295	21.1	8.0	103	1155	17.5	7.1	85	1655	19.8	10.2	96
	QUINTILE 5	16573	3539	16.7	21.4	80	1038	16.9	6.3	81	1188	18.0	7.2	86	1313	15.7	7.9	75
RADIO-MID-DAY	TERCILE 1	21788	6433	30.4	29.5	111	1836	29.9	8.4	109	2056	31.1	9.4	113	2542	30.4	11.7	110
	TERCILE 2	21151	5418	25.6	25.6	96	1543	25.1	7.3	94	1732	26.2	8.2	98	2143	25.6	10.1	96
	TERCILE 3	36323	9278	43.9	25.5	96	2766	45.0	7.6	98	2827	42.7	7.8	93	3685	44.0	10.1	96
RADIO-TOTAL	QUINTILE 1	15977	4824	22.8	30.2	113	1431	23.3	9.0	116	1556	23.5	9.7	117	1837	21.9	11.5	109
	QUINTILE 2	15923	4446	21.0	27.9	105	1330	21.6	8.4	108	1355	20.5	8.5	102	1761	21.0	11.1	105
	QUINTILE 3	14980	4307	20.4	28.8	108	1185	19.3	7.9	102	1413	21.4	9.4	113	1710	20.4	11.4	108
	QUINTILE 4	17123	4167	19.7	24.3	91	1132	18.4	6.6	85	1325	20.0	7.7	93	1710	20.4	10.0	95
	QUINTILE 5	15260	3386	16.0	22.2	83	1068	17.4	7.0	90	966	14.6	6.3	76	1352	16.2	8.9	84
TV-PRIME TIME	QUINTILE 1	15674	3803	18.0	24.3	91	1027	16.7	6.6	85	1282	19.4	8.2	98	1494	17.8	9.5	90
	QUINTILE 2	15944	4239	20.1	26.6	100	1263	20.6	7.9	102	1192	18.0	7.5	90	1783	21.3	11.2	106
	QUINTILE 3	16037	4892	23.2	30.5	114	1530	24.9	9.5	123	1502	22.7	9.4	112	1860	22.2	11.6	110
	QUINTILE 4	15412	4017	19.0	26.1	98	1183	19.3	7.7	99	1213	18.3	7.9	94	1621	19.4	10.5	100
	QUINTILE 5	16194	4179	19.8	25.8	97	1141	18.6	7.0	91	1426	21.6	8.8	106	1612	19.3	10.0	94
TV-DAYTIME	TERCILE 1	19156	4242	20.1	22.1	83	1424	23.2	7.4	96	1193	18.0	6.2	75	1625	19.4	8.5	80
	TERCILE 2	19343	5178	24.5	26.8	100	1411	23.0	7.3	94	1561	23.6	8.1	97	2206	26.4	11.4	108
	TERCILE 3	40764	11710	55.4	28.7	108	3310	53.9	8.1	105	3861	58.4	9.5	114	4539	54.2	11.1	105
TV-TOTAL	QUINTILE 1	15844	3681	17.4	23.2	87	1154	18.8	7.3	94	1110	16.8	7.0	84	1417	16.9	8.9	85
	QUINTILE 2	15767	4237	20.1	26.9	101	1226	20.0	7.8	100	1269	19.2	8.0	96	1742	20.8	11.0	105
	QUINTILE 3	15775	4140	19.6	26.2	98	1217	19.8	7.7	100	1413	21.4	9.0	107	1510	18.0	9.6	91
	QUINTILE 4	15903	4678	22.1	29.4	110	1437	23.4	9.0	117	1393	21.1	8.8	105	1848	22.1	11.6	110
	QUINTILE 5	15974	4394	20.8	27.5	103	1110	18.1	6.9	90	1430	21.6	9.0	107	1853	22.1	11.6	110
MAGAZINES-NEWSPAPERS: DUAL		21225	7393	35.0	34.8	131	2051	33.4	9.7	125	2272	34.4	10.7	128	3070	36.7	14.5	137
MAGAZINE IMPERATIVE		17728	4623	21.9	26.1	98	1262	20.5	7.1	92	1561	23.6	8.8	106	1800	21.5	10.2	96
NEWSPAPER IMPERATIVE		22987	5513	26.1	24.0	90	1634	26.6	7.1	92	1762	26.6	7.7	92	2116	25.3	9.2	87
MAGAZINES-OUTDOOR: DUAL		16244	5350	25.3	32.9	124	1243	20.2	7.7	99	1804	27.3	11.1	133	2304	27.5	14.2	134
MAGAZINE IMPERATIVE		24016	7111	33.7	29.6	111	2389	38.9	9.9	128	2089	31.6	8.7	104	2633	31.5	11.0	104
OUTDOOR IMPERATIVE		26020	6440	30.5	24.8	93	1807	29.4	6.9	90	2048	31.0	7.9	94	2585	30.9	9.9	94
MAGAZINES-RADIO: DUAL		16918	5639	26.7	33.3	125	1521	24.8	9.0	116	1794	27.1	10.6	127	2325	27.8	13.7	130
MAGAZINE IMPERATIVE		23456	6847	32.4	29.2	110	1887	30.7	8.0	104	2128	32.2	9.1	109	2833	33.8	12.1	114
RADIO IMPERATIVE		23900	5997	28.4	25.1	94	1903	31.0	8.0	103	1898	28.7	7.9	95	2195	26.2	9.2	87
MAGAZINES-TELEVISION: DUAL		15791	4464	21.1	28.3	106	1146	18.6	7.3	94	1350	20.4	8.5	102	1967	23.5	12.5	118
MAGAZINE IMPERATIVE		25476	8191	38.8	32.2	121	2421	39.4	9.5	123	2545	38.5	10.0	120	3225	38.5	12.7	120
TELEVISION IMPERATIVE		25744	5741	27.2	22.3	84	1852	30.1	7.2	93	1863	28.2	7.2	87	2026	24.2	7.9	75
NEWSPAPERS-OUTDOOR: DUAL		17628	5342	25.3	30.3	114	1265	20.6	7.2	93	1833	27.7	10.4	125	2245	26.8	12.7	121
NEWSPAPER IMPERATIVE		26414	7335	34.7	27.8	104	2427	39.5	9.2	119	2112	31.9	8.0	96	2796	33.4	10.6	100
OUTDOOR IMPERATIVE		23059	5884	27.8	25.5	96	1545	25.1	6.7	86	1905	28.8	8.3	99	2434	29.1	10.6	100
NEWSPAPERS-RADIO: DUAL		17996	5442	25.8	30.2	113	1606	26.1	8.9	115	1712	25.9	9.5	114	2124	25.4	11.8	112
NEWSPAPER IMPERATIVE		26269	7307	34.6	27.8	104	2117	34.5	8.1	104	2321	35.1	8.8	106	2869	34.3	10.9	103
RADIO IMPERATIVE		21342	5599	26.5	26.2	98	1566	25.5	7.3	95	1744	26.4	8.2	98	2290	27.4	10.7	102
NEWSPAPERS-TELEVISION: DUAL		17359	4760	22.5	27.4	103	1403	22.8	8.1	104	1466	22.2	8.4	101	1891	22.6	10.9	103
NEWSPAPER IMPERATIVE		26889	8207	38.8	30.5	114	2367	38.5	8.8	114	2599	39.3	9.7	116	3241	38.7	12.1	114
TELEVISION IMPERATIVE		21698	5045	23.9	23.3	87	1500	24.4	6.9	89	1585	24.0	7.3	88	1960	23.4	9.0	86
OUTDOOR-RADIO: DUAL		16456	4790	22.7	29.1	109	1138	18.5	6.9	89	1758	26.6	10.7	128	1894	22.6	11.5	109
OUTDOOR IMPERATIVE		25870	6922	32.8	26.8	100	1775	28.9	6.9	89	2218	33.5	8.6	103	2929	35.0	11.3	107
RADIO IMPERATIVE		23943	6629	31.4	27.7	104	2229	36.3	9.3	120	1942	29.4	8.1	97	2459	29.4	10.3	97
OUTDOOR-TELEVISION: DUAL		15918	4263	20.2	26.8	100	1050	17.1	6.6	85	1457	22.0	9.2	110	1756	21.0	11.0	104
OUTDOOR IMPERATIVE		26398	7850	37.2	29.7	112	2043	33.2	7.7	100	2533	38.3	9.6	115	3274	39.1	12.4	117
TELEVISION IMPERATIVE		24851	5937	28.1	23.9	90	2052	33.4	8.3	107	1741	26.3	7.0	84	2144	25.6	8.6	82
RADIO-TELEVISION: DUAL		15584	4374	20.7	28.1	105	1394	22.7	8.9	115	1354	20.5	8.7	104	1626	19.4	10.4	99
RADIO IMPERATIVE		25472	7616	36.0	29.9	112	2123	34.5	8.3	108	2528	38.2	9.9	119	2966	35.4	11.6	110
TELEVISION IMPERATIVE		25578	5892	27.9	23.0	86	1674	27.2	6.5	84	1797	27.2	7.0	84	2422	28.9	9.5	90

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	21129	100.0	26.7	100	6145	100.0	7.8	100	6614	100.0	8.3	100	8370	100.0	10.6	100
ATLANTIC MONTHLY	452	*154	0.7	34.1	128	**55	0.9	12.2	157	**65	1.0	14.4	172	**33	0.4	7.3	69
BARRON'S	1058	361	1.7	34.1	128	**166	2.7	15.7	202	**93	1.4	8.8	105	*102	1.2	9.6	91
BETTER HOMES & GARDENS	4773	1344	6.4	28.2	106	379	6.2	7.9	102	478	7.2	10.0	120	487	5.8	10.2	97
BON APPETIT	1037	385	1.8	37.1	139	**71	1.2	6.8	88	**138	2.1	13.3	159	*176	2.1	17.0	161
BUSINESS WEEK	3193	1172	5.5	36.7	138	350	5.7	11.0	141	328	5.0	10.3	123	494	5.9	15.5	147
CAR AND DRIVER	2705	899	4.3	33.2	125	*257	4.2	9.5	123	291	4.4	10.8	129	351	4.2	13.0	123
CBS MAGAZINE NETWORK (GROSS)	5678	2149	10.2	37.8	142	591	9.6	10.4	134	808	12.2	14.2	171	749	8.9	13.2	125
CHANGING TIMES	1847	647	3.1	35.0	131	*133	2.2	7.2	93	*243	3.7	13.2	158	272	3.2	14.7	139
COLONIAL HOMES	492	*170	0.8	34.6	130	**24	0.4	4.9	63	**94	1.4	19.1	229	**52	0.6	10.6	100
CONDE NAST MAG. PKG. (GROSS)	2066	791	3.7	38.3	144	**102	1.7	4.9	64	*438	6.6	21.2	254	*251	3.0	12.1	115
CONSUMERS DIGEST	1719	529	2.5	30.8	115	**109	1.8	6.3	82	*148	2.2	8.6	103	*272	3.2	15.8	150
COSMOPOLITAN	1762	554	2.6	31.4	118	*157	2.6	8.9	115	*195	2.9	11.1	133	*201	2.4	11.4	108
COUNTRY LIVING	1110	357	1.7	32.2	121	**84	1.4	7.6	98	**108	1.6	9.7	117	*166	2.0	15.0	142
CUISINE	660	*193	0.9	29.2	110	**33	0.5	5.0	64	**81	1.2	12.3	147	**78	0.9	11.8	112
CYCLE WORLD	1924	503	2.4	26.1	98	*176	2.9	9.1	118	**129	2.0	6.7	80	*199	2.4	10.3	98
DCI:CREATIVE IDEAS FOR LIV	437	**118	0.6	27.0	101	**7	0.1	1.6	21	**65	1.0	14.9	178	**46	0.5	10.5	100
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	800	3.8	32.1	120	*201	3.3	8.1	104	*301	4.6	12.1	145	298	3.6	12.0	113
DISCOVER	1279	500	2.4	39.1	147	**99	1.6	7.7	100	*209	3.2	16.3	196	*192	2.3	15.0	142
EBONY	2898	592	2.8	20.4	77	*156	2.5	5.4	69	276	4.2	9.5	114	*160	1.9	5.5	52
ESQUIRE	1384	433	2.0	31.3	117	**133	2.2	9.6	124	*169	2.6	12.2	146	*131	1.6	9.5	90
ESSENCE	850	*260	1.2	30.6	115	**73	1.2	8.6	111	**139	2.1	16.4	196	**48	0.6	5.6	53
FAMILY CIRCLE	2430	720	3.4	29.6	111	*147	2.4	6.0	78	330	5.0	13.6	163	244	2.9	10.0	95
THE FAMILY HANDYMAN	2356	746	3.5	31.7	119	*239	3.9	10.1	131	*194	2.9	8.2	99	314	3.8	13.3	126
FAMILY WEEKLY	11533	2972	14.1	25.8	97	1024	16.7	8.9	115	913	13.8	7.9	95	1035	12.4	9.0	85
FIELD & STREAM	7444	2046	9.7	27.5	103	575	9.4	7.7	100	718	10.9	9.6	116	753	9.0	10.1	96
FOOD & WINE	416	**124	0.6	29.8	112	**22	0.4	5.3	68	**65	1.0	15.6	187	**37	0.4	8.9	84
FORBES	1865	758	3.6	40.6	152	*206	3.4	11.0	142	256	3.9	13.7	165	297	3.5	15.9	151
FORTUNE	1849	771	3.6	41.7	156	*188	3.1	10.2	131	250	3.8	13.5	162	333	4.0	18.0	171
GENTLEMEN'S QUARTERLY	2284	736	3.5	32.2	121	**150	2.4	6.6	85	369	5.6	16.2	194	*217	2.6	9.5	90
GLAMOUR	538	*244	1.2	45.4	170	**19	0.3	3.5	46	**127	1.9	23.6	283	**97	1.2	18.0	171
GOLF DIGEST	1649	721	3.4	43.7	164	*246	4.0	14.9	192	253	3.8	15.3	184	223	2.7	13.5	128
GOLF DIGEST/TENNIS (GROSS)	2294	1006	4.8	43.9	165	317	5.2	13.8	178	348	5.3	15.2	182	341	4.1	14.9	141
GOLF MAGAZINE	1577	697	3.3	44.2	166	*215	3.5	13.6	176	*227	3.4	14.4	173	255	3.0	16.2	153
GOLF MAGAZINE/SKI (GROSS)	2487	1055	5.0	42.4	159	287	4.7	11.5	149	381	5.8	15.3	184	387	4.6	15.6	147
GOOD HOUSEKEEPING	2569	693	3.3	27.0	101	*140	2.3	5.4	70	*257	3.9	10.0	120	297	3.5	11.6	109
HARPER'S BAZAAR	431	*212	1.0	49.2	185	**17	0.3	3.9	51	**165	2.5	38.3	459	**30	0.4	7.0	66
HEALTH	788	*250	1.2	31.7	119	**101	1.6	12.8	165	**89	1.3	11.3	135	**60	0.7	7.6	72
HEARST MAG CORP. BUY (GROSS)	18781	6009	28.4	32.0	120	1411	23.0	7.5	97	2374	35.9	12.6	151	2224	26.6	11.8	112
HEARST MAN POWER (GROSS)	9169	2812	13.3	30.7	115	796	13.0	8.7	112	923	14.0	10.1	121	1093	13.1	11.9	113
HEARST WOMAN POWER (GROSS)	5452	1612	7.6	29.6	111	348	5.7	6.4	82	632	9.6	11.6	139	632	7.6	11.6	110
HOUSE BEAUTIFUL	1020	376	1.8	36.9	138	**78	1.3	7.6	99	**196	3.0	19.2	230	**103	1.2	10.1	96
INC.	993	407	1.9	41.0	154	**105	1.7	10.6	136	**141	2.1	14.2	170	*161	1.9	16.2	154
JET	2808	762	3.6	27.1	102	*212	3.4	7.5	97	337	5.1	12.0	144	*213	2.5	7.6	72
LADIES' HOME JOURNAL	1868	483	2.3	25.9	97	**133	2.2	7.1	92	**189	2.9	10.1	121	*161	1.9	8.6	82
LHJ FAMILY GRP COMBO(GROSS)	3582	1033	4.9	28.8	108	328	5.3	9.2	118	413	6.2	11.5	138	291	3.5	8.1	77
LIFE	4817	1559	7.4	32.4	121	368	6.0	7.6	99	610	9.2	12.7	152	581	6.9	12.1	114
L.A. TIMES HOME MAGAZINE	1465	493	2.3	33.7	126	**89	1.4	6.1	78	*130	2.0	8.9	106	275	3.3	18.8	178
MADEMOISELLE	460	**171	0.8	37.2	139	**31	0.5	6.7	87	**114	1.7	24.8	297	**26	0.3	5.7	54
MC CALL'S	1764	654	3.1	37.1	139	*123	2.0	7.0	90	*325	4.9	18.4	221	*206	2.5	11.7	111
MC CALL'S/WRK MOTHER (GROSS)	2062	757	3.6	36.7	138	*136	2.2	6.6	85	*374	5.7	18.1	217	*247	3.0	12.0	113
MECHANIX ILLUSTRATED	3625	1166	5.5	32.2	121	*309	5.0	8.5	110	429	6.5	11.8	142	429	5.1	11.8	112
METROPOLITAN HOME	495	*188	0.9	38.0	142	**9	0.1	1.8	23	**99	1.5	20.0	240	**80	1.0	16.2	153
MONEY	3017	1188	5.6	39.4	148	253	4.1	8.4	108	409	6.2	13.6	162	525	6.3	17.4	165
MOTHER EARTH NEWS	1203	565	2.7	47.0	176	**86	1.4	7.1	92	*222	3.4	18.5	221	*257	3.1	21.4	202
MS.	*257	**109	0.5	42.4	159	**16	0.3	6.2	80	**93	1.4	36.2	434	**1	0.0	0.4	4
NATIONAL ENQUIRER	6921	1973	9.3	28.5	107	438	7.1	6.3	82	745	11.3	10.8	129	791	9.5	11.4	108
NATIONAL GEOGRAPHIC	11626	3704	17.5	31.9	120	898	14.6	7.7	100	1176	17.8	10.1	121	1630	19.5	14.0	133
NATIONAL SUNDAY MAGAZINE PKG	49424	14553	68.9	29.4	110	4191	68.2	8.5	109	4645	70.2	9.4	113	5717	68.3	11.6	110
NATURAL HISTORY	753	*308	1.5	40.9	153	**35	0.6	4.6	60	**169	2.6	22.4	269	**104	1.2	13.8	131
NEW WOMAN	*296	**98	0.5	33.1	124	**0	0.0	0.0	0	**77	1.2	26.0	312	**21	0.3	7.1	67
NEW YORK INCLUDING CUE	541	*172	0.8	31.8	119	**28	0.5	5.2	67	**89	1.3	16.5	197	**56	0.7	10.4	98
THE NEW YORKER	1078	435	2.1	40.4	151	**38	0.6	3.5	45	*198	3.0	18.4	220	*199	2.4	18.5	175
NEWSWEEK	9602	3139	14.9	32.7	123	880	14.3	9.2	118	912	13.8	9.5	114	1347	16.1	14.0	133
THE N.Y. TIMES DAILY EDITION	1376	452	2.1	32.8	123	*144	2.3	10.5	135	*72	1.1	5.2	63	236	2.8	17.2	162
THE N.Y. TIMES MAGAZINE	2110	671	3.2	31.8	119	*212	3.4	10.0	130	*126	1.9	6.0	72	333	4.0	15.8	149
OMNI	1927	711	3.4	36.9	138	*202	3.3	10.5	135	*212	3.2	11.0	132	297	3.5	15.4	146
ON CABLE	911	277	1.3	30.4	114	**36	0.6	4.0	51	**107	1.6	11.7	141	*134	1.6	14.7	139
1001 HOME IDEAS	927	299	1.4	32.3	121	**95	1.5	10.2	132	**135	2.0	14.6	175	**70	0.8	7.6	72
ORGANIC GARDENING	1430	353	1.7	24.7	93	**54	0.9	3.8	49	**138	2.1	9.7	116	*162	1.9	11.3	107
OUTDOOR LIFE	4064	1202	5.7	29.6	111	332	5.4	8.2	105	500	7.6	12.3	147	370	4.4	9.1	86
PARADE MAGAZINE	24538	7297	34.5	29.7	112	1990	32.4	8.1	105	2330	35.2	9.5	114	2977	35.6	12.1	115

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

		TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	21129	100.0	26.7	100	6145	100.0	7.8	100	6614	100.0	8.3	100	8370	100.0	10.6	100
MAGAZINES	QUINTILE 1	16033	5483	26.0	34.2	128	1461	23.8	9.1	118	1786	27.0	11.1	133	2236	26.7	13.9	132
	QUINTILE 2	15354	4665	22.1	30.4	114	1304	21.2	8.5	110	1446	21.9	9.4	113	1916	22.9	12.5	118
	QUINTILE 3	15888	4198	19.9	26.4	99	1320	21.5	8.3	107	1252	18.9	7.9	94	1627	19.4	10.2	97
	QUINTILE 4	17310	3913	18.5	22.6	85	1127	18.3	6.5	84	1166	17.6	6.7	81	1620	19.4	9.4	89
	QUINTILE 5	14677	2870	13.6	19.6	73	934	15.2	6.4	82	965	14.6	6.6	79	972	11.6	6.6	63
NEWSPAPERS	QUINTILE 1	15277	4973	23.5	32.6	122	1464	23.8	9.6	124	1594	24.1	10.4	125	1915	22.9	12.5	119
	QUINTILE 2	22745	6389	30.2	28.1	105	1876	30.5	8.2	106	1957	29.6	8.6	103	2555	30.5	11.2	106
	QUINTILE 3	10692	2704	12.8	25.3	95	672	10.9	6.3	81	882	13.3	8.2	99	1150	13.7	10.8	102
	QUINTILE 4	11646	3098	14.7	26.6	100	982	16.0	8.4	109	946	14.3	8.1	97	1170	14.0	10.0	95
	QUINTILE 5	18903	3966	18.8	21.0	79	1151	18.7	6.1	79	1235	18.7	6.5	78	1580	18.9	8.4	79
OUTDOOR	QUINTILE 1	16620	4528	21.4	27.2	102	1058	17.2	6.4	82	1541	23.3	9.3	111	1929	23.0	11.6	110
	QUINTILE 2	16377	4968	23.5	30.3	114	1277	20.8	7.8	101	1552	23.5	9.5	114	2140	25.6	13.1	124
	QUINTILE 3	15995	4322	20.5	27.0	101	1318	21.4	8.2	106	1475	22.3	9.2	111	1529	18.3	9.6	91
	QUINTILE 4	15592	3686	17.4	23.6	89	1178	19.2	7.6	97	1072	16.2	6.9	82	1436	17.2	9.2	87
	QUINTILE 5	14679	3625	17.2	24.7	93	1314	21.4	9.0	115	974	14.7	6.6	80	1337	16.0	9.1	86
RADIO-DRIVE TIME	QUINTILE 1	15746	4620	21.9	29.3	110	1381	22.5	8.8	113	1375	20.8	8.7	105	1864	22.3	11.8	112
	QUINTILE 2	15067	4449	21.1	29.5	111	1257	20.5	8.3	108	1515	22.9	10.1	121	1677	20.0	11.1	105
	QUINTILE 3	15631	4417	20.9	28.3	106	1174	19.1	7.5	97	1381	20.9	8.8	106	1862	22.2	11.9	113
	QUINTILE 4	16245	4105	19.4	25.3	95	1295	21.1	8.0	103	1155	17.5	7.1	85	1655	19.8	10.2	96
	QUINTILE 5	16573	3539	16.7	21.4	80	1038	16.9	6.3	81	1188	18.0	7.2	86	1313	15.7	7.9	75
RADIO-MID-DAY	TERCILE 1	21788	6433	30.4	29.5	111	1836	29.9	8.4	109	2056	31.1	9.4	113	2542	30.4	11.7	110
	TERCILE 2	21151	5418	25.6	25.6	96	1543	25.1	7.3	94	1732	26.2	8.2	98	2143	25.6	10.1	96
	TERCILE 3	36323	9278	43.9	25.5	96	2766	45.0	7.6	98	2827	42.7	7.8	93	3685	44.0	10.1	96
RADIO-TOTAL	QUINTILE 1	15977	4824	22.8	30.2	113	1431	23.3	9.0	116	1556	23.5	9.7	117	1837	21.9	11.5	109
	QUINTILE 2	15923	4446	21.0	27.9	105	1330	21.6	8.4	108	1355	20.5	8.5	102	1761	21.0	11.1	105
	QUINTILE 3	14980	4307	20.4	28.8	108	1185	19.3	7.9	102	1413	21.4	9.4	113	1710	20.4	11.4	108
	QUINTILE 4	17123	4167	19.7	24.3	91	1132	18.4	6.6	85	1325	20.0	7.7	93	1710	20.4	10.0	95
	QUINTILE 5	15260	3386	16.0	22.2	83	1068	17.4	7.0	90	966	14.6	6.3	76	1352	16.2	8.9	84
TV-PRIME TIME	QUINTILE 1	15674	3803	18.0	24.3	91	1027	16.7	6.6	85	1282	19.4	8.2	98	1494	17.8	9.5	90
	QUINTILE 2	15944	4239	20.1	26.6	100	1263	20.6	7.9	102	1192	18.0	7.5	90	1783	21.3	11.2	106
	QUINTILE 3	16037	4892	23.2	30.5	114	1530	24.9	9.5	123	1502	22.7	9.4	112	1860	22.2	11.6	110
	QUINTILE 4	15412	4017	19.0	26.1	98	1183	19.3	7.7	99	1213	18.3	7.9	94	1621	19.4	10.5	100
	QUINTILE 5	16194	4179	19.8	25.8	97	1141	18.6	7.0	91	1426	21.6	8.8	106	1612	19.3	10.0	94
TV-DAYTIME	TERCILE 1	19156	4242	20.1	22.1	83	1424	23.2	7.4	96	1193	18.0	6.2	75	1625	19.4	8.5	80
	TERCILE 2	19343	5178	24.5	26.8	100	1411	23.0	7.3	94	1561	23.6	8.1	97	2206	26.4	11.4	108
	TERCILE 3	40764	11710	55.4	28.7	108	3310	53.9	8.1	105	3861	58.4	9.5	114	4539	54.2	11.1	105
TV-TOTAL	QUINTILE 1	15844	3681	17.4	23.2	87	1154	18.8	7.3	94	1110	16.8	7.0	84	1417	16.9	8.9	85
	QUINTILE 2	15767	4237	20.1	26.9	101	1226	20.0	7.8	100	1269	19.2	8.0	96	1742	20.8	11.0	105
	QUINTILE 3	15775	4140	19.6	26.2	98	1217	19.8	7.7	100	1413	21.4	9.0	107	1510	18.0	9.6	91
	QUINTILE 4	15903	4678	22.1	29.4	110	1437	23.4	9.0	117	1393	21.1	8.8	105	1848	22.1	11.6	110
	QUINTILE 5	15974	4394	20.8	27.5	103	1110	18.1	6.9	90	1430	21.6	9.0	107	1853	22.1	11.6	110
MAGAZINES-NEWSPAPERS: DUAL		21225	7393	35.0	34.8	131	2051	33.4	9.7	125	2272	34.4	10.7	128	3070	36.7	14.5	137
MAGAZINE IMPERATIVE		17728	4623	21.9	26.1	98	1262	20.5	7.1	92	1561	23.6	8.8	106	1800	21.5	10.2	96
NEWSPAPER IMPERATIVE		22987	5513	26.1	24.0	90	1634	26.6	7.1	92	1762	26.6	7.7	92	2116	25.3	9.2	87
MAGAZINES-OUTDOOR: DUAL		16244	5350	25.3	32.9	124	1243	20.2	7.7	99	1804	27.3	11.1	133	2304	27.5	14.2	134
MAGAZINE IMPERATIVE		24016	7111	33.7	29.6	111	2389	38.9	9.9	128	2089	31.6	8.7	104	2633	31.5	11.0	104
OUTDOOR IMPERATIVE		26020	6440	30.5	24.8	93	1807	29.4	6.9	90	2048	31.0	7.9	94	2585	30.9	9.9	94
MAGAZINES-RADIO: DUAL		16918	5639	26.7	33.3	125	1521	24.8	9.0	116	1794	27.1	10.6	127	2325	27.8	13.7	130
MAGAZINE IMPERATIVE		23456	6847	32.4	29.2	110	1887	30.7	8.0	104	2128	32.2	9.1	109	2833	33.8	12.1	114
RADIO IMPERATIVE		23900	5997	28.4	25.1	94	1903	31.0	8.0	103	1898	28.7	7.9	95	2195	26.2	9.2	87
MAGAZINES-TELEVISION: DUAL		15791	4464	21.1	28.3	106	1146	18.6	7.3	94	1350	20.4	8.5	102	1967	23.5	12.5	118
MAGAZINE IMPERATIVE		25476	8191	38.8	32.2	121	2421	39.4	9.5	123	2545	38.5	10.0	120	3225	38.5	12.7	120
TELEVISION IMPERATIVE		25744	5741	27.2	22.3	84	1852	30.1	7.2	93	1863	28.2	7.2	87	2026	24.2	7.9	75
NEWSPAPERS-OUTDOOR: DUAL		17628	5342	25.3	30.3	114	1265	20.6	7.2	93	1833	27.7	10.4	125	2245	26.8	12.7	121
NEWSPAPER IMPERATIVE		26414	7335	34.7	27.8	104	2427	39.5	9.2	119	2112	31.9	8.0	96	2796	33.4	10.6	100
OUTDOOR IMPERATIVE		23059	5884	27.8	25.5	96	1545	25.1	6.7	86	1905	28.8	8.3	99	2434	29.1	10.6	100
NEWSPAPERS-RADIO: DUAL		17996	5442	25.8	30.2	113	1606	26.1	8.9	115	1712	25.9	9.5	114	2124	25.4	11.8	112
NEWSPAPER IMPERATIVE		26269	7307	34.6	27.8	104	2117	34.5	8.1	104	2321	35.1	8.8	106	2869	34.3	10.9	103
RADIO IMPERATIVE		21342	5599	26.5	26.2	98	1566	25.5	7.3	95	1744	26.4	8.2	98	2290	27.4	10.7	102
NEWSPAPERS-TELEVISION: DUAL		17359	4760	22.5	27.4	103	1403	22.8	8.1	104	1466	22.2	8.4	101	1891	22.6	10.9	103
NEWSPAPER IMPERATIVE		26889	8207	38.8	30.5	114	2367	38.5	8.8	114	2599	39.3	9.7	116	3241	38.7	12.1	114
TELEVISION IMPERATIVE		21698	5045	23.9	23.3	87	1500	24.4	6.9	89	1585	24.0	7.3	88	1960	23.4	9.0	86
OUTDOOR-RADIO: DUAL		16456	4790	22.7	29.1	109	1138	18.5	6.9	89	1758	26.6	10.7	128	1894	22.6	11.5	109
OUTDOOR IMPERATIVE		25870	6922	32.8	26.8	100	1775	28.9	6.9	89	2218	33.5	8.6	103	2929	35.0	11.3	107
RADIO IMPERATIVE		23943	6629	31.4	27.7	104	2229	36.3	9.3	120	1942	29.4	8.1	97	2459	29.4	10.3	97
OUTDOOR-TELEVISION: DUAL		15918	4263	20.2	26.8	100	1050	17.1	6.6	85	1457	22.0	9.2	110	1756	21.0	11.0	104
OUTDOOR IMPERATIVE		26398	7850	37.2	29.7	112	2043	33.2	7.7	100	2533	38.3	9.6	115	3274	39.1	12.4	117
TELEVISION IMPERATIVE		24851	5937	28.1	23.9	90	2052	33.4	8.3	107	1741	26.3	7.0	84	2144	25.6	8.6	82
RADIO-TELEVISION: DUAL		15584	4374	20.7	28.1	105	1394	22.7	8.9	115	1354	20.5	8.7	104	1626	19.4	10.4	99
RADIO IMPERATIVE		25472	7616	36.0	29.9	112	2123	34.5	8.3	108	2528	38.2	9.9	119	2966	35.4	11.6	110
TELEVISION IMPERATIVE		25578	5892	27.9	23.0	86	1674	27.2	6.5	84	1797	27.2	7.0	84	2422	28.9	9.5	90

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	21129	100.0	26.7	100	6145	100.0	7.8	100	6614	100.0	8.3	100	8370	100.0	10.6	100
ATLANTIC MONTHLY	452	*154	0.7	34.1	128	**55	0.9	12.2	157	**65	1.0	14.4	172	**33	0.4	7.3	69
BARRON'S	1058	361	1.7	34.1	128	**166	2.7	15.7	202	**93	1.4	8.8	105	*102	1.2	9.6	91
BETTER HOMES & GARDENS	4773	1344	6.4	28.2	106	379	6.2	7.9	102	478	7.2	10.0	120	487	5.8	10.2	97
BON APPETIT	1037	385	1.8	37.1	139	**71	1.2	6.8	88	**138	2.1	13.3	159	*176	2.1	17.0	161
BUSINESS WEEK	3193	1172	5.5	36.7	138	350	5.7	11.0	141	328	5.0	10.3	123	494	5.9	15.5	147
CAR AND DRIVER	2705	899	4.3	33.2	125	*257	4.2	9.5	123	291	4.4	10.8	129	351	4.2	13.0	123
CBS MAGAZINE NETWORK (GROSS)	5678	2149	10.2	37.8	142	591	9.6	10.4	134	808	12.2	14.2	171	749	8.9	13.2	125
CHANGING TIMES	1847	647	3.1	35.0	131	*133	2.2	7.2	93	*243	3.7	13.2	158	272	3.2	14.7	139
COLONIAL HOMES	492	*170	0.8	34.6	130	**24	0.4	4.9	63	**94	1.4	19.1	229	**52	0.6	10.6	100
CONDE NAST MAG. PKG. (GROSS)	2066	791	3.7	38.3	144	**102	1.7	4.9	64	*438	6.6	21.2	254	*251	3.0	12.1	115
CONSUMERS DIGEST	1719	529	2.5	30.8	115	**109	1.8	6.3	82	*148	2.2	8.6	103	*272	3.2	15.8	150
COSMOPOLITAN	1762	554	2.6	31.4	118	*157	2.6	8.9	115	*195	2.9	11.1	133	*201	2.4	11.4	108
COUNTRY LIVING	1110	357	1.7	32.2	121	**84	1.4	7.6	98	**108	1.6	9.7	117	*166	2.0	15.0	142
CUISINE	660	*193	0.9	29.2	110	**33	0.5	5.0	64	**81	1.2	12.3	147	**78	0.9	11.8	112
CYCLE WORLD	1924	503	2.4	26.1	98	*176	2.9	9.1	118	**129	2.0	6.7	80	*199	2.4	10.3	98
DCI:CREATIVE IDEAS FOR LIV	437	**118	0.6	27.0	101	**7	0.1	1.6	21	**65	1.0	14.9	178	**46	0.5	10.5	100
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	800	3.8	32.1	120	*201	3.3	8.1	104	*301	4.6	12.1	145	298	3.6	12.0	113
DISCOVER	1279	500	2.4	39.1	147	**99	1.6	7.7	100	*209	3.2	16.3	196	*192	2.3	15.0	142
EBONY	2898	592	2.8	20.4	77	*156	2.5	5.4	69	276	4.2	9.5	114	*160	1.9	5.5	52
ESQUIRE	1384	433	2.0	31.3	117	**133	2.2	9.6	124	*169	2.6	12.2	146	*131	1.6	9.5	90
ESSENCE	850	*260	1.2	30.6	115	**73	1.2	8.6	111	**139	2.1	16.4	196	**48	0.6	5.6	53
FAMILY CIRCLE	2430	720	3.4	29.6	111	*147	2.4	6.0	78	330	5.0	13.6	163	244	2.9	10.0	95
THE FAMILY HANDYMAN	2356	746	3.5	31.7	119	*239	3.9	10.1	131	*194	2.9	8.2	99	314	3.8	13.3	126
FAMILY WEEKLY	11533	2972	14.1	25.8	97	1024	16.7	8.9	115	913	13.8	7.9	95	1035	12.4	9.0	85
FIELD & STREAM	7444	2046	9.7	27.5	103	575	9.4	7.7	100	718	10.9	9.6	116	753	9.0	10.1	96
FOOD & WINE	416	**124	0.6	29.8	112	**22	0.4	5.3	68	**65	1.0	15.6	187	**37	0.4	8.9	84
FORBES	1865	758	3.6	40.6	152	*206	3.4	11.0	142	256	3.9	13.7	165	297	3.5	15.9	151
FORTUNE	1849	771	3.6	41.7	156	*188	3.1	10.2	131	250	3.8	13.5	162	333	4.0	18.0	171
GENTLEMEN'S QUARTERLY	2284	736	3.5	32.2	121	**150	2.4	6.6	85	369	5.6	16.2	194	*217	2.6	9.5	90
GLAMOUR	538	*244	1.2	45.4	170	**19	0.3	3.5	46	**127	1.9	23.6	283	**97	1.2	18.0	171
GOLF DIGEST	1649	721	3.4	43.7	164	*246	4.0	14.9	192	253	3.8	15.3	184	223	2.7	13.5	128
GOLF DIGEST/TENNIS (GROSS)	2294	1006	4.8	43.9	165	317	5.2	13.8	178	348	5.3	15.2	182	341	4.1	14.9	141
GOLF MAGAZINE	1577	697	3.3	44.2	166	*215	3.5	13.6	176	*227	3.4	14.4	173	255	3.0	16.2	153
GOLF MAGAZINE/SKI (GROSS)	2487	1055	5.0	42.4	159	287	4.7	11.5	149	381	5.8	15.3	184	387	4.6	15.6	147
GOOD HOUSEKEEPING	2569	693	3.3	27.0	101	*140	2.3	5.4	70	*257	3.9	10.0	120	297	3.5	11.6	109
HARPER'S BAZAAR	431	*212	1.0	49.2	185	**17	0.3	3.9	51	**165	2.5	38.3	459	**30	0.4	7.0	66
HEALTH	788	*250	1.2	31.7	119	**101	1.6	12.8	165	**89	1.3	11.3	135	**60	0.7	7.6	72
HEARST MAG CORP. BUY (GROSS)	18781	6009	28.4	32.0	120	1411	23.0	7.5	97	2374	35.9	12.6	151	2224	26.6	11.8	112
HEARST MAN POWER (GROSS)	9169	2812	13.3	30.7	115	796	13.0	8.7	112	923	14.0	10.1	121	1093	13.1	11.9	113
HEARST WOMAN POWER (GROSS)	5452	1612	7.6	29.6	111	348	5.7	6.4	82	632	9.6	11.6	139	632	7.6	11.6	110
HOUSE BEAUTIFUL	1020	376	1.8	36.9	138	**78	1.3	7.6	99	**196	3.0	19.2	230	**103	1.2	10.1	96
INC.	993	407	1.9	41.0	154	**105	1.7	10.6	136	**141	2.1	14.2	170	*161	1.9	16.2	154
JET	2808	762	3.6	27.1	102	*212	3.4	7.5	97	337	5.1	12.0	144	*213	2.5	7.6	72
LADIES' HOME JOURNAL	1868	483	2.3	25.9	97	**133	2.2	7.1	92	**189	2.9	10.1	121	*161	1.9	8.6	82
LHJ FAMILY GRP COMBO(GROSS)	3582	1033	4.9	28.8	108	328	5.3	9.2	118	413	6.2	11.5	138	291	3.5	8.1	77
LIFE	4817	1559	7.4	32.4	121	368	6.0	7.6	99	610	9.2	12.7	152	581	6.9	12.1	114
L.A. TIMES HOME MAGAZINE	1465	493	2.3	33.7	126	**89	1.4	6.1	78	*130	2.0	8.9	106	275	3.3	18.8	178
MADEMOISELLE	460	**171	0.8	37.2	139	**31	0.5	6.7	87	**114	1.7	24.8	297	**26	0.3	5.7	54
MC CALL'S	1764	654	3.1	37.1	139	*123	2.0	7.0	90	*325	4.9	18.4	221	*206	2.5	11.7	111
MC CALL'S/WRK MOTHER (GROSS)	2062	757	3.6	36.7	138	*136	2.2	6.6	85	*374	5.7	18.1	217	*247	3.0	12.0	113
MECHANIX ILLUSTRATED	3625	1166	5.5	32.2	121	*309	5.0	8.5	110	429	6.5	11.8	142	429	5.1	11.8	112
METROPOLITAN HOME	495	*188	0.9	38.0	142	**9	0.1	1.8	23	**99	1.5	20.0	240	**80	1.0	16.2	153
MONEY	3017	1188	5.6	39.4	148	253	4.1	8.4	108	409	6.2	13.6	162	525	6.3	17.4	165
MOTHER EARTH NEWS	1203	565	2.7	47.0	176	**86	1.4	7.1	92	*222	3.4	18.5	221	*257	3.1	21.4	202
MS.	*257	**109	0.5	42.4	159	**16	0.3	6.2	80	**93	1.4	36.2	434	**1	0.0	0.4	4
NATIONAL ENQUIRER	6921	1973	9.3	28.5	107	438	7.1	6.3	82	745	11.3	10.8	129	791	9.5	11.4	108
NATIONAL GEOGRAPHIC	11626	3704	17.5	31.9	120	898	14.6	7.7	100	1176	17.8	10.1	121	1630	19.5	14.0	133
NATIONAL SUNDAY MAGAZINE PKG	49424	14553	68.9	29.4	110	4191	68.2	8.5	109	4645	70.2	9.4	113	5717	68.3	11.6	110
NATURAL HISTORY	753	*308	1.5	40.9	153	**35	0.6	4.6	60	**169	2.6	22.4	269	**104	1.2	13.8	131
NEW WOMAN	*296	**98	0.5	33.1	124	**0	0.0	0.0	0	**77	1.2	26.0	312	**21	0.3	7.1	67
NEW YORK INCLUDING CUE	541	*172	0.8	31.8	119	**28	0.5	5.2	67	**89	1.3	16.5	197	**56	0.7	10.4	98
THE NEW YORKER	1078	435	2.1	40.4	151	**38	0.6	3.5	45	*198	3.0	18.4	220	*199	2.4	18.5	175
NEWSWEEK	9602	3139	14.9	32.7	123	880	14.3	9.2	118	912	13.8	9.5	114	1347	16.1	14.0	133
THE N.Y. TIMES DAILY EDITION	1376	452	2.1	32.8	123	*144	2.3	10.5	135	*72	1.1	5.2	63	236	2.8	17.2	162
THE N.Y. TIMES MAGAZINE	2110	671	3.2	31.8	119	*212	3.4	10.0	130	*126	1.9	6.0	72	333	4.0	15.8	149
OMNI	1927	711	3.4	36.9	138	*202	3.3	10.5	135	*212	3.2	11.0	132	297	3.5	15.4	146
ON CABLE	911	277	1.3	30.4	114	**36	0.6	4.0	51	**107	1.6	11.7	141	*134	1.6	14.7	139
1001 HOME IDEAS	927	299	1.4	32.3	121	**95	1.5	10.2	132	**135	2.0	14.6	175	**70	0.8	7.6	72
ORGANIC GARDENING	1430	353	1.7	24.7	93	**54	0.9	3.8	49	**138	2.1	9.7	116	*162	1.9	11.3	107
OUTDOOR LIFE	4064	1202	5.7	29.6	111	332	5.4	8.2	105	500	7.6	12.3	147	370	4.4	9.1	86
PARADE MAGAZINE	24538	7297	34.5	29.7	112	1990	32.4	8.1	105	2330	35.2	9.5	114	2977	35.6	12.1	115

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	21129	100.0	26.7	100	6145	100.0	7.8	100	6614	100.0	8.3	100	8370	100.0	10.6	100
PARENTS	1126	425	2.0	37.7	142	**64	1.0	5.7	73	**153	2.3	13.6	163	*208	2.5	18.5	175
PENTHOUSE	4157	1491	7.1	35.9	135	330	5.4	7.9	102	492	7.4	11.8	142	668	8.0	16.1	152
PEOPLE	7591	2481	11.7	32.7	123	579	9.4	7.6	98	846	12.8	11.1	134	1056	12.6	13.9	132
PLAYBOY	8379	2961	14.0	35.3	133	762	12.4	9.1	117	827	12.5	9.9	118	1372	16.4	16.4	155
POPULAR HOT RODDING	2110	660	3.1	31.3	117	*280	4.6	13.3	171	*188	2.8	8.9	107	*192	2.3	9.1	86
POPULAR MECHANICS	4850	1447	6.8	29.8	112	351	5.7	7.2	93	498	7.5	10.3	123	597	7.1	12.3	117
POPULAR SCIENCE	3397	1202	5.7	35.4	133	*309	5.0	9.1	117	462	7.0	13.6	163	431	5.1	12.7	120
PREVENTION	1720	454	2.1	26.4	99	**94	1.5	5.5	70	*166	2.5	9.7	116	*194	2.3	11.3	107
PSYCHOLOGY TODAY	1344	544	2.6	40.5	152	*181	2.9	13.5	174	*191	2.9	14.2	170	*171	2.0	12.7	120
READER'S DIGEST	16016	4459	21.1	27.8	104	1198	19.5	7.5	96	1497	22.6	9.3	112	1764	21.1	11.0	104
REDBOOK	1121	366	1.7	32.6	122	**52	0.8	4.6	60	**180	2.7	16.1	192	**135	1.6	12.0	114
ROAD & TRACK	2161	958	4.5	44.3	166	*287	4.7	13.3	171	*328	5.0	15.2	182	343	4.1	15.9	150
ROLLING STONE	1948	644	3.0	33.1	124	**173	2.8	8.9	115	*227	3.4	11.7	140	*243	2.9	12.5	118
RUNNER'S WORLD	899	*346	1.6	38.5	144	**125	2.0	13.9	179	**107	1.6	11.9	143	**114	1.4	12.7	120
SATURDAY EVENING POST	841	*230	1.1	27.3	103	**38	0.6	4.5	58	**105	1.6	12.5	150	**87	1.0	10.3	98
SCIENCE 84	841	311	1.5	37.0	139	**36	0.6	4.3	55	**126	1.9	15.0	180	*150	1.8	17.8	169
SCIENCE DIGEST	1194	393	1.9	32.9	123	**103	1.7	8.6	111	**128	1.9	10.7	128	*161	1.9	13.5	128
SCIENTIFIC AMERICAN	1379	600	2.8	43.5	163	**108	1.8	7.8	101	*226	3.4	16.4	196	267	3.2	19.4	183
SELF	436	*139	0.7	31.9	120	**37	0.6	8.5	109	**57	0.9	13.1	157	**44	0.5	10.1	96
SEVENTEEN	614	**178	0.8	29.0	109	**35	0.6	5.7	74	**77	1.2	12.5	150	**65	0.8	10.6	100
SKI	910	358	1.7	39.3	148	**72	1.2	7.9	102	**154	2.3	16.9	203	*132	1.6	14.5	137
SMITHSONIAN	2937	1037	4.9	35.3	132	300	4.9	10.2	132	277	4.2	9.4	113	460	5.5	15.7	148
SOAP OPERA DIGEST	545	*185	0.9	33.9	127	**38	0.6	7.0	90	**111	1.7	20.4	244	**36	0.4	6.6	63
SOUTHERN LIVING	2054	682	3.2	33.2	125	*195	3.2	9.5	122	*236	3.6	11.5	138	*252	3.0	12.3	116
SPORT	2799	1060	5.0	37.9	142	*300	4.9	10.7	138	317	4.8	11.3	136	443	5.3	15.8	150
THE SPORTING NEWS	1938	646	3.1	33.3	125	*223	3.6	11.5	148	*230	3.5	11.9	142	*193	2.3	10.0	94
SPORTS AFIELD	3125	973	4.6	31.1	117	342	5.6	10.9	141	*297	4.5	9.5	114	335	4.0	10.7	102
SPORTS ILLUSTRATED	11159	3655	17.3	32.8	123	1188	19.3	10.6	137	1101	16.6	9.9	118	1367	16.3	12.3	116
STAR	4095	1013	4.8	24.7	93	*261	4.2	6.4	82	356	5.4	8.7	104	396	4.7	9.7	92
SUNDAY	25169	7499	35.5	29.8	112	2063	33.6	8.2	106	2523	38.1	10.0	120	2912	34.8	11.6	110
SUNSET	1294	537	2.5	41.5	156	**85	1.4	6.6	85	**188	2.8	14.5	174	*264	3.2	20.4	193
TV GUIDE	18508	5328	25.2	28.8	108	1514	24.6	8.2	106	1702	25.7	9.2	110	2111	25.2	11.4	108
TENNIS	645	*284	1.3	44.0	165	**71	1.2	11.0	142	**95	1.4	14.7	177	**119	1.4	18.4	175
TIME	12124	3791	17.9	31.3	117	1098	17.9	9.1	117	1133	17.1	9.3	112	1560	18.6	12.9	122
TOWN & COUNTRY	493	*239	1.1	48.5	182	**26	0.4	5.3	68	**130	2.0	26.4	316	**83	1.0	16.8	159
TRAVEL & LEISURE	1122	415	2.0	37.0	139	**138	2.2	12.3	159	**138	2.1	12.3	147	*139	1.7	12.4	117
TRUE STORY	690	**162	0.8	23.5	88	**18	0.3	2.6	34	**100	1.5	14.5	174	**44	0.5	6.4	60
U.S.NEWS & WORLD REPORT	6571	2038	9.6	31.0	116	542	8.8	8.2	106	689	10.4	10.5	126	806	9.6	12.3	116
USA TODAY	3120	1136	5.4	36.4	137	286	4.7	9.2	118	457	6.9	14.6	176	393	4.7	12.6	119
US	1315	472	2.2	35.9	135	**152	2.5	11.6	149	**166	2.5	12.6	151	*154	1.8	11.7	111
VOGUE	632	*237	1.1	37.5	141	**14	0.2	2.2	29	**140	2.1	22.2	265	**83	1.0	13.1	124
WALL STREET JOURNAL	4247	1537	7.3	36.2	136	333	5.4	7.8	101	558	8.4	13.1	157	645	7.7	15.2	144
WEIGHT WATCHERS	398	*136	0.6	34.2	128	**0	0.0	0.0	0	**44	0.7	11.1	132	**93	1.1	23.4	221
WOMAN'S DAY	1139	351	1.7	30.8	116	**61	1.0	5.4	69	*195	2.9	17.1	205	**96	1.1	8.4	80
WORKING MOTHER	*298	**103	0.5	34.6	130	**13	0.2	4.4	56	**49	0.7	16.4	197	**40	0.5	13.4	127
WORKING WOMAN	327	**147	0.7	45.0	169	**20	0.3	6.1	79	**83	1.3	25.4	304	**45	0.5	13.8	130
WORLD TENNIS	397	*201	1.0	50.6	190	**9	0.1	2.3	29	**126	1.9	31.7	380	**66	0.8	16.6	157
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3233	15.3	33.6	126	815	13.3	8.5	109	1263	19.1	13.1	157	1155	13.8	12.0	114
BLAIR INSERTS	43762	13081	61.9	29.9	112	3623	59.0	8.3	107	4169	63.0	9.5	114	5289	63.2	12.1	114
DAILY NEWSPAPERS																	
READ ANY	52459	14877	70.4	28.4	106	4408	71.7	8.4	108	4658	70.4	8.9	106	5812	69.4	11.1	105
READ ONE	41891	11640	55.1	27.8	104	3359	54.7	8.0	103	3717	56.2	8.9	106	4564	54.5	10.9	103
READ TWO OR MORE	10568	3237	15.3	30.6	115	1049	17.1	9.9	128	941	14.2	8.9	107	1247	14.9	11.8	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	15120	71.6	29.1	109	4306	70.1	8.3	107	4785	72.3	9.2	110	6028	72.0	11.6	110
READ ONE	44561	12598	59.6	28.3	106	3617	58.9	8.1	105	4069	61.5	9.1	109	4912	58.7	11.0	104
READ TWO OR MORE	7368	2521	11.9	34.2	128	690	11.2	9.4	121	716	10.8	9.7	116	1116	13.3	15.1	143
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.09				28.37				29.61				31.69			
30 DAY REACH	71522	19224	91.0	26.9	101	5404	87.9	7.6	97	6132	92.7	8.6	103	7688	91.9	10.7	102
50 SHWG - 30 DAY AV FREQ	15.55	15.78				15.08				15.30				16.66			
30 DAY REACH	68168	18313	86.7	26.9	101	5080	82.7	7.5	96	5937	89.8	8.7	104	7297	87.2	10.7	101
25 SHWG - 30 DAY AV FREQ	8.43	8.51				8.16				8.24				8.98			
30 DAY REACH	62898	16972	80.3	27.0	101	4693	76.4	7.5	96	5497	83.1	8.7	105	6782	81.0	10.8	102
CABLE TV: HOME WIRED	31664	9544	45.2	30.1	113	2713	44.1	8.6	111	3049	46.1	9.6	115	3782	45.2	11.9	113
HOME NOT WIRED	47599	11586	54.8	24.3	91	3432	55.9	7.2	93	3566	53.9	7.5	90	4588	54.8	9.6	91
HAVE PAY CABLE	17139	5869	27.8	34.2	128	1773	28.9	10.3	133	1651	25.0	9.6	115	2446	29.2	14.3	135

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	21129	100.0	26.7	100	6145	100.0	7.8	100	6614	100.0	8.3	100	8370	100.0	10.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	13572	64.2	28.5	107	3994	65.0	8.4	108	4257	64.4	8.9	107	5321	63.6	11.2	106
10:00 AM - 3:00 PM	29926	8463	40.1	28.3	106	2377	38.7	7.9	102	2704	40.9	9.0	108	3382	40.4	11.3	107
3:00 PM - 7:00 PM	37666	11131	52.7	29.6	111	3150	51.3	8.4	108	3528	53.3	9.4	112	4453	53.2	11.8	112
7:00 PM - MIDNIGHT	18909	5210	24.7	27.6	103	1512	24.6	8.0	103	1659	25.1	8.8	105	2041	24.4	10.8	102
MIDNIGHT - 6:00 AM	11822	3580	16.9	30.3	114	1038	16.9	8.8	113	1133	17.1	9.6	115	1409	16.8	11.9	113
6:00 AM - MIDNIGHT	63254	17768	84.1	28.1	105	5156	83.9	8.2	105	5609	84.8	8.9	106	7004	83.7	11.1	105
ENTIRE DAY	64057	17914	84.8	28.0	105	5180	84.3	8.1	104	5673	85.8	8.9	106	7060	84.3	11.0	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	5147	24.4	31.0	116	1601	26.1	9.6	124	1592	24.1	9.6	115	1953	23.3	11.8	111
ALL NEWS	3542	963	4.6	27.2	102	247	4.0	7.0	90	362	5.5	10.2	122	354	4.2	10.0	95
AOR/PROGRESSIVE	7465	2074	9.8	27.8	104	574	9.3	7.7	99	530	8.0	7.1	85	970	11.6	13.0	123
BEAUTIFUL MUSIC	5061	1652	7.8	32.6	122	533	8.7	10.5	136	539	8.1	10.7	128	579	6.9	11.4	108
BLACK	1914	482	2.3	25.2	94	*161	2.6	8.4	109	*205	3.1	10.7	128	*116	1.4	6.1	57
CLASSICAL	2304	728	3.4	31.6	119	*228	3.7	9.9	128	*212	3.2	9.2	110	288	3.4	12.5	118
CHR/ROCK	10663	3173	15.0	29.8	112	950	15.5	8.9	115	1021	15.4	9.6	115	1201	14.3	11.3	107
COUNTRY	13919	3972	18.8	28.5	107	1175	19.1	8.4	109	1217	18.4	8.7	105	1580	18.9	11.4	107
GOLDEN OLDIES	2040	506	2.4	24.8	93	*159	2.6	7.8	101	*146	2.2	7.2	86	*201	2.4	9.9	93
MOR/NOSTALGIA	5105	1476	7.0	28.9	108	397	6.5	7.8	100	491	7.4	9.6	115	588	7.0	11.5	109
NEWS/TALK	4764	1209	5.7	25.4	95	320	5.2	6.7	87	281	4.2	5.9	71	608	7.3	12.8	121
RELIGIOUS	2164	481	2.3	22.2	83	**141	2.3	6.5	84	**120	1.8	5.5	66	*220	2.6	10.2	96
SOFT ROCK	623	*219	1.0	35.2	132	**94	1.5	15.1	195	**77	1.2	12.4	148	**49	0.6	7.9	74
URBAN CONTEMPORARY	1331	365	1.7	27.4	103	**172	2.8	12.9	167	**124	1.9	9.3	112	**69	0.8	5.2	49
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1048	5.0	32.9	123	*361	5.9	11.3	146	*275	4.2	8.6	103	412	4.9	12.9	122
ABC DIRECTION	2724	770	3.6	28.3	106	*139	2.3	5.1	66	276	4.2	10.1	121	355	4.2	13.0	123
ABC ENTERTAINMENT	5256	1558	7.4	29.6	111	482	7.8	9.2	118	389	5.9	7.4	89	687	8.2	13.1	124
ABC FM	2263	728	3.4	32.2	121	358	5.8	15.8	204	*236	3.6	10.4	125	*135	1.6	6.0	56
ABC INFORMATION	5618	1454	6.9	25.9	97	328	5.3	5.8	75	447	6.8	8.0	95	679	8.1	12.1	114
ABC ROCK	2857	733	3.5	25.7	96	*208	3.4	7.3	94	*155	2.3	5.4	65	370	4.4	13.0	123
CBS	5953	1659	7.9	27.9	105	428	7.0	7.2	93	571	8.6	9.6	115	660	7.9	11.1	105
MUTUAL	4979	1307	6.2	26.3	98	455	7.4	9.1	118	400	6.0	8.0	96	452	5.4	9.1	86
NBC	7279	2038	9.6	28.0	105	627	10.2	8.6	111	696	10.5	9.6	115	716	8.6	9.8	93
RADIORADIO	2389	702	3.3	29.4	110	*233	3.8	9.8	126	*210	3.2	8.8	105	259	3.1	10.8	103
RKO ONE	2583	794	3.8	30.7	115	*252	4.1	9.8	126	*212	3.2	8.2	99	330	3.9	12.8	121
RKO TWO	3674	1046	5.0	28.5	107	*332	5.4	9.0	117	323	4.9	8.8	105	392	4.7	10.7	101
THE SOURCE	3514	985	4.7	28.0	105	*294	4.8	8.4	108	278	4.2	7.9	95	413	4.9	11.8	111
NON-WIRED : BLAIR	9864	2626	12.4	26.6	100	743	12.1	7.5	97	727	11.0	7.4	88	1156	13.8	11.7	111
INTERNET	13522	3826	18.1	28.3	106	1126	18.3	8.3	107	1305	19.7	9.7	116	1394	16.7	10.3	98
KATZ RADIO GROUP	19321	5574	26.4	28.8	108	1718	28.0	8.9	115	1714	25.9	8.9	106	2141	25.6	11.1	105
SUPERNET	10739	3221	15.2	30.0	113	995	16.2	9.3	120	1042	15.8	9.7	116	1184	14.1	11.0	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1236	5.8	24.2	91	396	6.4	7.8	100	402	6.1	7.9	94	438	5.2	8.6	81
WKDAY 9:00 AM - 1:00 PM	5383	1192	5.6	22.1	83	473	7.7	8.8	113	294	4.4	5.5	65	425	5.1	7.9	75
WKDAY 1:00 PM - 4:30 PM	6469	1446	6.8	22.4	84	496	8.1	7.7	99	361	5.5	5.6	67	589	7.0	9.1	86
WKDAY 4:30 PM - 7:30 PM	19661	4913	23.3	25.0	94	1497	24.4	7.6	98	1522	23.0	7.7	93	1895	22.6	9.6	91
WKDAY 7:30 PM - 8:00 PM	27579	7087	33.5	25.7	96	2197	35.8	8.0	103	2167	32.8	7.9	94	2722	32.5	9.9	93
WKDAY 11:00 PM - 11:30 PM	22964	6136	29.0	26.7	100	1777	28.9	7.7	100	1875	28.3	8.2	98	2484	29.7	10.8	102
WKDAY 11:30 PM - 1:00 AM	8158	2134	10.1	26.2	98	661	10.8	8.1	105	664	10.0	8.1	98	809	9.7	9.9	94
M-SAT 8-11 PM+SUN 7-11 PM	30140	7961	37.7	26.4	99	2314	37.7	7.7	99	2474	37.4	8.2	98	3173	37.9	10.5	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	376	1.8	18.4	69	*70	1.1	3.4	44	*94	1.4	4.6	55	211	2.5	10.3	98
ANOTHER WORLD N	1214	271	1.3	22.3	84	110	1.8	9.1	117	*68	1.0	5.6	67	*94	1.1	7.7	73
AS THE WORLD TURNS C	1740	463	2.2	26.6	100	*173	2.8	9.9	128	*91	1.4	5.2	63	199	2.4	11.4	108
CAPITOL C	1016	319	1.5	31.4	118	**146	2.4	14.4	185	**49	0.7	4.8	58	*124	1.5	12.2	116
CBS MORN. NEWS 1 C	1203	378	1.8	31.4	118	*145	2.4	12.1	155	*121	1.8	10.1	121	*112	1.3	9.3	88
CBS MORN. NEWS 2 C	773	247	1.2	32.0	120	*110	1.8	14.2	184	**58	0.9	7.5	90	*79	0.9	10.2	97
DAYS OF OUR LIVES N	1629	450	2.1	27.6	104	149	2.4	9.1	118	*127	1.9	7.8	93	174	2.1	10.7	101
FACTS OF LIFE - DAYTIME N	961	203	1.0	21.1	79	*100	1.6	10.4	134	**27	0.4	2.8	34	*76	0.9	7.9	75
FAMILY FEUD A	1390	295	1.4	21.2	80	*113	1.8	8.1	105	*86	1.3	6.2	74	*95	1.1	6.8	65
GENERAL HOSPITAL A	1463	298	1.4	20.4	76	130	2.1	8.9	115	*68	1.0	4.6	56	100	1.2	6.8	65
GOOD MORNING, AMERICA-730 A	1705	352	1.7	20.6	77	*105	1.7	6.2	79	113	1.7	6.6	79	134	1.6	7.9	74
GOOD MORNING, AMERICA-830 A	889	153	0.7	17.2	65	**35	0.6	3.9	51	*37	0.6	4.2	50	*81	1.0	9.1	86
GUIDING LIGHT C	1754	456	2.2	26.0	98	*170	2.8	9.7	125	*100	1.5	5.7	68	*186	2.2	10.6	100
ONE LIFE TO LIVE A	1100	228	1.1	20.7	78	*74	1.2	6.7	87	*49	0.7	4.5	53	*105	1.3	9.5	90
PRESS YOUR LUCK C	1222	332	1.6	27.2	102	*133	2.2	10.9	140	*91	1.4	7.4	89	*108	1.3	8.8	84
PRICE IS RIGHT 1 C	2692	584	2.8	21.7	81	261	4.2	9.7	125	129	2.0	4.8	57	194	2.3	7.2	68
PRICE IS RIGHT 2 C	2764	645	3.1	23.3	88	268	4.4	9.7	125	176	2.7	6.4	76	201	2.4	7.3	69
RYAN'S HOPE A	880	245	1.2	27.8	104	**91	1.5	10.3	133	*49	0.7	5.6	67	**105	1.3	11.9	113
SALE OF THE CENTURY N	926	182	0.9	19.7	74	*82	1.3	8.9	114	*39	0.6	4.2	50	*61	0.7	6.6	62
SEARCH FOR TOMORROW N	359	*59	0.3	16.4	62	**35	0.6	9.7	126	**9	0.1	2.5	30	**15	0.2	4.2	40
TODAY SHOW 1 N	1890	439	2.1	23.2	87	*104	1.7	5.5	71	149	2.3	7.9	94	186	2.2	9.8	93
TODAY SHOW 2 N	1344	213	1.0	15.8	59	*47	0.8	3.5	45	*84	1.3	6.3	75	*82	1.0	6.1	58
$25,000 PYRAMID C	1462	409	1.9	28.0	105	183	3.0	12.5	161	*112	1.7	7.7	92	*114	1.4	7.8	74
WHEEL OF FORTUNE N	1497	313	1.5	20.9	78	*75	1.2	5.0	65	*107	1.6	7.1	86	*130	1.6	8.7	82
YOUNG AND THE RESTLESS C	1954	512	2.4	26.2	98	231	3.8	11.8	152	*104	1.6	5.3	64	177	2.1	9.1	86
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	769	3.6	27.9	105	217	3.5	7.9	102	279	4.2	10.1	121	272	3.2	9.9	93
NBA PLAYOFF GAME -1 C	3881	1136	5.4	29.3	110	217	3.5	5.6	72	425	6.4	11.0	131	495	5.9	12.8	121
NBC MAJOR LEAGUE PRE-GAME N	2805	706	3.3	25.2	94	*241	3.9	8.6	111	225	3.4	8.0	96	241	2.9	8.6	81
SPORTSWORLD - SUN N	2041	454	2.1	22.2	83	*112	1.8	5.5	71	*177	2.7	8.7	104	165	2.0	8.1	77
SUNDAY MORNING C	2555	720	3.4	28.2	106	*280	4.6	11.0	141	180	2.7	7.0	84	260	3.1	10.2	96

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL MALES		79263	21129	100.0	26.7	100	6145	100.0	7.8	100	6614	100.0	8.3	100	8370	100.0	10.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	6102	28.9	25.1	94	1811	29.5	7.4	96	1930	29.2	7.9	95	2361	28.2	9.7	92
NETWORK AFFILIATES - LATE		17197	4534	21.5	26.4	99	1298	21.1	7.5	97	1335	20.2	7.8	93	1901	22.7	11.1	105
INDEPENDENTS - LATE		2887	745	3.5	25.8	97	216	3.5	7.5	97	192	2.9	6.7	80	337	4.0	11.7	111
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	2780	13.2	24.6	92	930	15.1	8.2	106	823	12.4	7.3	87	1027	12.3	9.1	86
ABC MONDAY NIGHT MOVIE	A	4379	1305	6.2	29.8	112	348	5.7	7.9	103	402	6.1	9.2	110	555	6.6	12.7	120
ABC SUNDAY NIGHT MOVIE	A	9910	2617	12.4	26.4	99	679	11.0	6.9	88	959	14.5	9.7	116	979	11.7	9.9	94
ABC WORLD NEWS TONIGHT	A	6212	1641	7.8	26.4	99	413	6.7	6.6	86	653	9.9	10.5	126	576	6.9	9.3	88
AFTERMASH	C	4575	1195	5.7	26.1	98	*374	6.1	8.2	105	378	5.7	8.3	99	443	5.3	9.7	92
ALICE	C	6777	1987	9.4	29.3	110	689	11.2	10.2	131	400	6.0	5.9	71	898	10.7	13.3	125
AMERICAN PARADE	C	4868	1224	5.8	25.1	94	328	5.3	6.7	87	404	6.1	8.3	99	492	5.9	10.1	96
BENSON	A	7593	1764	8.3	23.2	87	463	7.5	6.1	79	636	9.6	8.4	100	666	8.0	8.8	83
BLUE THUNDER	A	6036	1476	7.0	24.5	92	446	7.3	7.4	95	503	7.6	8.3	100	527	6.3	8.7	83
CAGNEY & LACEY	C	7698	2008	9.5	26.1	98	641	10.4	8.3	107	464	7.0	6.0	72	903	10.8	11.7	111
CBS EVENING NEWS-DEAN	C	4066	1105	5.2	27.2	102	287	4.7	7.1	91	398	6.0	9.8	117	421	5.0	10.4	98
CBS EVENING NEWS-RATHER	C	8092	1917	9.1	23.7	89	609	9.9	7.5	97	548	8.3	6.8	81	760	9.1	9.4	89
CBS SAT. NEWS-SCHIEFFER	C	4795	1096	5.2	22.9	86	363	5.9	7.6	98	333	5.0	6.9	83	400	4.8	8.3	79
CBS SATURDAY NIGHT MOVIE	C	6034	1505	7.1	24.9	94	411	6.7	6.8	88	479	7.2	7.9	95	614	7.3	10.2	96
CBS WEDNESDAY NIGHT MOVIE	C	4993	1418	6.7	28.4	107	439	7.1	8.8	113	451	6.8	9.0	108	528	6.3	10.6	100
CHEERS	N	6976	2134	10.1	30.6	115	543	8.8	7.8	100	782	11.8	11.2	134	809	9.7	11.6	110
DALLAS	C	13575	3591	17.0	26.5	99	1109	18.0	8.2	105	1028	15.5	7.6	91	1453	17.4	10.7	101
DIFF'RENT STROKES	N	3684	859	4.1	23.3	87	*176	2.9	4.8	62	251	3.8	6.8	82	433	5.2	11.8	111
DOUBLE TROUBLE	N	4462	1162	5.5	26.0	98	369	6.0	8.3	107	318	4.8	7.1	85	475	5.7	10.6	101
DUCK FACTORY	N	4810	1412	6.7	29.4	110	366	6.0	7.6	98	527	8.0	11.0	131	520	6.2	10.8	102
DUKES OF HAZZARD	C	5951	1412	6.7	23.7	89	467	7.6	7.8	101	378	5.7	6.4	76	567	6.8	9.5	90
DYNASTY	A	11325	2846	13.5	25.1	94	918	14.9	8.1	105	803	12.1	7.1	85	1125	13.4	9.9	94
FACTS OF LIFE	N	4512	1180	5.6	26.2	98	345	5.6	7.6	99	362	5.5	8.0	96	472	5.6	10.5	99
FALCON CREST	C	9215	2462	11.7	26.7	100	715	11.6	7.8	100	727	11.0	7.9	95	1021	12.2	11.1	105
FALL GUY	A	8604	2264	10.7	26.3	99	708	11.5	8.2	106	665	10.1	7.7	93	891	10.6	10.4	98
FAMILY TIES	N	4179	1082	5.1	25.9	97	281	4.6	6.7	87	359	5.4	8.6	103	443	5.3	10.6	100
FANTASY ISLAND	A	4781	1413	6.7	29.6	111	467	7.6	9.8	126	424	6.4	8.9	106	522	6.2	10.9	103
FOULUPS,BLEEPS & BLUNDERS	A	6697	2084	9.9	31.1	117	663	10.8	9.9	128	586	8.9	8.8	105	836	10.0	12.5	118
FOUR SEASONS	C	3873	1024	4.8	26.4	99	*369	6.0	9.5	123	*284	4.3	7.3	88	371	4.4	9.6	91
GIMME A BREAK	N	4310	1015	4.8	23.5	88	305	5.0	7.1	91	320	4.8	7.4	89	390	4.7	9.0	86
HART TO HART	A	5751	1426	6.7	24.8	93	446	7.3	7.8	100	485	7.3	8.4	101	495	5.9	8.6	82
HILL STREET BLUES	N	8568	2197	10.4	25.6	96	679	11.0	7.9	102	651	9.8	7.6	91	867	10.4	10.1	96
HOTEL	A	8801	2229	10.5	25.3	95	784	12.8	8.9	115	606	9.2	6.9	83	839	10.0	9.5	90
JEFFERSONS	C	6978	1910	9.0	27.4	103	602	9.8	8.6	111	472	7.1	6.8	81	836	10.0	12.0	113
JENNIFER SLEPT HERE	N	3021	757	3.6	25.1	94	*209	3.4	6.9	89	*209	3.2	6.9	83	339	4.1	11.2	106
KATE & ALLIE	C	6811	1954	9.2	28.7	108	499	8.1	7.3	95	544	8.2	8.0	96	911	10.9	13.4	127
KNIGHT RIDER	N	5256	1498	7.1	28.5	107	471	7.7	9.0	116	464	7.0	8.8	106	563	6.7	10.7	101
LOVE BOAT	A	7174	1968	9.3	27.4	103	601	9.8	8.4	108	606	9.2	8.4	101	760	9.1	10.6	100
MAGNUM PI	C	10438	2934	13.9	28.1	105	831	13.5	8.0	103	793	12.0	7.6	91	1310	15.7	12.6	119
MAMA'S FAMILY	N	3488	900	4.3	25.8	97	257	4.2	7.4	95	250	3.8	7.2	86	393	4.7	11.3	107
MASTER, THE	N	4127	1182	5.6	28.6	107	366	6.0	8.9	114	421	6.4	10.2	122	396	4.7	9.6	91
MATT HOUSTON	A	5978	1537	7.3	25.7	96	473	7.7	7.9	102	518	7.8	8.7	104	545	6.5	9.1	86
NBC MONDAY NIGHT MOVIE	N	10446	2941	13.9	28.2	106	726	11.8	7.0	90	1008	15.2	9.6	116	1207	14.4	11.6	109
NBC NIGHTLY NEWS	N	5571	1422	6.7	25.5	96	409	6.7	7.3	95	427	6.5	7.7	92	585	7.0	10.5	99
NBC NIGHTLY NEWS-SAT	N	3675	833	3.9	22.7	85	209	3.4	5.7	73	252	3.8	6.9	82	372	4.4	10.1	96
NBC NIGHTLY NEWS-SUN	N	2905	711	3.4	24.5	92	*175	2.8	6.0	78	*201	3.0	6.9	83	335	4.0	11.5	109
NBC SUNDAY NIGHT MOVIE	N	8352	2404	11.4	28.8	108	680	11.1	8.1	105	782	11.8	9.4	112	941	11.2	11.3	107
NEWHART	C	6864	2001	9.5	29.2	109	576	9.4	8.4	108	548	8.3	8.0	96	876	10.5	12.8	121
ONE DAY AT A TIME	C	3866	971	4.6	25.1	94	324	5.3	8.4	108	259	3.9	6.7	80	389	4.6	10.1	95
PEOPLE ARE FUNNY	N	3956	936	4.4	23.7	89	*324	5.3	8.2	106	221	3.3	5.6	67	391	4.7	9.9	94
REAL PEOPLE	N	6305	1685	8.0	26.7	100	677	11.0	10.7	139	409	6.2	6.5	78	599	7.2	9.5	90
REMINGTON STEELE	N	5884	1678	7.9	28.5	107	506	8.2	8.6	111	544	8.2	9.2	111	629	7.5	10.7	101
RIPLEY'S BELIEVE IT - NOT	A	5706	1661	7.9	29.1	109	448	7.3	7.9	101	565	8.5	9.9	119	648	7.7	11.4	108
RIPTIDE	N	6202	1456	6.9	23.5	88	486	7.9	7.8	101	507	7.7	8.2	98	463	5.5	7.5	71
SCARECROW & MRS. KING	C	6513	1623	7.7	24.9	93	440	7.2	6.8	87	472	7.1	7.2	87	711	8.5	10.9	103
SIMON & SIMON	C	8593	2259	10.7	26.3	99	715	11.6	8.3	107	640	9.7	7.4	89	905	10.8	10.5	100
60 MINUTES	C	13342	3623	17.1	27.2	102	1138	18.5	8.5	110	1079	16.3	8.1	97	1406	16.8	10.5	100
ST. ELSEWHERE	N	6029	1533	7.3	25.4	95	440	7.2	7.3	94	491	7.4	8.1	98	602	7.2	10.0	95
THREE'S COMPANY	A	8565	2421	11.5	28.3	106	706	11.5	8.2	106	648	9.8	7.6	91	1067	12.7	12.5	118
T.J. HOOKER	A	7400	1808	8.6	24.4	92	604	9.8	8.2	105	530	8.0	7.2	86	674	8.1	9.1	86
TONIGHT SHOW	N	2433	597	2.8	24.5	92	148	2.4	6.1	78	175	2.6	7.2	86	273	3.3	11.2	106
TRAPPER JOHN, M.D.	C	5958	1515	7.2	25.4	95	473	7.7	7.9	102	370	5.6	6.2	74	671	8.0	11.3	107
TV BLOOPERS & PRAC. JOKES	N	9086	2437	11.5	26.8	101	809	13.2	8.9	115	705	10.7	7.8	93	923	11.0	10.2	96
20/20	A	8306	2348	11.1	28.3	106	678	11.0	8.2	105	686	10.4	8.3	99	983	11.7	11.8	112
WEBSTER	A	6788	1608	7.6	23.7	89	444	7.2	6.5	84	552	8.3	8.1	97	613	7.3	9.0	86
WORLD NEWS - SUN	A	2036	565	2.7	27.8	104	*176	2.9	8.6	112	*175	2.6	8.6	103	*214	2.6	10.5	100
YELLOW ROSE	N	3174	698	3.3	22.0	82	*149	2.4	4.7	61	221	3.3	7.0	83	327	3.9	10.3	98
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	4980	23.6	30.5	115	1456	23.7	8.9	115	1624	24.6	10.0	119	1901	22.7	11.7	110
BASKETBALL - COLLEGE GAMES		10054	3396	16.1	33.8	127	1077	17.5	10.7	138	899	13.6	8.9	107	1420	17.0	14.1	134
BASKETBALL - PRO GAMES		8248	2596	12.3	31.5	118	771	12.5	9.3	121	809	12.2	9.8	118	1016	12.1	12.3	117
BOWLING		5356	1418	6.7	26.5	99	*412	6.7	7.7	99	*517	7.8	9.7	116	*490	5.9	9.1	87
BOXING		11255	3664	17.3	32.6	122	1132	18.4	10.1	130	1119	16.9	9.9	119	1413	16.9	12.6	119
FOOTBALL - COLLEGE GAMES		14647	4973	23.5	34.0	127	1371	22.3	9.4	121	1519	23.0	10.4	124	2083	24.9	14.2	135
FOOTBALL - PRO GAMES		23581	7947	37.6	33.7	126	2339	38.1	9.9	128	2456	37.1	10.4	125	3152	37.7	13.4	127
GOLF		6145	2261	10.7	36.8	138	699	11.4	11.4	147	741	11.2	12.1	145	821	9.8	13.4	127
POST-SEASON COLL. FOOTBALL		12828	4577	21.7	35.7	134	1454	23.7	11.3	146	1245	18.8	9.7	116	1877	22.4	14.6	139
POST-SEASON PRO FOOTBALL		15397	5434	25.7	35.3	132	1518	24.7	9.9	127	1649	24.9	10.7	128	2267	27.1	14.7	139
TENNIS		3483	986	4.7	28.3	106	**207	3.4	5.9	77	*235	3.6	6.7	81	545	6.5	15.6	148
WRESTLING - PROFESSIONAL		6023	1381	6.5	22.9	86	*427	6.9	7.1	91	*405	6.1	6.7	81	549	6.6	9.1	86

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	18190	100.0	20.6	100	3324	100.0	3.8	100	5128	100.0	5.8	100	9738	100.0	11.0	100
FEMALE HOMEMAKERS	80986	16154	88.8	19.9	97	2967	89.3	3.7	98	4714	91.9	5.8	100	8473	87.0	10.5	95
EMPLOYED MOTHERS	18702	4654	25.6	24.9	121	818	24.6	4.4	116	1135	22.1	6.1	105	2700	27.7	14.4	131
18 - 24	14726	4148	22.8	28.2	137	843	25.4	5.7	152	1053	20.5	7.2	123	2251	23.1	15.3	139
25 - 34	20202	5777	31.8	28.6	139	986	29.7	4.9	130	1498	29.2	7.4	128	3293	33.8	16.3	148
35 - 44	14781	3264	17.9	22.1	107	596	17.9	4.0	107	1031	20.1	7.0	120	1637	16.8	11.1	101
45 - 54	11449	1926	10.6	16.8	82	*360	10.8	3.1	84	593	11.6	5.2	89	973	10.0	8.5	77
55 - 64	11846	1810	10.0	15.3	74	**332	10.0	2.8	75	*506	9.9	4.3	74	973	10.0	8.2	75
65 OR OLDER	15459	1264	6.9	8.2	40	**207	6.2	1.3	36	447	8.7	2.9	50	611	6.3	4.0	36
18 - 34	34928	9925	54.6	28.4	138	1830	55.1	5.2	139	2551	49.7	7.3	126	5545	56.9	15.9	144
18 - 49	55154	14227	78.2	25.8	125	2666	80.2	4.8	129	3855	75.2	7.0	121	7705	79.1	14.0	127
25 - 54	46433	10967	60.3	23.6	115	1942	58.4	4.2	111	3122	60.9	6.7	116	5903	60.6	12.7	115
35 - 49	20226	4301	23.6	21.3	103	837	25.2	4.1	110	1304	25.4	6.4	111	2161	22.2	10.7	97
50 OR OLDER	33310	3963	21.8	11.9	58	657	19.8	2.0	52	1273	24.8	3.8	66	2033	20.9	6.1	55
GRADUATED COLLEGE	12110	3331	18.3	27.5	134	*470	14.1	3.9	103	829	16.2	6.8	118	2033	20.9	16.8	153
ATTENDED COLLEGE	15309	4112	22.6	26.9	131	657	19.8	4.3	114	1085	21.2	7.1	122	2369	24.3	15.5	141
GRADUATED HIGH SCHOOL	36912	7721	42.4	20.9	102	1390	41.8	3.8	100	2214	43.2	6.0	103	4118	42.3	11.2	101
DID NOT GRADUATE HIGH SCHOOL	24134	3026	16.6	12.5	61	807	24.3	3.3	89	1001	19.5	4.1	72	1218	12.5	5.0	46
EMPLOYED FULL-TIME	35457	9500	52.2	26.8	130	1852	55.7	5.2	139	2649	51.7	7.5	129	5000	51.3	14.1	128
EMPLOYED PART-TIME	8514	2217	12.2	26.0	127	*341	10.3	4.0	107	595	11.6	7.0	121	1281	13.2	15.0	137
NOT EMPLOYED	44494	6472	35.6	14.5	71	1131	34.0	2.5	68	1883	36.7	4.2	73	3458	35.5	7.8	71
PROFESSIONAL/MANAGER	10811	3097	17.0	28.6	139	*433	13.0	4.0	107	697	13.6	6.4	111	1968	20.2	18.2	165
TECH/CLERICAL/SALES	19640	5565	30.6	28.3	138	1036	31.2	5.3	140	1458	28.4	7.4	128	3070	31.5	15.6	142
PRECISION/CRAFT	1023	*267	1.5	26.1	127	**124	3.7	12.1	323	**51	1.0	5.0	86	**92	0.9	9.0	82
OTHER EMPLOYED	12498	2788	15.3	22.3	108	599	18.0	4.8	128	1039	20.3	8.3	143	1150	11.8	9.2	84
SINGLE	15995	4670	25.7	29.2	142	1028	30.9	6.4	171	1257	24.5	7.9	136	2384	24.5	14.9	135
MARRIED	51689	9985	54.9	19.3	94	1554	46.8	3.0	80	2649	51.7	5.1	88	5781	59.4	11.2	102
DIVORCED/SEPARATED/WIDOWED	20780	3535	19.4	17.0	83	742	22.3	3.6	95	1221	23.8	5.9	101	1572	16.1	7.6	69
PARENTS	33922	7346	40.4	21.7	105	1295	39.0	3.8	102	1783	34.8	5.3	91	4268	43.8	12.6	114
WHITE	76422	16501	90.7	21.6	105	2819	84.8	3.7	98	4729	92.2	6.2	107	8954	91.9	11.7	106
BLACK	10066	1334	7.3	13.3	64	*421	12.7	4.2	111	*342	6.7	3.4	59	572	5.9	5.7	52
OTHER	1976	**354	1.9	17.9	87	**84	2.5	4.3	113	**57	1.1	2.9	50	**213	2.2	10.8	98
NORTHEAST-CENSUS	19803	3206	17.6	16.2	79	*423	12.7	2.1	57	958	18.7	4.8	83	1825	18.7	9.2	84
NORTH CENTRAL	22181	5784	31.8	26.1	127	931	28.0	4.2	112	1550	30.2	7.0	121	3303	33.9	14.9	135
SOUTH	30082	5122	28.2	17.0	83	1230	37.0	4.1	109	1431	27.9	4.8	82	2462	25.3	8.2	74
WEST	16398	4078	22.4	24.9	121	740	22.3	4.5	120	1189	23.2	7.3	125	2149	22.1	13.1	119
NORTHEAST-MKTG.	20163	3221	17.7	16.0	78	*458	13.8	2.3	60	981	19.1	4.9	84	1782	18.3	8.8	80
EAST CENTRAL	13054	2800	15.4	21.4	104	*457	13.7	3.5	93	872	17.0	6.7	115	1471	15.1	11.3	102
WEST CENTRAL	14993	4216	23.2	28.1	137	710	21.4	4.7	126	1019	19.9	6.8	117	2487	25.5	16.6	151
SOUTH	25785	4470	24.6	17.3	84	1088	32.7	4.2	112	1208	23.6	4.7	81	2174	22.3	8.4	77
PACIFIC	14470	3481	19.1	24.1	117	*610	18.4	4.2	112	1047	20.4	7.2	125	1824	18.7	12.6	115
COUNTY SIZE A	36705	7659	42.1	20.9	101	1389	41.8	3.8	101	2223	43.4	6.1	104	4047	41.6	11.0	100
COUNTY SIZE B	26819	5667	31.2	21.1	103	1205	36.3	4.5	120	1616	31.5	6.0	104	2846	29.2	10.6	96
COUNTY SIZE C	13597	2692	14.8	19.8	96	454	13.7	3.3	89	742	14.5	5.5	94	1496	15.4	11.0	100
COUNTY SIZE D	11344	2171	11.9	19.1	93	*276	8.3	2.4	65	546	10.6	4.8	83	1349	13.9	11.9	108
METRO CENTRAL CITY	26825	5498	30.2	20.5	100	1092	32.9	4.1	108	1545	30.1	5.8	99	2861	29.4	10.7	97
METRO SUBURBAN	39912	8548	47.0	21.4	104	1556	46.8	3.9	104	2581	50.3	6.5	112	4411	45.3	11.1	100
NON METRO	21728	4144	22.8	19.1	93	675	20.3	3.1	83	1002	19.5	4.6	80	2466	25.3	11.3	103
TOP 5 ADI'S	20847	3908	21.5	18.7	91	641	19.3	3.1	82	958	18.7	4.6	79	2309	23.7	11.1	101
TOP 10 ADI'S	28719	5315	29.2	18.5	90	870	26.2	3.0	81	1541	30.1	5.4	93	2904	29.8	10.1	92
TOP 20 ADI'S	40904	8323	45.8	20.3	99	1470	44.2	3.6	96	2486	48.5	6.1	105	4368	44.9	10.7	97
HSHLD INC. $50,000 OR MORE	7931	2142	11.8	27.0	131	**360	10.8	4.5	121	*518	10.1	6.5	113	1263	13.0	15.9	145
$40,000 OR MORE	15233	4342	23.9	28.5	139	*696	20.9	4.6	122	1069	20.8	7.0	121	2577	26.5	16.9	154
$30,000 OR MORE	28333	7041	38.7	24.9	121	1123	33.8	4.0	105	1722	33.6	6.1	105	4196	43.1	14.8	135
$25,000 OR MORE	36417	8848	48.6	24.3	118	1390	41.8	3.8	102	2267	44.2	6.2	107	5191	53.3	14.3	129
$20,000 - $24,999	9943	2372	13.0	23.9	116	*306	9.2	3.1	82	784	15.3	7.9	136	1281	13.2	12.9	117
$15,000 - $19,999	9211	2006	11.0	21.8	106	*337	10.1	3.7	97	*448	8.7	4.9	84	1221	12.5	13.3	120
$10,000 - $14,999	13477	2645	14.5	19.6	95	607	18.3	4.5	120	951	18.5	7.1	122	1087	11.2	8.1	73
UNDER $10,000	19418	2319	12.7	11.9	58	684	20.6	3.5	94	677	13.2	3.5	60	958	9.8	4.9	45
HOUSEHOLD OF 1 PERSON	11987	2005	11.0	16.7	81	360	10.8	3.0	80	638	12.4	5.3	92	1007	10.3	8.4	76
2 PEOPLE	27046	5569	30.6	20.6	100	1081	32.5	4.0	106	1691	33.0	6.3	108	2796	28.7	10.3	94
3 OR 4 PEOPLE	34251	7469	41.1	21.8	106	1289	38.8	3.8	100	2204	43.0	6.4	111	3975	40.8	11.6	105
5 OR MORE PEOPLE	15180	3148	17.3	20.7	101	*593	17.8	3.9	104	*595	11.6	3.9	68	1960	20.1	12.9	117
NO CHILD IN HSHLD	49819	9829	54.0	19.7	96	1884	56.7	3.8	101	3180	62.0	6.4	110	4765	48.9	9.6	87
CHILD(REN) UNDER 2 YRS	6045	1272	7.0	21.0	102	**164	4.9	2.7	72	*294	5.7	4.9	84	815	8.4	13.5	122
2 - 5 YEARS	15233	3295	18.1	21.6	105	583	17.5	3.8	102	715	13.9	4.7	81	1997	20.5	13.1	119
6 - 11 YEARS	16260	3467	19.1	21.3	104	684	20.6	4.2	112	801	15.6	4.9	85	1983	20.4	12.2	111
12 - 17 YEARS	19173	4038	22.2	21.1	102	741	22.3	3.9	103	900	17.6	4.7	81	2397	24.6	12.5	114
RESIDENCE OWNED	61371	11660	64.1	19.0	92	1874	56.4	3.1	81	3185	62.1	5.2	90	6601	67.8	10.8	98
VALUE: $50,000 OR MORE	35355	7545	41.5	21.3	104	1108	33.3	3.1	83	2039	39.8	5.8	99	4399	45.2	12.4	113
VALUE: UNDER $50,000	26016	4115	22.6	15.8	77	767	23.1	2.9	78	1146	22.3	4.4	76	2202	22.6	8.5	77

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

			ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	18190	100.0	20.6	100	3324	100.0	3.8	100	5128	100.0	5.8	100	9738	100.0	11.0	100
MAGAZINES	QUINTILE 1	17988	4598	25.3	25.6	124	593	17.8	3.3	88	1288	25.1	7.2	124	2717	27.9	15.1	137
	QUINTILE 2	19446	4638	25.5	23.9	116	961	28.9	4.9	132	1196	23.3	6.2	106	2481	25.5	12.8	116
	QUINTILE 3	14626	3053	16.8	20.9	102	*497	15.0	3.4	90	878	17.1	6.0	104	1678	17.2	11.5	104
	QUINTILE 4	16014	3141	17.3	19.6	95	664	20.0	4.1	110	839	16.4	5.2	90	1638	16.8	10.2	93
	QUINTILE 5	20369	2760	15.2	13.5	66	608	18.3	3.0	79	928	18.1	4.6	79	1224	12.6	6.0	55
NEWSPAPERS	QUINTILE 1	13830	3224	17.7	23.3	113	*426	12.8	3.1	82	951	18.5	6.9	119	1847	19.0	13.4	121
	QUINTILE 2	26350	5380	29.6	20.4	99	951	28.6	3.6	96	1612	31.4	6.1	106	2817	28.9	10.7	97
	QUINTILE 3	12415	3060	16.8	24.6	120	652	19.6	5.3	140	758	14.8	6.1	105	1650	16.9	13.3	121
	QUINTILE 4	21911	4551	25.0	20.8	101	806	24.2	3.7	98	1184	23.1	5.4	93	2561	26.3	11.7	106
	QUINTILE 5	13960	1975	10.9	14.1	69	*488	14.7	3.5	93	624	12.2	4.5	77	863	8.9	6.2	56
OUTDOOR	QUINTILE 1	16810	4240	23.3	25.2	123	732	22.0	4.4	116	1048	20.4	6.2	108	2461	25.3	14.6	133
	QUINTILE 2	17101	4037	22.2	23.6	115	694	20.9	4.1	108	1192	23.2	7.0	120	2150	22.1	12.6	114
	QUINTILE 3	17579	3663	20.1	20.8	101	728	21.9	4.1	110	978	19.1	5.6	96	1958	20.1	11.1	101
	QUINTILE 4	18343	3428	18.8	18.7	91	706	21.2	3.8	102	913	17.8	5.0	86	1810	18.6	9.9	90
	QUINTILE 5	18631	2821	15.5	15.1	74	*464	14.0	2.5	66	997	19.4	5.4	92	1360	14.0	7.3	66
RADIO-DRIVE TIME	QUINTILE 1	17390	3732	20.5	21.5	104	479	14.4	2.8	73	1240	24.2	7.1	123	2013	20.7	11.6	105
	QUINTILE 2	16591	3630	20.0	21.9	106	744	22.4	4.5	119	816	15.9	4.9	85	2070	21.3	12.5	113
	QUINTILE 3	16910	3989	21.9	23.6	115	673	20.2	4.0	106	1092	21.3	6.5	111	2225	22.8	13.2	120
	QUINTILE 4	18002	3750	20.6	20.8	101	831	25.0	4.6	123	1031	20.1	5.7	99	1888	19.4	10.5	95
	QUINTILE 5	19572	3090	17.0	15.8	77	597	18.0	3.1	81	950	18.5	4.9	84	1543	15.8	7.9	72
RADIO-MID-DAY	TERCILE 1	23248	4873	26.8	21.0	102	883	26.6	3.8	101	1354	26.4	5.8	100	2636	27.1	11.3	103
	TERCILE 2	23667	5305	29.2	22.4	109	1046	31.5	4.4	118	1364	26.6	5.8	99	2895	29.7	12.2	111
	TERCILE 3	41549	8011	44.0	19.3	94	1395	42.0	3.4	89	2410	47.0	5.8	100	4207	43.2	10.1	92
RADIO-TOTAL	QUINTILE 1	17786	3833	21.1	21.6	105	698	21.0	3.9	104	1059	20.7	6.0	103	2075	21.3	11.7	106
	QUINTILE 2	17316	3958	21.8	22.9	111	643	19.3	3.7	99	1290	25.2	7.4	129	2025	20.8	11.7	106
	QUINTILE 3	18428	4012	22.1	21.8	106	761	22.9	4.1	110	897	17.5	4.9	84	2354	24.2	12.8	116
	QUINTILE 4	17669	3771	20.7	21.3	104	712	21.4	4.0	107	1045	20.4	5.9	102	2015	20.7	11.4	104
	QUINTILE 5	17265	2616	14.4	15.2	74	*510	15.3	3.0	79	836	16.3	4.8	84	1269	13.0	7.4	67
TV-PRIME TIME	QUINTILE 1	17416	2949	16.2	16.9	82	556	16.7	3.2	85	820	16.0	4.7	81	1573	16.2	9.0	82
	QUINTILE 2	17413	3856	21.2	22.1	108	709	21.3	4.1	108	1074	20.9	6.2	106	2074	21.3	11.9	108
	QUINTILE 3	17943	3743	20.6	20.9	101	718	21.6	4.0	106	1033	20.1	5.8	99	1992	20.5	11.1	101
	QUINTILE 4	18442	4145	22.8	22.5	109	754	22.7	4.1	109	1237	24.1	6.7	116	2154	22.1	11.7	106
	QUINTILE 5	17250	3497	19.2	20.3	99	587	17.7	3.4	91	964	18.8	5.6	96	1946	20.0	11.3	102
TV-DAYTIME	TERCILE 1	29966	5298	29.1	17.7	86	1067	32.1	3.6	95	1288	25.1	4.3	74	2943	30.2	9.8	89
	TERCILE 2	29480	6305	34.7	21.4	104	1002	30.1	3.4	90	1933	37.7	6.6	113	3370	34.6	11.4	104
	TERCILE 3	29018	6586	36.2	22.7	110	1254	37.7	4.3	115	1906	37.2	6.6	113	3426	35.2	11.8	107
TV-TOTAL	QUINTILE 1	17740	2769	15.2	15.6	76	524	15.8	3.0	79	696	13.6	3.9	68	1550	15.9	8.7	79
	QUINTILE 2	17674	3414	18.8	19.3	94	644	19.4	3.6	97	950	18.5	5.4	93	1821	18.7	10.3	94
	QUINTILE 3	17730	4040	22.2	22.8	111	860	25.9	4.9	129	1230	24.0	6.9	120	1950	20.0	11.0	100
	QUINTILE 4	17563	4226	23.2	24.1	117	785	23.6	4.5	119	1121	21.9	6.4	110	2320	23.8	13.2	120
	QUINTILE 5	17757	3740	20.6	21.1	102	512	15.4	2.9	77	1131	22.1	6.4	110	2097	21.5	11.8	107
MAGAZINES-NEWSPAPERS: DUAL		23278	5666	31.1	24.3	118	935	28.1	4.0	107	1593	31.1	6.8	118	3138	32.2	13.5	122
MAGAZINE IMPERATIVE		21634	5210	28.6	24.1	117	896	27.0	4.1	110	1328	25.9	6.1	106	2986	30.7	13.8	125
NEWSPAPER IMPERATIVE		23455	4453	24.5	19.0	92	755	22.7	3.2	86	1383	27.0	5.9	102	2314	23.8	9.9	90
MAGAZINES-OUTDOOR: DUAL		17482	4968	27.3	28.4	138	833	25.1	4.8	127	1351	26.3	7.7	133	2784	28.6	15.9	145
MAGAZINE IMPERATIVE		28830	5870	32.3	20.4	99	1008	30.3	3.5	93	1614	31.5	5.6	97	3247	33.3	11.3	102
OUTDOOR IMPERATIVE		26119	5023	27.6	19.2	94	1011	30.4	3.9	103	1421	27.7	5.4	94	2590	26.6	9.9	90
MAGAZINES-RADIO: DUAL		20162	5090	28.0	25.2	123	844	25.4	4.2	111	1552	30.3	7.7	133	2694	27.7	13.4	121
MAGAZINE IMPERATIVE		26292	5980	32.9	22.7	111	1024	30.8	3.9	104	1474	28.7	5.6	97	3481	35.7	13.2	120
RADIO IMPERATIVE		25308	4703	25.9	18.6	90	970	29.2	3.8	102	1258	24.5	5.0	86	2475	25.4	9.8	89
MAGAZINES-TELEVISION: DUAL		17312	3846	21.1	22.2	108	597	18.0	3.4	92	986	19.2	5.7	98	2263	23.2	13.1	119
MAGAZINE IMPERATIVE		29099	7341	40.4	25.2	123	1256	37.8	4.3	115	2064	40.2	7.1	122	4020	41.3	13.8	126
TELEVISION IMPERATIVE		27505	4180	23.0	15.2	74	1003	30.2	3.6	97	1169	22.8	4.3	73	2008	20.6	7.3	66
NEWSPAPERS-OUTDOOR: DUAL		18628	4917	27.0	26.4	128	799	24.0	4.3	114	1461	28.5	7.8	135	2657	27.3	14.3	130
NEWSPAPER IMPERATIVE		29178	5463	30.0	18.7	91	1003	30.2	3.4	91	1572	30.7	5.4	93	2887	29.6	9.9	90
OUTDOOR IMPERATIVE		25260	5391	29.6	21.3	104	1106	33.3	4.4	117	1278	24.9	5.1	87	3007	30.9	11.9	108
NEWSPAPERS-RADIO: DUAL		19246	4435	24.4	23.0	112	657	19.8	3.4	91	1410	27.5	7.3	126	2368	24.3	12.3	112
NEWSPAPER IMPERATIVE		28155	5994	33.0	21.3	104	1116	33.6	4.0	105	1623	31.6	5.8	99	3255	33.4	11.6	105
RADIO IMPERATIVE		25308	5325	29.3	21.0	102	1136	34.2	4.5	119	1321	25.8	5.2	90	2868	29.5	11.3	103
NEWSPAPERS-TELEVISION: DUAL		18615	3783	20.8	20.3	99	650	19.6	3.5	93	1085	21.2	5.8	101	2048	21.0	11.0	100
NEWSPAPER IMPERATIVE		29207	6899	37.9	23.6	115	1149	34.6	3.9	105	1993	38.9	6.8	118	3757	38.6	12.9	117
TELEVISION IMPERATIVE		25472	4457	24.5	17.5	85	1006	30.3	3.9	105	1203	23.5	4.7	81	2248	23.1	8.8	80
OUTDOOR-RADIO: DUAL		17292	4391	24.1	25.4	123	710	21.4	4.1	109	1228	23.9	7.1	123	2453	25.2	14.2	129
OUTDOOR IMPERATIVE		26915	6058	33.3	22.5	109	1186	35.7	4.4	117	1560	30.4	5.8	100	3311	34.0	12.3	112
RADIO IMPERATIVE		28938	5510	30.3	19.0	93	1050	31.6	3.6	97	1532	29.9	5.3	91	2928	30.1	10.1	92
OUTDOOR-TELEVISION: DUAL		16112	3605	19.8	22.4	109	598	18.0	3.7	99	863	16.8	5.4	92	2144	22.0	13.3	121
OUTDOOR IMPERATIVE		28228	7135	39.2	25.3	123	1301	39.1	4.6	123	2045	39.9	7.2	125	3790	38.9	13.4	122
TELEVISION IMPERATIVE		30024	4745	26.1	15.8	77	971	29.2	3.2	86	1399	27.3	4.7	80	2375	24.4	7.9	72
RADIO-TELEVISION: DUAL		17803	3593	19.8	20.2	98	740	22.3	4.2	111	1008	19.7	5.7	98	1844	18.9	10.4	94
RADIO IMPERATIVE		28338	6832	37.6	24.1	117	1141	34.3	4.0	107	1963	38.3	6.9	120	3729	38.3	13.2	120
TELEVISION IMPERATIVE		28445	5038	27.7	17.7	86	1021	30.7	3.6	96	1303	25.4	4.6	79	2714	27.9	9.5	87

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	18190	100.0	20.6	100	3324	100.0	3.8	100	5128	100.0	5.8	100	9738	100.0	11.0	100
ATLANTIC MONTHLY	415	**63	0.3	15.2	74	**10	0.3	2.4	64	**13	0.3	3.1	54	**39	0.4	9.4	85
BARRON'S	522	*194	1.1	37.2	181	**36	1.1	6.9	184	**42	0.8	8.0	139	**116	1.2	22.2	202
BETTER HOMES & GARDENS	17429	3879	21.3	22.3	108	519	15.6	3.0	79	1032	20.1	5.9	102	2328	23.9	13.4	121
BON APPETIT	2772	671	3.7	24.2	118	**128	3.9	4.6	123	*192	3.7	6.9	119	351	3.6	12.7	115
BUSINESS WEEK	1469	369	2.0	25.1	122	**22	0.7	1.5	40	**81	1.6	5.5	95	*266	2.7	18.1	164
CAR AND DRIVER	397	**102	0.6	25.7	125	**11	0.3	2.8	74	**25	0.5	6.3	109	**66	0.7	16.6	151
CBS MAGAZINE NETWORK (GROSS)	1633	421	2.3	25.8	125	**61	1.8	3.7	99	**106	2.1	6.5	112	*254	2.6	15.6	141
CHANGING TIMES	1554	420	2.3	27.0	131	**71	2.1	4.6	122	**66	1.3	4.2	73	283	2.9	18.2	165
COLONIAL HOMES	1304	281	1.5	21.5	105	**49	1.5	3.8	100	**59	1.2	4.5	78	*173	1.8	13.3	121
CONDE NAST MAG. PKG. (GROSS)	17858	4896	26.9	27.4	133	781	23.5	4.4	116	1439	28.1	8.1	139	2676	27.5	15.0	136
CONSUMERS DIGEST	1406	265	1.5	18.8	92	**33	1.0	2.3	62	**105	2.0	7.5	129	*127	1.3	9.0	82
COSMOPOLITAN	8815	2663	14.6	30.2	147	528	15.9	6.0	159	785	15.3	8.9	154	1351	13.9	15.3	139
COUNTRY LIVING	2636	812	4.5	30.8	150	**133	4.0	5.0	134	*239	4.7	9.1	156	441	4.5	16.7	152
CUISINE	1554	426	2.3	27.4	133	**25	0.8	1.6	43	*146	2.8	9.4	162	*255	2.6	16.4	149
CYCLE WORLD	469	**153	0.8	32.6	159	**25	0.8	5.3	142	**39	0.8	8.3	143	**89	0.9	19.0	172
DCI:CREATIVE IDEAS FOR LIV	2631	572	3.1	21.7	106	**99	3.0	3.8	100	*191	3.7	7.3	125	282	2.9	10.7	97
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1518	8.3	21.5	104	*283	8.5	4.0	107	442	8.6	6.3	108	793	8.1	11.2	102
DISCOVER	998	*169	0.9	16.9	82	**21	0.6	2.1	56	**43	0.8	4.3	74	*105	1.1	10.5	96
EBONY	4289	698	3.8	16.3	79	*224	6.7	5.2	139	188	3.7	4.4	76	286	2.9	6.7	61
ESQUIRE	1176	*205	1.1	17.4	85	**62	1.9	5.3	140	**47	0.9	4.0	69	**96	1.0	8.2	74
ESSENCE	2392	342	1.9	14.3	70	**93	2.8	3.9	103	**86	1.7	3.6	62	*163	1.7	6.8	62
FAMILY CIRCLE	17209	3527	19.4	20.5	100	511	15.4	3.0	79	922	18.0	5.4	92	2094	21.5	12.2	111
THE FAMILY HANDYMAN	1184	*262	1.4	22.1	108	**37	1.1	3.1	83	**102	2.0	8.6	149	*124	1.3	10.5	95
FAMILY WEEKLY	12391	2745	15.1	22.2	108	496	14.9	4.0	107	713	13.9	5.8	99	1536	15.8	12.4	113
FIELD & STREAM	2438	602	3.3	24.7	120	**76	2.3	3.1	83	*194	3.8	8.0	137	332	3.4	13.6	124
FOOD & WINE	614	*167	0.9	27.2	132	**18	0.5	2.9	78	**85	1.7	13.8	239	**63	0.6	10.3	93
FORBES	813	*281	1.5	34.6	168	**50	1.5	6.2	164	**31	0.6	3.8	66	*200	2.1	24.6	223
FORTUNE	1083	*329	1.8	30.4	148	**23	0.7	2.1	57	**70	1.4	6.5	112	*236	2.4	21.8	198
GENTLEMEN'S QUARTERLY	1197	406	2.2	33.9	165	**43	1.3	3.6	96	**84	1.6	7.0	121	*279	2.9	23.3	212
GLAMOUR	6625	1983	10.9	29.9	146	280	8.4	4.2	112	609	11.9	9.2	159	1095	11.2	16.5	150
GOLF DIGEST	707	*265	1.5	37.5	182	**25	0.8	3.5	94	**104	2.0	14.7	254	**136	1.4	19.2	175
GOLF DIGEST/TENNIS (GROSS)	1316	426	2.3	32.4	157	**33	1.0	2.5	67	**136	2.7	10.3	178	*257	2.6	19.5	177
GOLF MAGAZINE	469	*163	0.9	34.8	169	**6	0.2	1.3	34	**53	1.0	11.3	195	**104	1.1	22.2	201
GOLF MAGAZINE/SKI (GROSS)	1060	275	1.5	25.9	126	**8	0.2	0.8	20	**87	1.7	8.2	142	*180	1.8	17.0	154
GOOD HOUSEKEEPING	17784	4017	22.1	22.6	110	495	14.9	2.8	74	1198	23.4	6.7	116	2324	23.9	13.1	119
HARPER'S BAZAAR	2931	740	4.1	25.2	123	**84	2.5	2.9	76	*199	3.9	6.8	117	457	4.7	15.6	142
HEALTH	2199	502	2.8	22.8	111	**71	2.1	3.2	86	**136	2.7	6.2	107	*295	3.0	13.4	122
HEARST MAG CORP. BUY (GROSS)	49148	12180	67.0	24.8	121	1779	53.5	3.6	96	3421	66.7	7.0	120	6980	71.7	14.2	129
HEARST MAN POWER (GROSS)	2113	469	2.6	22.2	108	**44	1.3	2.1	55	*138	2.7	6.5	113	286	2.9	13.5	123
HEARST WOMAN POWER (GROSS)	35062	8672	47.7	24.7	120	1247	37.5	3.6	95	2529	49.3	7.2	124	4896	50.3	14.0	127
HOUSE BEAUTIFUL	3865	968	5.3	25.0	122	*212	6.4	5.5	146	*206	4.0	5.3	92	549	5.6	14.2	129
INC.	315	**107	0.6	34.0	165	**7	0.2	2.2	59	**20	0.4	6.3	110	**80	0.8	25.4	231
JET	3690	620	3.4	16.8	82	*197	5.9	5.3	142	*159	3.1	4.3	74	264	2.7	7.2	65
LADIES' HOME JOURNAL	12930	3049	16.8	23.6	115	477	14.4	3.7	98	909	17.7	7.0	121	1664	17.1	12.9	117
LHJ FAMILY GRP COMBO(GROSS)	18161	4420	24.3	24.3	118	657	19.8	3.6	96	1261	24.6	6.9	120	2502	25.7	13.8	125
LIFE	5065	1303	7.2	25.7	125	*178	5.4	3.5	94	389	7.6	7.7	132	736	7.6	14.5	132
L.A. TIMES HOME MAGAZINE	1310	364	2.0	27.8	135	**11	0.3	0.8	22	**74	1.4	5.6	97	*278	2.9	21.2	193
MADEMOISELLE	3759	1117	6.1	29.7	145	*182	5.5	4.8	129	*307	6.0	8.2	141	628	6.4	16.7	152
MC CALL'S	14658	3549	19.5	24.2	118	562	16.9	3.8	102	930	18.1	6.3	109	2057	21.1	14.0	127
MC CALL'S/WRK MOTHER (GROSS)	15857	3832	21.1	24.2	118	591	17.8	3.7	99	1020	19.9	6.4	111	2222	22.8	14.0	127
MECHANIX ILLUSTRATED	809	*184	1.0	22.7	111	**3	0.1	0.4	10	**79	1.5	9.8	168	**101	1.0	12.5	113
METROPOLITAN HOME	1009	*181	1.0	17.9	87	**5	0.2	0.5	13	**94	1.8	9.3	161	*81	0.8	8.0	73
MONEY	1707	469	2.6	27.5	134	**34	1.0	2.0	53	**124	2.4	7.3	125	*311	3.2	18.2	166
MOTHER EARTH NEWS	1123	352	1.9	31.3	152	**11	0.3	1.0	26	**140	2.7	12.5	215	*201	2.1	17.9	163
MS.	932	248	1.4	26.6	129	**37	1.1	4.0	106	**62	1.2	6.7	115	*150	1.5	16.1	146
NATIONAL ENQUIRER	11971	2399	13.2	20.0	97	441	13.3	3.7	98	721	14.1	6.0	104	1238	12.7	10.3	94
NATIONAL GEOGRAPHIC	10503	2522	13.9	24.0	117	399	12.0	3.8	101	583	11.4	5.6	96	1540	15.8	14.7	133
NATIONAL SUNDAY MAGAZINE PKG	54325	12091	66.5	22.3	108	2165	65.1	4.0	106	3489	68.0	6.4	111	6437	66.1	11.8	108
NATURAL HISTORY	626	**148	0.8	23.6	115	**31	0.9	5.0	132	**15	0.3	2.4	41	**102	1.0	16.3	148
NEW WOMAN	1992	593	3.3	29.8	145	**115	3.5	5.8	154	*163	3.2	8.2	141	315	3.2	15.8	144
NEW YORK INCLUDING CUE	547	**107	0.6	19.6	95	**19	0.6	3.5	92	**25	0.5	4.6	79	**62	0.6	11.3	103
THE NEW YORKER	1380	383	2.1	27.8	135	**33	1.0	2.4	64	**93	1.8	6.7	116	257	2.6	18.6	169
NEWSWEEK	6925	1735	9.5	25.1	122	*219	6.6	3.2	84	523	10.2	7.6	130	994	10.2	14.4	130
THE N.Y. TIMES DAILY EDITION	1363	252	1.4	18.5	90	**32	1.0	2.3	62	**42	0.8	3.1	53	*178	1.8	13.1	119
THE N.Y. TIMES MAGAZINE	2333	486	2.7	20.8	101	**34	1.0	1.5	39	**66	1.3	2.8	49	386	4.0	16.5	150
OMNI	872	*239	1.3	27.4	133	**50	1.5	5.7	153	**78	1.5	8.9	154	**111	1.1	12.7	116
ON CABLE	1298	404	2.2	31.1	151	**35	1.1	2.7	72	**165	3.2	12.7	219	*204	2.1	15.7	143
1001 HOME IDEAS	3032	869	4.8	28.7	139	**109	3.3	3.6	96	*217	4.2	7.2	123	543	5.6	17.9	163
ORGANIC GARDENING	1680	261	1.4	15.5	76	**63	1.9	3.8	100	**59	1.2	3.5	61	*139	1.4	8.3	75
OUTDOOR LIFE	960	*254	1.4	26.5	129	**26	0.8	2.7	72	**104	2.0	10.8	187	*124	1.3	12.9	117
PARADE MAGAZINE	26755	6021	33.1	22.5	109	953	28.7	3.6	95	1898	37.0	7.1	122	3171	32.6	11.9	108

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALES	88464	18190	100.0	20.6	100	3324	100.0	3.8	100	5128	100.0	5.8	100	9738	100.0	11.0	100
PARENTS	4173	1091	6.0	26.1	127	**84	2.5	2.0	54	273	5.3	6.5	113	735	7.5	17.6	160
PENTHOUSE	973	*276	1.5	28.4	138	**54	1.6	5.5	148	**30	0.6	3.1	53	*192	2.0	19.7	179
PEOPLE	13479	3621	19.9	26.9	131	470	14.1	3.5	93	1034	20.2	7.7	132	2117	21.7	15.7	143
PLAYBOY	2183	589	3.2	27.0	131	**134	4.0	6.1	163	*171	3.3	7.8	135	285	2.9	13.1	119
POPULAR HOT RODDING	388	**144	0.8	37.1	180	**27	0.8	7.0	185	**22	0.4	5.7	98	**96	1.0	24.7	225
POPULAR MECHANICS	1037	*168	0.9	16.2	79	**10	0.3	1.0	26	**65	1.3	6.3	108	**93	1.0	9.0	81
POPULAR SCIENCE	920	*265	1.5	28.8	140	**21	0.6	2.3	61	**78	1.5	8.5	146	*166	1.7	18.0	164
PREVENTION	4071	663	3.6	16.3	79	**120	3.6	2.9	78	*201	3.9	4.9	85	342	3.5	8.4	76
PSYCHOLOGY TODAY	1940	501	2.8	25.8	126	**31	0.9	1.6	43	*121	2.4	6.2	108	348	3.6	17.9	163
READER'S DIGEST	24031	4962	27.3	20.6	100	686	20.6	2.9	76	1584	30.9	6.6	114	2692	27.6	11.2	102
REDBOOK	8464	1991	10.9	23.5	114	224	6.7	2.6	70	546	10.6	6.5	111	1221	12.5	14.4	131
ROAD & TRACK	429	**104	0.6	24.2	118	**3	0.1	0.7	19	**38	0.7	8.9	153	**63	0.6	14.7	133
ROLLING STONE	1355	496	2.7	36.6	178	**58	1.7	4.3	114	*218	4.3	16.1	278	*221	2.3	16.3	148
RUNNER'S WORLD	329	**61	0.3	18.5	90	**9	0.3	2.7	73	**30	0.6	9.1	157	**22	0.2	6.7	61
SATURDAY EVENING POST	1268	245	1.3	19.3	94	**27	0.8	2.1	57	**90	1.8	7.1	122	*128	1.3	10.1	92
SCIENCE 84	702	*179	1.0	25.5	124	**5	0.2	0.7	19	**66	1.3	9.4	162	**108	1.1	15.4	140
SCIENCE DIGEST	553	*164	0.9	29.7	144	**0	0.0	0.0	0	**42	0.8	7.6	131	**121	1.2	21.9	199
SCIENTIFIC AMERICAN	615	*141	0.8	22.9	112	**19	0.6	3.1	82	**7	0.1	1.1	20	**115	1.2	18.7	170
SELF	2683	792	4.4	29.5	144	**156	4.7	5.8	155	*239	4.7	8.9	154	397	4.1	14.8	134
SEVENTEEN	3309	859	4.7	26.0	126	**126	3.8	3.8	101	*272	5.3	8.2	142	460	4.7	13.9	126
SKI	591	*112	0.6	19.0	92	**3	0.1	0.5	14	**33	0.6	5.6	96	**76	0.8	12.9	117
SMITHSONIAN	3039	681	3.7	22.4	109	**93	2.8	3.1	81	*178	3.5	5.9	101	410	4.2	13.5	123
SOAP OPERA DIGEST	3683	882	4.8	23.9	116	*188	5.7	5.1	136	*260	5.1	7.1	122	435	4.5	11.8	107
SOUTHERN LIVING	4434	947	5.2	21.4	104	**184	5.5	4.1	110	251	4.9	5.7	98	511	5.2	11.5	105
SPORT	701	**134	0.7	19.1	93	**17	0.5	2.4	65	**44	0.9	6.3	108	**73	0.7	10.4	95
THE SPORTING NEWS	518	**157	0.9	30.3	147	**48	1.4	9.3	247	**52	1.0	10.0	173	**57	0.6	11.0	100
SPORTS AFIELD	523	*137	0.8	26.2	127	**34	1.0	6.5	173	**31	0.6	5.9	102	**72	0.7	13.8	125
SPORTS ILLUSTRATED	3325	970	5.3	29.2	142	*195	5.9	5.9	156	*274	5.3	8.2	142	501	5.1	15.1	137
STAR	8567	1518	8.3	17.7	86	307	9.2	3.6	95	540	10.5	6.3	109	670	6.9	7.8	71
SUNDAY	27630	6293	34.6	22.8	111	1268	38.1	4.6	122	1859	36.3	6.7	116	3166	32.5	11.5	104
SUNSET	2219	560	3.1	25.2	123	**83	2.5	3.7	100	*184	3.6	8.3	143	*294	3.0	13.2	120
TV GUIDE	24258	5389	29.6	22.2	108	1060	31.9	4.4	116	1290	25.2	5.3	92	3040	31.2	12.5	114
TENNIS	609	*162	0.9	26.6	129	**8	0.2	1.3	35	**32	0.6	5.3	91	**121	1.2	19.9	180
TIME	9929	2548	14.0	25.7	125	461	13.9	4.6	124	658	12.8	6.6	114	1430	14.7	14.4	131
TOWN & COUNTRY	1062	226	1.2	21.3	103	**11	0.3	1.0	28	**48	0.9	4.5	78	*168	1.7	15.8	144
TRAVEL & LEISURE	1051	270	1.5	25.7	125	**42	1.3	4.0	106	**97	1.9	9.2	159	*131	1.3	12.5	113
TRUE STORY	3946	903	5.0	22.9	111	*181	5.4	4.6	122	282	5.5	7.1	123	440	4.5	11.2	101
U.S.NEWS & WORLD REPORT	3782	765	4.2	20.2	98	*119	3.6	3.1	84	*274	5.3	7.2	125	372	3.8	9.8	89
USA TODAY	1874	467	2.6	24.9	121	**89	2.7	4.7	126	*148	2.9	7.9	136	230	2.4	12.3	111
US	2213	600	3.3	27.1	132	**66	2.0	3.0	79	*188	3.7	8.5	147	345	3.5	15.6	142
VOGUE	4792	1004	5.5	21.0	102	*163	4.9	3.4	91	285	5.6	5.9	103	556	5.7	11.6	105
WALL STREET JOURNAL	2045	571	3.1	27.9	136	**78	2.3	3.8	102	*126	2.5	6.2	106	367	3.8	17.9	163
WEIGHT WATCHERS	2364	557	3.1	23.6	115	**97	2.9	4.1	109	*105	2.0	4.4	77	355	3.6	15.0	136
WOMAN'S DAY	15182	3102	17.1	20.4	99	488	14.7	3.2	86	813	15.9	5.4	92	1801	18.5	11.9	108
WORKING MOTHER	1198	*283	1.6	23.6	115	**28	0.8	2.3	62	**90	1.8	7.5	130	*165	1.7	13.8	125
WORKING WOMAN	1523	497	2.7	32.6	159	**71	2.1	4.7	124	**89	1.7	5.8	101	338	3.5	22.2	202
WORLD TENNIS	*183	**53	0.3	29.0	141	**9	0.3	4.9	131	**17	0.3	9.3	160	**28	0.3	15.3	139
ZIFF-DAVIS MAG NETWK (GROSS)	2776	604	3.3	21.8	106	**94	2.8	3.4	90	*212	4.1	7.6	132	298	3.1	10.7	98
BLAIR INSERTS	47909	10641	58.5	22.2	108	1876	56.4	3.9	104	3076	60.0	6.4	111	5688	58.4	11.9	108
DAILY NEWSPAPERS																	
READ ANY	56731	12024	66.1	21.2	103	2065	62.1	3.6	97	3259	63.6	5.7	99	6699	68.8	11.8	107
READ ONE	47696	9950	54.7	20.9	101	1804	54.3	3.8	101	2689	52.4	5.6	97	5457	56.0	11.4	104
READ TWO OR MORE	9034	2074	11.4	23.0	112	262	7.9	2.9	77	570	11.1	6.3	109	1242	12.8	13.7	125
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	12823	70.5	22.2	108	2193	66.0	3.8	101	3788	73.9	6.6	113	6843	70.3	11.9	108
READ ONE	50513	11010	60.5	21.8	106	1988	59.8	3.9	105	3275	63.9	6.5	112	5747	59.0	11.4	103
READ TWO OR MORE	7219	1813	10.0	25.1	122	*205	6.2	2.8	76	513	10.0	7.1	123	1095	11.2	15.2	138
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.05				29.30				29.17				32.62			
30 DAY REACH	78184	16526	90.9	21.1	103	3066	92.2	3.9	104	4548	88.7	5.8	100	8912	91.5	11.4	104
50 SHWG - 30 DAY AV FREQ	14.80	16.13				15.07				15.58				16.75			
30 DAY REACH	74239	15966	87.8	21.5	105	2980	89.7	4.0	107	4281	83.5	5.8	99	8705	89.4	11.7	107
25 SHWG - 30 DAY AV FREQ	8.05	8.59				8.05				8.22				8.95			
30 DAY REACH	68254	15000	82.5	22.0	107	2788	83.9	4.1	109	4055	79.1	5.9	102	8157	83.8	12.0	109
CABLE TV: HOME WIRED	35215	8191	45.0	23.3	113	1463	44.0	4.2	111	2316	45.2	6.6	113	4412	45.3	12.5	114
HOME NOT WIRED	53250	9999	55.0	18.8	91	1861	56.0	3.5	93	2812	54.8	5.3	91	5326	54.7	10.0	91
HAVE PAY CABLE	17885	4484	24.7	25.1	122	834	25.1	4.7	124	1147	22.4	6.4	111	2503	25.7	14.0	127

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	18190	100.0	20.6	100	3324	100.0	3.8	100	5128	100.0	5.8	100	9738	100.0	11.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	10988	60.4	22.9	111	1844	55.5	3.8	102	3140	61.2	6.5	113	6004	61.7	12.5	114
10:00 AM - 3:00 PM	33674	7283	40.0	21.6	105	1353	40.7	4.0	107	2004	39.1	6.0	103	3926	40.3	11.7	106
3:00 PM - 7:00 PM	34431	8202	45.1	23.8	116	1321	39.7	3.8	102	2277	44.4	6.6	114	4604	47.3	13.4	121
7:00 PM - MIDNIGHT	17761	4139	22.8	23.3	113	765	23.0	4.3	115	1179	23.0	6.6	115	2195	22.5	12.4	112
MIDNIGHT - 6:00 AM	10087	2355	12.9	23.3	114	469	14.1	4.6	124	713	13.9	7.1	122	1173	12.0	11.6	106
6:00 AM - MIDNIGHT	64318	14307	78.7	22.2	108	2535	76.3	3.9	105	3915	76.3	6.1	105	7856	80.7	12.2	111
ENTIRE DAY	65181	14463	79.5	22.2	108	2580	77.6	4.0	105	3959	77.2	6.1	105	7925	81.4	12.2	110
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	4325	23.8	24.8	121	728	21.9	4.2	111	1166	22.7	6.7	116	2431	25.0	14.0	127
ALL NEWS	2520	443	2.4	17.6	85	**67	2.0	2.7	71	**89	1.7	3.5	61	*288	3.0	11.4	104
AOR/PROGRESSIVE	4419	1234	6.8	27.9	136	*175	5.3	4.0	105	391	7.6	8.8	153	669	6.9	15.1	138
BEAUTIFUL MUSIC	6119	1292	7.1	21.1	103	*225	6.8	3.7	98	388	7.6	6.3	109	679	7.0	11.1	101
BLACK	2623	409	2.2	15.6	76	*145	4.4	5.5	147	**70	1.4	2.7	46	*195	2.0	7.4	68
CLASSICAL	1553	387	2.1	24.9	121	**62	1.9	4.0	106	**109	2.1	7.0	121	*216	2.2	13.9	126
CHR/ROCK	11282	3266	18.0	28.9	141	500	15.0	4.4	118	936	18.3	8.3	143	1831	18.8	16.2	147
COUNTRY	13343	2953	16.2	22.1	108	603	18.1	4.5	120	694	13.5	5.2	90	1657	17.0	12.4	113
GOLDEN OLDIES	1299	245	1.3	18.9	92	**63	1.9	4.8	129	**87	1.7	6.7	116	**94	1.0	7.2	66
MOR/NOSTALGIA	5241	959	5.3	18.3	89	*218	6.6	4.2	111	*206	4.0	3.9	68	535	5.5	10.2	93
NEWS/TALK	4165	815	4.5	19.6	95	**134	4.0	3.2	86	273	5.3	6.6	113	408	4.2	9.8	89
RELIGIOUS	3324	387	2.1	11.6	57	**79	2.4	2.4	63	**91	1.8	2.7	47	*217	2.2	6.5	59
SOFT ROCK	609	**108	0.6	17.7	86	**16	0.5	2.6	70	**38	0.7	6.2	108	**54	0.6	8.9	81
URBAN CONTEMPORARY	1853	262	1.4	14.1	69	**87	2.6	4.7	125	**90	1.8	4.9	84	**85	0.9	4.6	42
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1062	5.8	28.5	139	*165	5.0	4.4	118	*312	6.1	8.4	145	586	6.0	15.7	143
ABC DIRECTION	2488	533	2.9	21.4	104	**102	3.1	4.1	109	**77	1.5	3.1	53	354	3.6	14.2	129
ABC ENTERTAINMENT	5129	1155	6.3	22.5	110	*201	6.0	3.9	104	331	6.5	6.5	111	623	6.4	12.1	110
ABC FM	2498	564	3.1	22.6	110	*133	4.0	5.3	142	*134	2.6	5.4	93	297	3.0	11.9	108
ABC INFORMATION	5721	1209	6.6	21.1	103	*293	8.8	5.1	136	261	5.1	4.6	79	655	6.7	11.4	104
ABC ROCK	2021	483	2.7	23.9	116	**75	2.3	3.7	99	*152	3.0	7.5	130	256	2.6	12.7	115
CBS	4756	940	5.2	19.8	96	**140	4.2	2.9	78	309	6.0	6.5	112	491	5.0	10.3	94
MUTUAL	5272	1020	5.6	19.3	94	*207	6.2	3.9	104	*229	4.5	4.3	75	584	6.0	11.1	101
NBC	4964	815	4.5	16.4	80	**96	2.9	1.9	51	221	4.3	4.5	77	497	5.1	10.0	91
RADIORADIO	2218	567	3.1	25.6	124	**99	3.0	4.5	119	*210	4.1	9.5	163	259	2.7	11.7	106
RKO ONE	2565	659	3.6	25.7	125	**117	3.5	4.6	121	*217	4.2	8.5	146	325	3.3	12.7	115
RKO TWO	3640	894	4.9	24.6	119	*169	5.1	4.6	124	*223	4.3	6.1	106	502	5.2	13.8	125
THE SOURCE	2467	771	4.2	31.3	152	**59	1.8	2.4	64	*155	3.0	6.3	108	557	5.7	22.6	205
NON-WIRED : BLAIR	9466	2545	12.9	24.8	120	423	12.7	4.5	119	637	12.4	6.7	116	1285	13.2	13.6	123
INTERNET	13616	3053	16.8	22.4	109	602	18.1	4.4	118	868	16.9	6.4	110	1583	16.3	11.6	106
KATZ RADIO GROUP	16998	4119	22.6	24.2	118	620	18.7	3.6	97	1186	23.1	7.0	120	2313	23.8	13.6	124
SUPERNET	11622	2456	13.5	21.1	103	581	17.5	5.0	133	682	13.3	5.9	101	1193	12.3	10.3	93
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1736	9.5	18.4	90	357	10.7	3.8	101	480	9.4	5.1	88	898	9.2	9.5	87
WKDAY 9:00 AM - 1:00 PM	13304	2423	13.3	18.2	89	502	15.1	3.8	100	644	12.6	4.8	84	1277	13.1	9.6	87
WKDAY 1:00 PM - 4:30 PM	17591	3087	17.0	17.5	85	603	18.1	3.4	91	836	16.3	4.8	82	1648	16.9	9.4	85
WKDAY 4:30 PM - 7:30 PM	24418	4386	24.1	18.0	87	852	25.6	3.5	93	1237	24.1	5.1	87	2297	23.6	9.4	85
WKDAY 7:30 PM - 8:00 PM	34400	6240	34.3	18.1	88	1233	37.1	3.6	95	1767	34.5	5.1	89	3240	33.3	9.4	86
WKDAY 11:00 PM - 11:30 PM	26120	5275	29.0	20.2	98	969	29.2	3.7	99	1412	27.5	5.4	93	2895	29.7	11.1	101
WKDAY 11:30 PM - 1:00 AM	8402	1746	9.6	20.8	101	399	12.0	4.7	126	417	8.1	5.0	86	930	9.6	11.1	101
M-SAT 8-11 PM+SUN 7-11 PM	36828	7340	40.4	19.9	97	1349	40.6	3.7	97	2074	40.4	5.6	97	3917	40.2	10.6	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	1436	7.9	19.9	97	276	8.3	3.8	102	298	5.8	4.1	71	862	8.9	11.9	108
ANOTHER WORLD N	4924	656	3.6	13.3	65	*166	5.0	3.4	90	156	3.0	3.2	55	334	3.4	6.8	62
AS THE WORLD TURNS C	5966	1072	5.9	18.0	87	209	6.3	3.5	93	343	6.7	5.7	99	520	5.3	8.7	79
CAPITOL C	3672	708	3.9	19.3	94	*122	3.7	3.3	88	234	4.6	6.4	110	352	3.6	9.6	87
CBS MORN. NEWS 1 C	1590	293	1.6	18.4	90	*39	1.2	2.5	65	*46	0.9	2.9	50	208	2.1	13.1	119
CBS MORN. NEWS 2 C	1298	182	1.0	14.0	68	**46	1.4	3.5	94	**30	0.6	2.3	40	*106	1.1	8.2	74
DAYS OF OUR LIVES N	6389	1129	6.2	17.7	86	253	7.6	4.0	105	269	5.2	4.2	73	608	6.2	9.5	86
FACTS OF LIFE - DAYTIME N	2526	399	2.2	15.8	77	*129	3.9	5.1	136	*77	1.5	3.0	53	192	2.0	7.6	69
FAMILY FEUD A	3427	598	3.3	17.4	85	111	3.3	3.2	86	152	3.0	4.4	77	335	3.4	9.8	89
GENERAL HOSPITAL A	6870	1104	6.1	16.1	78	157	4.7	2.3	61	290	5.7	4.2	73	658	6.8	9.6	87
GOOD MORNING, AMERICA-730 A	3767	745	4.1	19.8	96	178	5.4	4.7	126	220	4.3	5.8	101	346	3.6	9.2	83
GOOD MORNING, AMERICA-830 A	3076	584	3.2	19.0	92	*116	3.5	3.8	100	179	3.5	5.8	100	288	3.0	9.4	85
GUIDING LIGHT C	5789	1091	6.0	18.8	92	192	5.8	3.3	88	362	7.1	6.3	108	537	5.5	9.3	84
ONE LIFE TO LIVE A	4918	846	4.7	17.2	84	163	4.9	3.3	88	184	3.6	3.7	65	499	5.1	10.1	92
PRESS YOUR LUCK C	2367	416	2.3	17.6	85	*105	3.2	4.4	118	*92	1.8	3.9	67	219	2.2	9.3	84
PRICE IS RIGHT 1 C	4727	893	4.9	18.9	92	175	5.3	3.7	99	289	5.6	6.1	105	428	4.4	9.1	82
PRICE IS RIGHT 2 C	5511	1093	6.0	19.8	96	243	7.3	4.4	117	336	6.6	6.1	105	513	5.3	9.3	85
RYAN'S HOPE A	3479	754	4.1	21.7	105	154	4.6	4.4	118	135	2.6	3.9	67	465	4.8	13.4	121
SALE OF THE CENTURY N	2823	408	2.2	14.5	70	*110	3.3	3.9	104	89	1.7	3.2	54	208	2.1	7.4	67
SEARCH FOR TOMORROW N	2525	397	2.2	15.7	76	**81	2.4	3.2	85	*91	1.8	3.6	62	*225	2.3	8.9	81
TODAY SHOW 1 N	2979	568	3.1	19.1	93	141	4.2	4.7	126	*108	2.1	3.6	63	318	3.3	10.7	97
TODAY SHOW 2 N	2792	415	2.3	14.9	72	*100	3.0	3.6	95	*94	1.8	3.4	58	222	2.3	8.0	72
$25,000 PYRAMID C	2899	478	2.6	16.5	80	*118	3.5	4.1	108	96	1.9	3.3	57	265	2.7	9.1	83
WHEEL OF FORTUNE N	4689	824	4.5	17.6	85	199	6.0	4.2	113	192	3.7	4.1	71	433	4.4	9.2	84
YOUNG AND THE RESTLESS C	6231	1068	5.9	17.1	83	180	5.4	2.9	77	354	6.9	5.7	98	534	5.5	8.6	78
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	454	2.5	23.0	112	**96	2.9	4.9	130	*103	2.0	5.2	90	255	2.6	12.9	117
NBA PLAYOFF GAME -1 C	1246	226	1.2	18.1	88	**54	1.6	4.3	115	**88	1.7	7.1	122	*84	0.9	6.7	61
NBC MAJOR LEAGUE PRE-GAME N	1140	*203	1.1	17.8	87	**24	0.7	2.1	56	**55	1.1	4.8	83	**123	1.3	10.8	98
SPORTSWORLD - SUN N	1328	307	1.7	23.1	112	**33	1.0	2.5	66	**101	2.0	7.6	131	*173	1.8	13.0	118
SUNDAY MORNING C	1645	309	1.7	18.8	91	**56	1.7	3.4	91	*90	1.8	5.5	94	*164	1.7	10.0	91

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	18190	100.0	20.6	100	3324	100.0	3.8	100	5128	100.0	5.8	100	9738	100.0	11.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	4799	26.4	17.2	83	899	27.0	3.2	86	1225	23.9	4.4	76	2675	27.5	9.6	87
NETWORK AFFILIATES - LATE		21966	4297	23.6	19.6	95	748	22.5	3.4	91	1109	21.6	5.0	87	2440	25.1	11.1	101
INDEPENDENTS - LATE		2247	501	2.8	22.3	108	*94	2.8	4.2	111	151	2.9	6.7	116	256	2.6	11.4	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	2179	12.0	18.9	92	452	13.6	3.9	104	636	12.4	5.5	95	1091	11.2	9.5	86
ABC MONDAY NIGHT MOVIE	A	6879	1448	8.0	21.0	102	330	9.9	4.8	128	400	7.8	5.8	100	718	7.4	10.4	95
ABC SUNDAY NIGHT MOVIE	A	13690	2837	15.6	20.7	101	506	15.2	3.7	98	764	14.9	5.6	96	1567	16.1	11.4	104
ABC WORLD NEWS TONIGHT	A	6589	1094	6.0	16.6	81	238	7.2	3.6	96	313	6.1	4.8	82	544	5.6	8.3	75
AFTERMASH	C	6391	1259	6.9	19.7	96	*305	9.2	4.8	127	365	7.1	5.7	99	590	6.1	9.2	84
ALICE	C	10273	2026	11.1	19.7	96	412	12.4	4.0	107	552	10.8	5.4	93	1063	10.9	10.3	94
AMERICAN PARADE	C	7130	1294	7.1	18.1	88	*209	6.3	2.9	78	288	5.6	4.0	70	797	8.2	11.2	102
BENSON	A	11665	2065	11.4	17.7	86	374	11.3	3.2	85	591	11.5	5.1	87	1100	11.3	9.4	86
BLUE THUNDER	A	5442	929	5.1	17.1	83	*195	5.9	3.6	95	270	5.3	5.0	86	464	4.8	8.5	77
CAGNEY & LACEY	C	10565	2089	11.5	19.8	96	344	10.3	3.3	87	640	12.5	6.1	105	1105	11.3	10.5	95
CBS EVENING NEWS-DEAN	C	3668	542	3.0	14.8	72	**98	2.9	2.7	71	*128	2.5	3.5	60	316	3.2	8.6	78
CBS EVENING NEWS-RATHER	C	7561	1352	7.4	17.9	87	217	6.5	2.9	76	339	6.6	4.5	77	795	8.2	10.5	96
CBS SAT. NEWS-SCHIEFFER	C	3948	644	3.5	16.3	79	*84	2.5	2.1	57	190	3.7	4.8	83	370	3.8	9.4	85
CBS SATURDAY NIGHT MOVIE	C	5966	1204	6.6	20.2	98	224	6.7	3.8	100	394	7.7	6.6	114	586	6.0	9.8	89
CBS WEDNESDAY NIGHT MOVIE	C	6529	1359	7.5	20.8	101	222	6.7	3.4	90	365	7.1	5.6	96	771	7.9	11.8	107
CHEERS	N	9842	2079	11.4	21.1	103	335	10.1	3.4	91	619	12.1	6.3	108	1125	11.6	11.4	104
DALLAS	C	23935	4602	25.3	19.2	94	997	30.0	4.2	111	1283	25.0	5.4	92	2321	23.8	9.7	88
DIFF'RENT STROKES	N	7574	1360	7.5	18.0	87	275	8.3	3.6	97	359	7.0	4.7	82	727	7.5	9.6	87
DOUBLE TROUBLE	N	7786	1660	9.1	21.3	104	378	11.4	4.9	129	373	7.3	4.8	83	909	9.3	11.7	106
DUCK FACTORY	N	6290	1227	6.7	19.5	95	*223	6.7	3.5	94	317	6.2	5.0	87	688	7.1	10.9	99
DUKES OF HAZZARD	C	6402	1001	5.5	15.6	76	246	7.4	3.8	102	267	5.2	4.2	72	488	5.0	7.6	69
DYNASTY	A	21955	4525	24.9	20.6	100	871	26.2	4.0	106	1333	26.0	6.1	105	2320	23.8	10.6	96
FACTS OF LIFE	N	8898	1802	9.9	20.3	98	360	10.8	4.0	108	503	9.8	5.7	98	939	9.6	10.6	96
FALCON CREST	C	21877	4370	24.0	20.0	97	892	26.8	4.1	109	1072	20.9	4.9	85	2406	24.7	11.0	100
FALL GUY	A	10045	1755	9.6	17.5	85	323	9.7	3.2	86	495	9.7	4.9	85	937	9.6	9.3	85
FAMILY TIES	N	8922	1589	8.7	17.8	87	299	9.0	3.4	89	445	8.7	5.0	86	845	8.7	9.5	86
FANTASY ISLAND	A	8288	1536	8.4	18.5	90	344	10.3	4.2	110	407	7.9	4.9	85	784	8.1	9.5	86
FOULUPS,BLEEPS & BLUNDERS	A	9891	1999	11.0	20.2	98	408	12.3	4.1	110	552	10.8	5.6	96	1039	10.7	10.5	95
FOUR SEASONS	C	5429	944	5.2	17.4	85	*239	7.2	4.4	117	*239	4.7	4.4	76	466	4.8	8.6	78
GIMME A BREAK	N	9646	1398	7.7	14.5	70	251	7.6	2.6	69	422	8.2	4.4	75	724	7.4	7.5	68
HART TO HART	A	9983	2325	12.8	23.3	113	475	14.3	4.8	127	578	11.3	5.8	100	1272	13.1	12.7	116
HILL STREET BLUES	N	9688	2270	12.5	23.4	114	508	15.3	5.2	140	670	13.1	6.9	119	1091	11.2	11.3	102
HOTEL	A	15435	3057	16.8	19.8	96	663	19.9	4.3	114	770	15.0	5.0	86	1624	16.7	10.5	96
JEFFERSONS	C	10031	1911	10.5	19.1	93	410	12.3	4.1	109	560	10.9	5.6	96	941	9.7	9.4	85
JENNIFER SLEPT HERE	N	6376	1173	6.4	18.4	89	*186	5.6	2.9	78	298	5.8	4.7	81	689	7.1	10.8	98
KATE & ALLIE	C	9951	2021	11.1	20.3	99	348	10.5	3.5	93	461	9.0	4.6	80	1212	12.4	12.2	111
KNIGHT RIDER	N	7908	1720	9.5	21.8	106	308	9.3	3.9	104	504	9.8	6.4	110	909	9.3	11.5	104
LOVE BOAT	A	13226	2328	12.8	17.6	86	479	14.4	3.6	96	641	12.5	4.8	84	1208	12.4	9.1	83
MAGNUM PI	C	12105	2463	13.5	20.3	99	495	14.9	4.1	109	664	12.9	5.5	95	1305	13.4	10.8	98
MAMA'S FAMILY	N	6364	1100	6.0	17.3	84	*166	5.0	2.6	69	317	6.2	5.0	86	616	6.3	9.7	88
MASTER, THE	N	3955	768	4.2	19.4	94	*107	3.2	2.7	72	258	5.0	6.5	113	403	4.1	10.2	93
MATT HOUSTON	A	6903	1267	7.0	18.4	89	*195	5.9	2.8	75	401	7.8	5.8	100	671	6.9	9.7	88
NBC MONDAY NIGHT MOVIE	N	13443	2939	16.2	21.9	106	483	14.5	3.6	96	821	16.0	6.1	105	1634	16.8	12.2	110
NBC NIGHTLY NEWS	N	5585	927	5.1	16.6	81	179	5.4	3.2	85	222	4.3	4.0	69	527	5.4	9.4	86
NBC NIGHTLY NEWS-SAT	N	3688	570	3.1	15.5	75	**102	3.1	2.8	74	*137	2.7	3.7	64	331	3.4	9.0	82
NBC NIGHTLY NEWS-SUN	N	3310	500	2.7	15.1	73	**81	2.4	2.4	65	**59	1.2	1.8	31	*360	3.7	10.9	99
NBC SUNDAY NIGHT MOVIE	N	9238	1966	10.8	21.3	103	485	14.6	5.3	140	507	9.9	5.5	95	974	10.0	10.5	96
NEWHART	C	9876	1917	10.5	19.4	94	287	8.6	2.9	77	479	9.3	4.9	84	1151	11.8	11.7	106
ONE DAY AT A TIME	C	7954	1491	8.2	18.7	91	359	10.8	4.5	120	392	7.6	4.9	85	740	7.6	9.3	85
PEOPLE ARE FUNNY	N	5182	892	4.9	17.2	84	**123	3.7	2.4	63	233	4.5	4.5	78	536	5.5	10.3	94
REAL PEOPLE	N	9674	1811	10.0	18.7	91	395	11.9	4.1	109	530	10.3	5.5	95	886	9.1	9.2	83
REMINGTON STEELE	N	8511	1702	9.4	20.0	97	272	8.2	3.2	85	563	11.0	6.6	114	867	8.9	10.2	93
RIPLEY'S BELIEVE IT - NOT	A	5656	1279	7.0	22.6	110	*203	6.1	3.6	96	349	6.8	6.2	106	727	7.5	12.9	117
RIPTIDE	N	7718	1551	8.5	20.1	98	277	8.3	3.6	96	461	9.0	6.0	103	813	8.3	10.5	96
SCARECROW & MRS. KING	C	11058	2121	11.7	19.2	93	422	12.7	3.8	102	531	10.4	4.8	83	1168	12.0	10.6	96
SIMON & SIMON	C	11615	2312	12.7	19.9	97	471	14.2	4.1	108	669	13.0	5.8	99	1172	12.0	10.1	92
60 MINUTES	C	14326	2554	14.0	17.8	87	447	13.4	3.1	83	683	13.3	4.8	82	1425	14.6	9.9	90
ST. ELSEWHERE	N	7670	1606	8.8	20.9	102	*240	7.2	3.1	83	573	11.2	7.5	129	793	8.1	10.3	94
THREE'S COMPANY	A	12068	2714	14.9	22.5	109	646	19.4	5.4	142	746	14.5	6.2	107	1323	13.6	11.0	100
T.J. HOOKER	A	9735	1827	10.0	18.8	91	380	11.4	3.9	104	574	11.2	5.9	102	873	9.0	9.0	81
TONIGHT SHOW	N	2531	531	2.9	21.0	102	92	2.8	3.6	97	152	3.0	6.0	104	287	2.9	11.3	103
TRAPPER JOHN, M.D.	C	10374	1907	10.5	18.4	89	444	13.4	4.3	114	434	8.5	4.2	72	1030	10.6	9.9	90
TV BLOOPERS & PRAC. JOKES	N	9795	2101	11.6	21.4	104	342	10.3	3.5	93	567	11.1	5.8	100	1192	12.2	12.2	111
20/20	A	10009	2008	11.0	20.1	98	279	8.4	2.8	74	517	10.1	5.2	89	1212	12.4	12.1	110
WEBSTER	A	11934	2036	11.2	17.1	83	399	12.0	3.3	89	577	11.3	4.8	83	1061	10.9	8.9	81
WORLD NEWS - SUN	A	3291	573	3.2	17.4	85	**106	3.2	3.2	86	*161	3.1	4.9	84	305	3.1	9.3	84
YELLOW ROSE	N	5196	991	5.4	19.1	93	196	5.9	3.8	100	326	6.4	6.3	108	469	4.8	9.0	82
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	2218	12.2	23.2	113	*500	15.0	5.2	139	569	11.1	6.0	103	1149	11.8	12.0	109
BASKETBALL - COLLEGE GAMES		4414	1234	6.8	28.0	136	**270	8.1	6.1	163	*340	6.6	7.7	133	624	6.4	14.1	128
BASKETBALL - PRO GAMES		3876	965	5.3	24.9	121	**176	5.3	4.5	121	*314	6.1	8.1	140	*475	4.9	12.3	111
BOWLING		4056	930	5.1	22.9	112	*262	7.9	6.5	172	*240	4.7	5.9	102	*429	4.4	10.6	96
BOXING		4154	962	5.3	23.2	113	**180	5.4	4.3	115	*262	5.1	6.3	109	*520	5.3	12.5	114
FOOTBALL - COLLEGE GAMES		6754	1802	9.9	26.7	130	*416	12.5	6.2	164	*396	7.7	5.9	101	990	10.2	14.7	133
FOOTBALL - PRO GAMES		12364	3760	20.7	30.4	148	665	20.0	5.4	143	954	18.6	7.7	133	2141	22.0	17.3	157
GOLF		3615	973	5.3	26.9	131	**211	6.3	5.8	155	*399	7.8	11.0	190	**362	3.7	10.0	91
POST-SEASON COLL. FOOTBALL		5296	1644	9.0	31.0	151	*265	8.0	5.0	133	*498	9.7	9.4	162	881	9.0	16.6	151
POST-SEASON PRO FOOTBALL		6693	2071	11.4	30.9	150	*399	12.0	6.0	159	*413	8.1	6.2	106	1260	12.9	18.8	171
TENNIS		3281	821	4.5	25.0	122	**165	5.0	5.0	134	**244	4.8	7.4	128	*413	4.2	12.6	114
WRESTLING - PROFESSIONAL		3672	713	3.9	19.4	94	**230	6.9	6.3	167	**136	2.7	3.7	64	**347	3.6	9.4	86

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES) - KINDS AND TYPES
(ADULTS)

	TOTAL U.S. '000	BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	23264	100.0	13.9	100	27235	100.0	16.2	100	6024	100.0	3.6	100	32385	100.0	19.3	100
MALES	79263	12551	54.0	15.8	114	15012	55.1	18.9	117	4089	67.9	5.2	144	17127	52.9	21.6	112
FEMALES	88464	10714	46.1	12.1	87	12223	44.9	13.8	85	1936	32.1	2.2	61	15258	47.1	17.2	89
18 - 24	28671	5452	23.4	19.0	137	5472	20.1	19.1	118	1053	17.5	3.7	102	6938	21.4	24.2	125
25 - 34	39536	7931	34.1	20.1	145	8300	30.5	21.0	129	2025	33.6	5.1	143	10377	32.0	26.2	136
35 - 44	28978	4196	18.0	14.5	104	5350	19.6	18.5	114	1242	20.6	4.3	119	6091	18.8	21.0	109
45 - 54	22345	2619	11.3	11.7	85	3518	12.9	15.7	97	833	13.8	3.7	104	4060	12.5	18.2	94
55 - 64	22224	2061	8.9	9.3	67	2635	9.7	11.9	73	518	8.6	2.3	65	3016	9.3	13.6	70
65 OR OLDER	25973	1005	4.3	3.9	28	1960	7.2	7.5	46	*354	5.9	1.4	38	1903	5.9	7.3	38
18 - 34	68207	13383	57.5	19.6	141	13771	50.6	20.2	124	3079	51.1	4.5	126	17315	53.5	25.4	131
18 - 49	108058	18955	81.5	17.5	126	20930	76.8	19.4	119	4775	79.3	4.4	123	25634	79.2	23.7	123
25 - 54	90859	14746	63.4	16.2	117	17168	63.0	18.9	116	4100	68.1	4.5	126	20528	63.4	22.6	117
35 - 49	39851	5572	24.0	14.0	101	7159	26.3	18.0	111	1696	28.2	4.3	118	8320	25.7	20.9	108
50 OR OLDER	59669	4310	18.5	7.2	52	6305	23.2	10.6	65	1250	20.8	2.1	58	6751	20.8	11.3	59
GRADUATED COLLEGE	28091	5410	23.3	19.3	139	6181	22.7	22.0	136	1666	27.7	5.9	165	7432	22.9	26.5	137
ATTENDED COLLEGE	28938	5458	23.5	18.9	136	6073	22.3	21.0	129	1318	21.9	4.6	127	7327	22.6	25.3	131
GRADUATED HIGH SCHOOL	65503	8752	37.6	13.4	96	10483	38.5	16.0	99	2107	35.0	3.2	90	12571	38.8	19.2	99
DID NOT GRADUATE HIGH SCHOOL	45195	3645	15.7	8.1	58	4498	16.5	10.0	61	934	15.5	2.1	58	5054	15.6	11.2	58
EMPLOYED MALES	56429	10261	44.1	18.2	131	11819	43.4	20.9	129	3081	51.1	5.5	152	13950	43.1	24.7	128
EMPLOYED FEMALES	43971	7085	30.5	16.1	116	7912	29.1	18.0	111	1454	24.1	3.3	92	9935	30.7	22.6	117
EMPLOYED FULL-TIME	87773	15304	65.8	17.4	126	17602	64.6	20.1	124	4164	69.1	4.7	132	21134	65.3	24.1	125
EMPLOYED PART-TIME	12627	2042	8.8	16.2	117	2129	7.8	16.9	104	*372	6.2	2.9	82	2751	8.5	21.8	113
NOT EMPLOYED	67327	5918	25.4	8.8	63	7504	27.6	11.1	69	1489	24.7	2.2	62	8500	26.2	12.6	65
PROFESSIONAL/MANAGER	25845	4863	20.9	18.8	136	5738	21.1	22.2	137	1497	24.9	5.8	161	6970	21.5	27.0	140
TECH/CLERICAL/SALES	30895	5709	24.5	18.5	133	6535	24.0	21.2	130	1492	24.8	4.8	134	7839	24.2	25.4	131
PRECISION/CRAFT	12629	1960	8.4	15.5	112	2247	8.3	17.8	110	516	8.6	4.1	114	2641	8.2	20.9	108
OTHER EMPLOYED	31031	4815	20.7	15.5	112	5211	19.1	16.8	103	1030	17.1	3.3	92	6435	19.9	20.7	107
SINGLE	35557	7096	30.5	20.0	144	6886	25.3	19.4	119	1749	29.0	4.9	137	8725	26.9	24.5	127
MARRIED	103585	13256	57.0	12.8	92	16801	61.7	16.2	100	3518	58.4	3.4	95	19595	60.5	18.9	98
DIVORCED/SEPARATED/WIDOWED	28585	2913	12.5	10.2	73	3548	13.0	12.4	76	757	12.6	2.6	74	4066	12.6	14.2	74
PARENTS	59295	8857	38.1	14.9	108	9851	36.2	16.6	102	1806	30.0	3.0	85	12588	38.9	21.2	110
WHITE	146081	21147	90.9	14.5	104	24514	90.0	16.8	103	5423	90.0	3.7	103	29331	90.6	20.1	104
BLACK	17974	1522	6.5	8.5	61	2144	7.9	11.9	73	*405	6.7	2.3	63	2266	7.0	12.6	65
OTHER	3672	*595	2.6	16.2	117	*577	2.1	15.7	97	**196	3.3	5.3	149	*788	2.4	21.5	111
NORTHEAST-CENSUS	37005	5645	24.3	15.3	110	4043	14.8	10.9	67	1253	20.8	3.4	94	6333	19.6	17.1	89
NORTH CENTRAL	42642	6406	27.5	15.0	108	8698	31.9	20.4	126	1781	29.6	4.2	116	9768	30.2	22.9	119
SOUTH	56777	6154	26.5	10.8	78	8381	30.8	14.8	91	1943	32.3	3.4	95	8938	27.6	15.7	82
WEST	31303	5060	21.8	16.2	117	6113	22.4	19.5	120	1048	17.4	3.3	93	7347	22.7	23.5	122
NORTHEAST-MKTG.	38125	5518	23.7	14.5	104	4268	15.7	11.2	69	1382	22.9	3.6	101	6252	19.3	16.4	85
EAST CENTRAL	24794	3871	16.6	15.6	113	3899	14.3	15.7	97	1011	16.8	4.1	114	5007	15.5	20.2	105
WEST CENTRAL	28511	4030	17.3	14.1	102	6398	23.5	22.4	138	1112	18.5	3.9	109	6848	21.1	24.0	124
SOUTH	48953	5483	23.6	11.2	81	7572	27.8	15.5	95	1624	27.0	3.3	92	8093	25.0	16.5	86
PACIFIC	27344	4362	18.8	16.0	115	5098	18.7	18.6	115	895	14.9	3.3	91	6185	19.1	22.6	117
COUNTY SIZE A	69301	10279	44.2	14.8	107	11107	40.8	16.0	99	2693	44.7	3.9	108	13798	42.6	19.9	103
COUNTY SIZE B	50633	7049	30.3	13.9	100	8962	32.9	17.7	109	1839	30.5	3.6	101	9912	30.6	19.6	101
COUNTY SIZE C	26259	3622	15.6	13.8	99	4011	14.7	15.3	94	1021	16.9	3.9	108	4975	15.4	18.9	98
COUNTY SIZE D	21534	2315	10.0	10.8	78	3155	11.6	14.7	90	*471	7.8	2.2	61	3701	11.4	17.2	89
METRO CENTRAL CITY	50014	6863	29.5	13.7	99	8703	32.0	17.4	107	1829	30.4	3.7	102	9661	29.8	19.3	100
METRO SUBURBAN	76832	11358	48.8	14.8	107	12473	45.8	16.2	100	2781	46.2	3.6	101	15704	48.5	20.4	106
NON METRO	40881	5044	21.7	12.3	89	6059	22.2	14.8	91	1414	23.5	3.5	96	7020	21.7	17.2	89
TOP 5 ADI'S	39550	5756	24.7	14.6	105	5698	20.9	14.4	89	1218	20.2	3.1	86	7523	23.2	19.0	99
TOP 10 ADI'S	54877	7801	33.5	14.2	102	8027	29.5	14.6	90	1793	29.8	3.3	91	10374	32.0	18.9	98
TOP 20 ADI'S	77516	11196	48.1	14.4	104	11942	43.8	15.4	95	2829	47.0	3.6	102	15150	46.8	19.5	101
HSHLD INC. $50,000 OR MORE	17257	3195	13.7	18.5	133	3697	13.6	21.4	132	1108	18.4	6.4	179	4080	12.6	23.6	122
$40,000 OR MORE	33235	6465	27.8	19.5	140	7191	26.4	21.6	133	2029	33.7	6.1	170	8266	25.5	24.9	129
$30,000 OR MORE	59693	10417	44.8	17.5	126	11889	43.7	19.9	123	3157	52.4	5.3	147	13924	43.0	23.3	121
$25,000 OR MORE	76275	12892	55.4	16.9	122	14829	54.4	19.4	120	3665	60.8	4.8	134	17658	54.5	23.2	120
$20,000 - $24,999	18607	2631	11.3	14.1	102	3303	12.1	17.8	109	586	9.7	3.1	88	3846	11.9	20.7	107
$15,000 - $19,999	17175	2405	10.3	14.0	101	2855	10.5	16.6	102	621	10.3	3.6	101	3545	10.9	20.6	107
$10,000 - $14,999	24569	2845	12.2	11.6	83	3552	13.0	14.5	89	690	11.5	2.8	78	4079	12.6	16.6	86
UNDER $10,000	31101	2492	10.7	8.0	58	2696	9.9	8.7	53	462	7.7	1.5	41	3258	10.1	10.5	54
HOUSEHOLD OF 1 PERSON	19441	2142	9.2	11.0	79	2520	9.3	13.0	80	601	10.0	3.1	86	2921	9.0	15.0	78
2 PEOPLE	51803	6676	28.7	12.9	93	8545	31.4	16.5	102	2084	34.6	4.0	112	9521	29.4	18.4	95
3 OR 4 PEOPLE	66933	9862	42.4	14.7	106	11449	42.0	17.1	105	2440	40.5	3.6	102	13953	43.1	20.8	108
5 OR MORE PEOPLE	29550	4585	19.7	15.5	112	4721	17.3	16.0	98	900	14.9	3.0	85	5989	18.5	20.3	105
NO CHILD IN HSHLD	96587	12322	53.0	12.8	92	15324	56.3	15.9	98	3864	64.1	4.0	111	17282	53.4	17.9	93
CHILD(REN) UNDER 2 YRS	10844	1702	7.3	15.7	113	1644	6.0	15.2	93	*249	4.1	2.3	64	2189	6.8	20.2	105
2 - 5 YEARS	26358	3896	16.7	14.8	107	4528	16.6	17.2	106	742	12.3	2.8	78	5646	17.4	21.4	111
6 - 11 YEARS	30453	4526	19.5	14.9	107	4973	18.3	16.3	101	1041	17.3	3.4	95	6362	19.6	20.9	108
12 - 17 YEARS	36575	5523	23.7	15.1	109	5941	21.8	16.2	100	1097	18.2	3.0	84	7592	23.4	20.8	108
RESIDENCE OWNED	117770	15236	65.5	12.9	93	18821	69.1	16.0	98	3981	66.1	3.4	94	21973	67.8	18.7	97
VALUE: $50,000 OR MORE	70166	10047	43.2	14.3	103	12327	45.3	17.6	108	2570	42.7	3.7	102	14732	45.5	21.0	109
VALUE: UNDER $50,000	47604	5189	22.3	10.9	79	6494	23.8	13.6	84	1411	23.4	3.0	83	7241	22.4	15.2	79

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES) - KINDS AND TYPES
(ADULTS)

		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	SUPER PREMIUM/PREMIUM A '000	SUPER PREMIUM/PREMIUM B % DOWN	SUPER PREMIUM/PREMIUM C % ACROSS	SUPER PREMIUM/PREMIUM D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX
TOTAL ADULTS		167727	23264	100.0	13.9	100	27235	100.0	16.2	100	6024	100.0	3.6	100	32385	100.0	19.3	100
MAGAZINES	QUINTILE 1	34022	6256	26.9	18.4	133	7171	26.3	21.1	130	1850	30.7	5.4	151	8320	25.7	24.5	127
	QUINTILE 2	34800	5345	23.0	15.4	111	6566	24.1	18.9	116	1421	23.6	4.1	114	7740	23.9	22.2	115
	QUINTILE 3	30514	4399	18.9	14.4	104	4860	17.8	15.9	98	1054	17.5	3.5	96	6147	19.0	20.1	104
	QUINTILE 4	33324	4132	17.8	12.4	89	4855	17.8	14.6	90	991	16.5	3.0	83	5707	17.6	17.1	89
	QUINTILE 5	35066	3133	13.5	8.9	64	3784	13.9	10.8	66	708	11.8	2.0	56	4471	13.8	12.8	66
NEWSPAPERS	QUINTILE 1	29107	4898	21.1	16.8	121	5587	20.5	19.2	118	1338	22.2	4.6	128	6837	21.1	23.5	122
	QUINTILE 2	49095	6988	30.0	14.2	103	8206	30.1	16.7	103	2028	33.7	4.1	115	9438	29.1	19.2	100
	QUINTILE 3	23107	3440	14.8	14.9	107	4023	14.8	17.4	107	836	13.9	3.6	101	4766	14.7	20.6	107
	QUINTILE 4	33556	4441	19.1	13.2	95	5125	18.8	15.3	94	1059	17.6	3.2	88	6399	19.8	19.1	99
	QUINTILE 5	32863	3497	15.0	10.6	77	4294	15.8	13.1	80	764	12.7	2.3	65	4946	15.3	15.1	78
OUTDOOR	QUINTILE 1	33431	5157	22.2	15.4	111	5906	21.7	17.7	109	1236	20.5	3.7	103	7498	23.2	22.4	116
	QUINTILE 2	33478	5383	23.1	16.1	116	6701	24.6	20.0	123	1524	25.3	4.6	127	7379	22.8	22.0	114
	QUINTILE 3	33574	4551	19.6	13.6	98	5623	20.6	16.7	103	1382	22.9	4.1	115	6429	19.9	19.1	99
	QUINTILE 4	33935	4346	18.7	12.8	92	4800	17.6	14.1	87	970	16.1	2.9	80	5890	18.2	17.4	90
	QUINTILE 5	33310	3827	16.5	11.5	83	4204	15.4	12.6	78	913	15.2	2.7	76	5189	16.0	15.6	81
RADIO-DRIVE TIME	QUINTILE 1	33136	4783	20.6	14.4	104	5726	21.0	17.3	106	1167	19.4	3.5	98	6906	21.3	20.8	108
	QUINTILE 2	31658	4803	20.6	15.2	109	5695	20.9	18.0	111	1048	17.4	3.3	92	6759	20.9	21.4	111
	QUINTILE 3	32541	5235	22.5	16.1	116	5705	20.9	17.5	108	1377	22.9	4.2	118	7075	21.8	21.7	113
	QUINTILE 4	34247	4662	20.0	13.6	98	5349	19.6	15.6	96	1410	23.4	4.1	115	6298	19.4	18.4	95
	QUINTILE 5	36144	3782	16.3	10.5	75	4760	17.5	13.2	81	1021	16.9	2.8	79	5347	16.5	14.8	77
RADIO-MID-DAY	TERCILE 1	45037	6427	27.6	14.3	103	7803	28.7	17.3	107	1653	27.4	3.7	102	9233	28.5	20.5	106
	TERCILE 2	44819	6385	27.4	14.2	103	7438	27.3	16.6	102	1814	30.1	4.0	113	8765	27.1	19.6	101
	TERCILE 3	77872	10452	44.9	13.4	97	11994	44.0	15.4	95	2557	42.4	3.3	91	14387	44.4	18.5	96
RADIO-TOTAL	QUINTILE 1	33763	4890	21.0	14.5	104	5985	22.0	17.7	109	1235	20.5	3.7	102	7147	22.1	21.2	110
	QUINTILE 2	33240	5198	22.3	15.6	113	5930	21.8	17.8	110	1342	22.3	4.0	112	6994	21.6	21.0	109
	QUINTILE 3	33408	4926	21.2	14.7	106	5718	21.0	17.1	105	1123	18.6	3.4	94	6895	21.3	20.6	107
	QUINTILE 4	34792	4650	20.0	13.4	96	5445	20.0	15.7	96	1189	19.7	3.4	95	6600	20.4	19.0	98
	QUINTILE 5	32524	3600	15.5	11.1	80	4157	15.3	12.8	79	1136	18.9	3.5	97	4749	14.7	14.6	76
TV-PRIME TIME	QUINTILE 1	33090	3713	16.0	11.2	81	4643	17.0	14.0	86	998	16.6	3.0	84	5511	17.0	16.7	86
	QUINTILE 2	33357	4860	20.9	14.6	105	5206	19.1	15.6	96	942	15.6	2.8	79	6797	21.0	20.4	106
	QUINTILE 3	33980	5668	24.4	16.7	120	6216	22.8	18.3	113	1692	28.1	5.0	139	7052	21.8	20.8	107
	QUINTILE 4	33854	4653	20.0	13.7	99	5784	21.2	17.1	105	1272	21.1	3.8	105	6684	20.6	19.7	102
	QUINTILE 5	33444	4371	18.8	13.1	94	5386	19.8	16.1	99	1120	18.6	3.3	93	6342	19.6	19.0	98
TV-DAYTIME	TERCILE 1	49121	5628	24.2	11.5	83	6492	23.8	13.2	81	1447	24.0	2.9	82	7699	23.8	15.7	81
	TERCILE 2	48823	6579	28.3	13.5	97	7916	29.1	16.2	100	1753	29.1	3.6	100	9434	29.1	19.3	100
	TERCILE 3	69782	11057	47.5	15.8	114	12826	47.1	18.4	113	2825	46.9	4.0	113	15252	47.1	21.9	113
TV-TOTAL	QUINTILE 1	33584	3830	16.5	11.4	82	4316	15.8	12.9	79	1058	17.6	3.2	88	5324	16.4	15.9	82
	QUINTILE 2	33441	4254	18.3	12.7	92	5202	19.1	15.6	96	1263	21.0	3.8	105	5958	18.4	17.8	92
	QUINTILE 3	33505	4995	21.5	14.9	107	5657	20.8	16.9	104	1102	18.3	3.3	92	6835	21.1	20.4	106
	QUINTILE 4	33466	5495	23.6	16.4	118	6206	22.8	18.5	114	1302	21.6	3.9	108	7565	23.4	22.6	117
	QUINTILE 5	33731	4691	20.2	13.9	100	5853	21.5	17.4	107	1300	21.6	3.9	107	6703	20.7	19.9	103
MAGAZINES-NEWSPAPERS: DUAL		44503	7972	34.3	17.9	129	9208	33.8	20.7	127	2279	37.8	5.1	143	10709	33.1	24.1	125
MAGAZINE IMPERATIVE		39363	5830	25.1	14.8	107	6813	25.0	17.3	107	1462	24.3	3.7	103	8332	25.7	21.2	110
NEWSPAPER IMPERATIVE		46441	5805	25.0	12.5	90	6597	24.2	14.2	87	1506	25.0	3.2	90	8088	25.0	17.4	90
MAGAZINES-OUTDOOR: DUAL		33726	6092	26.2	18.1	130	7428	27.3	22.0	136	1847	30.7	5.5	152	8661	26.7	25.7	133
MAGAZINE IMPERATIVE		52846	7827	33.6	14.8	107	8927	32.8	16.9	104	2057	34.1	3.9	108	10638	32.8	20.1	104
OUTDOOR IMPERATIVE		52140	6621	28.5	12.7	92	7859	28.9	15.1	93	1595	26.5	3.1	85	9368	28.9	18.0	93
MAGAZINES-RADIO: DUAL		37081	6521	28.0	17.6	127	7680	28.2	20.7	128	1613	26.8	4.3	121	8918	27.5	24.1	125
MAGAZINE IMPERATIVE		49747	7624	32.8	15.3	110	8860	32.5	17.8	110	2301	38.2	4.6	129	10699	33.0	21.5	111
RADIO IMPERATIVE		49208	6115	26.3	12.4	90	7247	26.6	14.7	91	1464	24.3	3.0	83	8783	27.1	17.8	92
MAGAZINES-TELEVISION: DUAL		33103	4906	21.1	14.8	107	5618	20.6	17.0	105	1259	20.9	3.8	106	6797	21.0	20.5	106
MAGAZINE IMPERATIVE		54575	9511	40.9	17.4	126	11178	41.0	20.5	126	2583	42.9	4.7	132	13142	40.6	24.1	125
TELEVISION IMPERATIVE		53249	5585	24.0	10.5	76	6790	24.9	12.8	79	1559	25.9	2.9	82	7841	24.2	14.7	76
NEWSPAPERS-OUTDOOR: DUAL		36255	6203	26.7	17.1	123	7225	26.5	19.9	123	1790	29.7	4.9	137	8411	26.0	23.2	120
NEWSPAPER IMPERATIVE		55591	7486	32.2	13.5	97	8672	31.8	15.6	96	2053	34.1	3.7	103	10367	32.0	18.6	97
OUTDOOR IMPERATIVE		48319	6578	28.3	13.6	98	8037	29.5	16.6	102	1621	26.9	3.4	93	9485	29.3	19.6	102
NEWSPAPERS-RADIO: DUAL		37242	5854	25.2	15.7	113	6997	25.7	18.8	116	1445	24.0	3.9	108	8081	25.0	21.7	112
NEWSPAPER IMPERATIVE		54423	7824	33.6	14.4	104	9205	33.8	16.9	104	2352	39.0	4.3	120	10932	33.8	20.1	104
RADIO IMPERATIVE		46650	6403	27.5	13.7	99	7515	27.6	16.1	99	1525	25.3	3.3	91	9127	28.2	19.6	101
NEWSPAPERS-TELEVISION: DUAL		35974	4775	20.5	13.3	96	6016	22.1	16.7	103	1499	24.9	4.2	116	6781	20.9	18.8	98
NEWSPAPER IMPERATIVE		56095	9236	39.7	16.5	119	10491	38.5	18.7	115	2355	39.1	4.2	117	12615	39.0	22.5	116
TELEVISION IMPERATIVE		47170	5599	24.1	11.9	86	6317	23.2	13.4	82	1286	21.3	2.7	76	7782	24.0	16.5	85
OUTDOOR-RADIO: DUAL		33748	5358	23.0	15.9	114	6528	24.0	19.3	119	1465	24.3	4.3	121	7687	23.7	22.8	118
OUTDOOR IMPERATIVE		52785	7663	32.9	14.5	105	9096	33.4	17.2	106	2137	35.5	4.0	113	10729	33.1	20.3	105
RADIO IMPERATIVE		52882	7287	31.3	13.8	99	8099	29.7	15.3	94	1735	28.8	3.3	91	9928	30.7	18.8	97
OUTDOOR-TELEVISION: DUAL		32030	4705	20.2	14.7	106	5473	20.1	17.1	105	1200	19.9	3.7	104	6516	20.1	20.3	105
OUTDOOR IMPERATIVE		54626	8906	38.3	16.3	118	10783	39.6	19.7	122	2300	38.2	4.2	117	12647	39.1	23.2	120
TELEVISION IMPERATIVE		54874	6141	26.4	11.2	81	7027	25.8	12.8	79	1693	28.1	3.1	86	8460	26.1	15.4	80
RADIO-TELEVISION: DUAL		33386	4653	20.0	13.9	100	5422	19.9	16.2	100	1299	21.6	3.9	108	6223	19.2	18.6	97
RADIO IMPERATIVE		53810	8646	37.2	16.1	116	10189	37.4	18.9	117	2006	33.3	3.7	104	12331	38.1	22.9	119
TELEVISION IMPERATIVE		54023	6275	27.0	11.6	84	7453	27.4	13.8	85	1698	28.2	3.1	88	9006	27.8	16.7	86

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES) - KINDS AND TYPES
(ADULTS)

	TOTAL U.S. '000	BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	23264	100.0	13.9	100	27235	100.0	16.2	100	6024	100.0	3.6	100	32385	100.0	19.3	100
ATLANTIC MONTHLY	867	*109	0.5	12.6	91	*153	0.6	17.6	109	**29	0.5	3.3	93	*175	0.5	20.2	105
BARRON'S	1580	429	1.8	27.2	196	399	1.5	25.3	156	**165	2.7	10.4	291	436	1.3	27.6	143
BETTER HOMES & GARDENS	22203	2819	12.1	12.7	92	3728	13.7	16.8	103	638	10.6	2.9	80	4352	13.4	19.6	102
BON APPETIT	3810	695	3.0	18.2	132	694	2.5	18.2	112	*235	3.9	6.2	172	881	2.7	23.1	120
BUSINESS WEEK	4663	913	3.9	19.6	141	1104	4.1	23.7	146	322	5.3	6.9	192	1251	3.9	26.8	139
CAR AND DRIVER	3102	597	2.6	19.2	139	689	2.5	22.2	137	*283	4.7	9.1	254	780	2.4	25.1	130
CBS MAGAZINE NETWORK (GROSS)	7311	1583	6.8	21.7	156	1944	7.1	26.6	164	576	9.6	7.9	219	2197	6.8	30.1	156
CHANGING TIMES	3400	589	2.5	17.3	125	779	2.9	22.9	141	*141	2.3	4.1	115	865	2.7	25.4	132
COLONIAL HOMES	1796	244	1.0	13.6	98	344	1.3	19.2	118	**95	1.6	5.3	147	376	1.2	20.9	108
CONDE NAST MAG. PKG. (GROSS)	19924	3502	15.1	17.6	127	3968	14.6	19.9	123	760	12.6	3.8	106	4745	14.7	23.8	123
CONSUMERS DIGEST	3125	479	2.1	15.3	111	547	2.0	17.5	108	*193	3.2	6.2	172	631	1.9	20.2	105
COSMOPOLITAN	10577	2009	8.6	19.0	137	2333	8.6	22.1	136	509	8.4	4.8	134	2697	8.3	25.5	132
COUNTRY LIVING	3746	718	3.1	19.2	138	782	2.9	20.9	129	*163	2.7	4.4	121	994	3.1	26.5	137
CUISINE	2214	383	1.6	17.3	125	411	1.5	18.6	114	**111	1.8	5.0	140	510	1.6	23.0	119
CYCLE WORLD	2394	375	1.6	15.7	113	495	1.8	20.7	127	**100	1.7	4.2	116	571	1.8	23.9	124
DCI:CREATIVE IDEAS FOR LIV	3068	349	1.5	11.4	82	513	1.9	16.7	103	**62	1.0	2.0	56	591	1.8	19.3	100
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1166	5.0	12.2	88	1829	6.7	19.1	118	306	5.1	3.2	89	1856	5.7	19.4	101
DISCOVER	2277	431	1.9	18.9	136	481	1.8	21.1	130	*172	2.9	7.6	210	567	1.8	24.9	129
EBONY	7187	651	2.8	9.1	65	1004	3.7	14.0	86	*189	3.1	2.6	73	1024	3.2	14.2	74
ESQUIRE	2560	439	1.9	17.1	124	419	1.5	16.4	101	*174	2.9	6.8	189	537	1.7	21.0	109
ESSENCE	3242	249	1.1	7.7	55	509	1.9	15.7	97	**91	1.5	2.8	78	485	1.5	15.0	77
FAMILY CIRCLE	19639	2387	10.3	12.2	88	2934	10.8	14.9	92	515	8.5	2.6	73	3562	11.0	18.1	94
THE FAMILY HANDYMAN	3540	628	2.7	17.7	128	662	2.4	18.7	115	*213	3.5	6.0	168	794	2.5	22.4	116
FAMILY WEEKLY	23924	3503	15.1	14.6	106	3844	14.1	16.1	99	875	14.5	3.7	102	4822	14.9	20.2	104
FIELD & STREAM	9883	1481	6.4	15.0	108	1867	6.9	18.9	116	336	5.6	3.4	95	2237	6.9	22.6	117
FOOD & WINE	1030	*141	0.6	13.7	99	*227	0.8	22.0	136	**42	0.7	4.1	114	234	0.7	22.7	118
FORBES	2679	628	2.7	23.4	169	758	2.8	28.3	174	*158	2.6	5.9	164	945	2.9	35.3	183
FORTUNE	2931	674	2.9	23.0	166	791	2.9	27.0	166	*214	3.6	7.3	203	937	2.9	32.0	166
GENTLEMEN'S QUARTERLY	3481	863	3.7	24.8	179	794	2.9	22.8	140	*185	3.1	5.3	148	1010	3.1	29.0	150
GLAMOUR	7163	1304	5.6	18.2	131	1566	5.7	21.9	135	*295	4.9	4.1	115	1819	5.6	25.4	132
GOLF DIGEST	2355	582	2.5	24.7	178	770	2.8	32.7	201	273	4.5	11.6	323	712	2.2	30.2	157
GOLF DIGEST/TENNIS (GROSS)	3610	811	3.5	22.5	162	1113	4.1	30.8	190	374	6.2	10.4	288	1097	3.4	30.4	157
GOLF MAGAZINE	2046	489	2.1	23.9	172	661	2.4	32.3	199	*209	3.5	10.2	284	629	1.9	30.7	159
GOLF MAGAZINE/SKI (GROSS)	3547	828	3.6	23.3	168	982	3.6	27.7	171	347	5.8	9.8	272	1017	3.1	28.7	148
GOOD HOUSEKEEPING	20353	2689	11.6	13.2	95	3442	12.6	16.9	104	517	8.6	2.5	71	4036	12.5	19.8	103
HARPER'S BAZAAR	3362	543	2.3	16.2	116	616	2.3	18.3	113	**155	2.6	4.6	128	765	2.4	22.8	118
HEALTH	2987	435	1.9	14.6	105	459	1.7	15.4	95	**111	1.8	3.7	103	615	1.9	20.6	107
HEARST MAG CORP. BUY (GROSS)	67928	10732	46.1	15.8	114	12987	47.7	19.1	118	2662	44.2	3.9	109	15277	47.2	22.5	116
HEARST MAN POWER (GROSS)	11282	1986	8.5	17.6	127	2272	8.3	20.1	124	573	9.5	5.1	141	2718	8.4	24.1	125
HEARST WOMAN POWER (GROSS)	40514	6067	26.1	15.0	108	7409	27.2	18.3	113	1288	21.4	3.2	89	8744	27.0	21.6	112
HOUSE BEAUTIFUL	4885	765	3.3	15.7	113	996	3.7	20.4	126	*248	4.1	5.1	141	1066	3.3	21.8	113
INC.	1308	321	1.4	24.5	177	348	1.3	26.6	164	**79	1.3	6.0	168	460	1.4	35.2	182
JET	6498	766	3.3	11.8	85	1066	3.9	16.4	101	*197	3.3	3.0	84	1044	3.2	16.1	83
LADIES' HOME JOURNAL	14797	2022	8.7	13.7	99	2578	9.5	17.4	107	405	6.7	2.7	76	2989	9.2	20.2	105
LHJ FAMILY GRP COMBO(GROSS)	21743	3100	13.3	14.3	103	3900	14.3	17.9	110	745	12.4	3.4	95	4528	14.0	20.8	108
LIFE	9881	1785	7.7	18.1	130	1914	7.0	19.4	119	616	10.2	6.2	174	2345	7.2	23.7	123
L.A. TIMES HOME MAGAZINE	2775	510	2.2	18.4	133	633	2.3	22.8	140	*162	2.7	5.8	163	797	2.5	28.7	149
MADEMOISELLE	4219	833	3.6	19.7	142	819	3.0	19.4	120	**179	3.0	4.2	118	1058	3.3	25.1	130
MC CALL'S	16422	2229	9.6	13.6	98	3119	11.5	19.0	117	639	10.6	3.9	108	3340	10.3	20.3	105
MC CALL'S/WRK MOTHER (GROSS)	17919	2412	10.4	13.5	97	3419	12.6	19.1	118	685	11.4	3.8	106	3687	11.4	20.6	107
MECHANIX ILLUSTRATED	4433	697	3.0	15.7	113	1022	3.8	23.1	142	*197	3.3	4.4	124	1114	3.4	25.1	130
METROPOLITAN HOME	1504	*182	0.8	12.1	87	283	1.0	18.8	116	**50	0.8	3.3	93	332	1.0	22.1	114
MONEY	4723	1074	4.6	22.7	164	1175	4.3	24.9	153	276	4.6	5.8	163	1366	4.2	28.9	150
MOTHER EARTH NEWS	2325	526	2.3	22.6	163	705	2.6	30.3	187	**154	2.6	6.6	184	788	2.4	33.9	176
MS.	1189	*177	0.8	14.9	107	260	1.0	21.9	135	**76	1.3	6.4	178	291	0.9	24.5	127
NATIONAL ENQUIRER	18892	2566	11.0	13.6	98	3036	11.1	16.1	99	572	9.5	3.0	84	3545	10.9	18.8	97
NATIONAL GEOGRAPHIC	22129	3506	15.1	15.8	114	4458	16.4	20.1	124	946	15.7	4.3	119	5193	16.0	23.5	122
NATIONAL SUNDAY MAGAZINE PKG	103750	15765	67.8	15.2	110	18538	68.1	17.9	110	4332	71.9	4.2	116	21894	67.6	21.1	109
NATURAL HISTORY	1379	*194	0.8	14.1	101	*373	1.4	27.0	167	**93	1.5	6.7	188	381	1.2	27.6	143
NEW WOMAN	2289	329	1.4	14.4	104	497	1.8	21.7	134	**115	1.9	5.0	140	575	1.8	25.1	130
NEW YORK INCLUDING CUE	1088	*176	0.8	16.2	117	*217	0.8	19.9	123	**43	0.7	4.0	110	245	0.8	22.5	117
THE NEW YORKER	2459	501	2.2	20.4	147	605	2.2	24.6	152	**137	2.3	5.6	155	728	2.2	29.6	153
NEWSWEEK	16527	3129	13.4	18.9	136	3421	12.6	20.7	127	804	13.3	4.9	135	4077	12.6	24.7	128
THE N.Y. TIMES DAILY EDITION	2739	498	2.1	18.2	131	411	1.5	15.0	92	*202	3.4	7.4	205	581	1.8	21.2	110
THE N.Y. TIMES MAGAZINE	4443	881	3.8	19.8	143	651	2.4	14.7	90	301	5.0	6.8	189	974	3.0	21.9	114
OMNI	2799	672	2.9	24.0	173	682	2.5	24.4	150	*225	3.7	8.0	224	837	2.6	29.9	155
ON CABLE	2209	350	1.5	15.8	114	485	1.8	22.0	135	**107	1.8	4.8	135	561	1.7	25.4	132
1001 HOME IDEAS	3959	642	2.8	16.2	117	864	3.2	21.8	134	*229	3.8	5.8	161	924	2.9	23.3	121
ORGANIC GARDENING	3111	369	1.6	11.9	86	357	1.3	11.5	71	**110	1.8	3.5	98	498	1.5	16.0	83
OUTDOOR LIFE	5024	905	3.9	18.0	130	1096	4.0	21.8	134	*287	4.8	5.7	159	1215	3.8	24.2	125
PARADE MAGAZINE	51292	7962	34.2	15.5	112	9048	33.2	17.6	109	2134	35.4	4.2	116	10742	33.2	20.9	108

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES) - KINDS AND TYPES
(ADULTS)

	TOTAL U.S. '000	BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	23264	100.0	13.9	100	27235	100.0	16.2	100	6024	100.0	3.6	100	32385	100.0	19.3	100
PARENTS	5298	948	4.1	17.9	129	1041	3.8	19.6	121	*116	1.9	2.2	61	1385	4.3	26.1	135
PENTHOUSE	5129	1250	5.4	24.4	176	1106	4.1	21.6	133	287	4.8	5.6	156	1435	4.4	28.0	145
PEOPLE	21070	3793	16.3	18.0	130	4131	15.2	19.6	121	903	15.0	4.3	119	5200	16.1	24.7	128
PLAYBOY	10562	2177	9.4	20.6	149	2474	9.1	23.4	144	651	10.8	6.2	172	2872	8.9	27.2	141
POPULAR HOT RODDING	2498	568	2.4	22.7	164	613	2.3	24.5	151	**188	3.1	7.5	210	640	2.0	25.6	133
POPULAR MECHANICS	5887	943	4.1	16.0	115	1100	4.0	18.7	115	257	4.3	4.4	122	1389	4.3	23.6	122
POPULAR SCIENCE	4317	895	3.8	20.7	149	1018	3.7	23.6	145	*285	4.7	6.6	184	1262	3.9	29.2	151
PREVENTION	5792	578	2.5	10.0	72	783	2.9	13.5	83	*110	1.8	1.9	53	927	2.9	16.0	83
PSYCHOLOGY TODAY	3284	617	2.7	18.8	135	720	2.6	21.9	135	*220	3.7	6.7	187	942	2.9	28.7	149
READER'S DIGEST	40046	5308	22.8	13.3	96	6661	24.5	16.6	102	1225	20.3	3.1	85	7902	24.4	19.7	102
REDBOOK	9584	1369	5.9	14.3	103	1635	6.0	17.1	105	262	4.3	2.7	76	2010	6.2	21.0	109
ROAD & TRACK	2590	777	3.3	30.0	216	802	2.9	31.0	191	*301	5.0	11.6	324	933	2.9	36.0	187
ROLLING STONE	3302	868	3.7	26.3	190	743	2.7	22.5	139	*246	4.1	7.5	207	1074	3.3	32.5	168
RUNNER'S WORLD	1229	*257	1.1	20.9	151	*365	1.3	29.7	183	**116	1.9	9.4	263	324	1.0	26.4	137
SATURDAY EVENING POST	2110	198	0.9	9.4	68	394	1.4	18.7	115	**43	0.7	2.0	57	421	1.3	20.0	103
SCIENCE 84	1543	287	1.2	18.6	134	361	1.3	23.4	144	**97	1.6	6.3	175	415	1.3	26.9	139
SCIENCE DIGEST	1747	386	1.7	22.1	159	354	1.3	20.3	125	**106	1.8	6.1	169	481	1.5	27.5	143
SCIENTIFIC AMERICAN	1994	443	1.9	22.2	160	578	2.1	29.0	179	**157	2.6	7.9	219	662	2.0	33.2	172
SELF	3119	570	2.5	18.3	132	709	2.6	22.7	140	**106	1.8	3.4	95	815	2.5	26.1	135
SEVENTEEN	3923	430	1.8	11.0	79	779	2.9	19.9	122	**84	1.4	2.1	60	960	3.0	24.5	127
SKI	1501	339	1.5	22.6	163	321	1.2	21.4	132	**138	2.3	9.2	256	388	1.2	25.8	134
SMITHSONIAN	5976	1064	4.6	17.8	128	1154	4.2	19.3	119	424	7.0	7.1	198	1463	4.5	24.5	127
SOAP OPERA DIGEST	4228	550	2.4	13.0	94	756	2.8	17.9	110	**90	1.5	2.1	59	920	2.8	21.8	113
SOUTHERN LIVING	6488	817	3.5	12.6	91	1316	4.8	20.3	125	*244	4.1	3.8	105	1265	3.9	19.5	101
SPORT	3500	733	3.2	20.9	151	909	3.3	26.0	160	*216	3.6	6.2	172	956	3.0	27.3	141
THE SPORTING NEWS	2456	521	2.2	21.2	153	670	2.5	27.3	168	**108	1.8	4.4	122	688	2.1	28.0	145
SPORTS AFIELD	3648	657	2.8	18.0	130	818	3.0	22.4	138	*209	3.5	5.7	160	847	2.6	23.2	120
SPORTS ILLUSTRATED	14484	2932	12.6	20.2	146	3453	12.7	23.8	147	893	14.8	6.2	172	3788	11.7	26.2	135
STAR	12661	1615	6.9	12.8	92	1628	6.0	12.9	79	354	5.9	2.8	78	2021	6.2	16.0	83
SUNDAY	52799	8191	35.2	15.5	112	9520	35.0	18.0	111	2200	36.5	4.2	116	11171	34.5	21.2	110
SUNSET	3513	578	2.5	16.5	119	846	3.1	24.1	148	**121	2.0	3.4	96	951	2.9	27.1	140
TV GUIDE	42766	6522	28.0	15.3	110	7250	26.6	17.0	104	1644	27.3	3.8	107	8867	27.4	20.7	107
TENNIS	1254	*229	1.0	18.3	132	*343	1.3	27.4	168	**101	1.7	8.1	224	385	1.2	30.7	159
TIME	22054	3877	16.7	17.6	127	4360	16.0	19.8	122	1215	20.2	5.5	153	5275	16.3	23.9	124
TOWN & COUNTRY	1555	256	1.1	16.5	119	370	1.4	23.8	147	**80	1.3	5.1	143	382	1.2	24.6	127
TRAVEL & LEISURE	2173	402	1.7	18.5	133	470	1.7	21.6	133	*113	1.9	5.2	145	517	1.6	23.8	123
TRUE STORY	4636	546	2.3	11.8	85	722	2.7	15.6	96	**86	1.4	1.9	52	931	2.9	20.1	104
U.S.NEWS & WORLD REPORT	10353	1667	7.2	16.1	116	2107	7.7	20.4	125	511	8.5	4.9	137	2401	7.4	23.2	120
USA TODAY	4994	935	4.0	18.7	135	1222	4.5	24.5	151	331	5.5	6.6	185	1310	4.0	26.2	136
US	3528	699	3.0	19.8	143	729	2.7	20.7	127	*173	2.9	4.9	137	853	2.6	24.2	125
VOGUE	5424	796	3.4	14.7	106	875	3.2	16.1	99	*180	3.0	3.3	92	1053	3.3	19.4	101
WALL STREET JOURNAL	6292	1232	5.3	19.6	141	1490	5.5	23.7	146	479	8.0	7.6	212	1688	5.2	26.8	139
WEIGHT WATCHERS	2762	485	2.1	17.6	127	432	1.6	15.6	96	**59	1.0	2.1	59	620	1.9	22.4	116
WOMAN'S DAY	16320	1898	8.2	11.6	84	2365	8.7	14.5	89	377	6.3	2.3	64	2855	8.8	17.5	91
WORKING MOTHER	1496	*182	0.8	12.2	88	*300	1.1	20.1	123	**46	0.8	3.1	86	347	1.1	23.2	120
WORKING WOMAN	1851	379	1.6	20.5	148	417	1.5	22.5	139	**56	0.9	3.0	84	557	1.7	30.1	156
WORLD TENNIS	580	**107	0.5	18.4	133	*218	0.8	37.6	231	**33	0.5	5.7	158	*209	0.6	36.0	187
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2338	10.0	18.8	136	2718	10.0	21.9	135	988	16.4	8.0	222	3141	9.7	25.3	131
BLAIR INSERTS	91671	14209	61.1	15.5	112	16427	60.3	17.9	110	3995	66.3	4.4	121	19416	60.0	21.2	110
DAILY NEWSPAPERS																	
READ ANY	109190	15994	68.8	14.6	106	18551	68.1	17.0	105	4275	71.0	3.9	109	21919	67.7	20.1	104
READ ONE	89587	12768	54.9	14.3	103	14923	54.8	16.7	103	3391	56.3	3.8	105	17485	54.0	19.5	101
READ TWO OR MORE	19602	3226	13.9	16.5	119	3629	13.3	18.5	114	884	14.7	4.5	126	4434	13.7	22.6	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	16578	71.3	15.1	109	19344	71.0	17.6	109	4506	74.8	4.1	114	23040	71.1	21.0	109
READ ONE	95074	13881	59.7	14.6	105	16347	60.0	17.2	106	3687	61.2	3.9	108	19539	60.3	20.6	106
READ TWO OR MORE	14588	2697	11.6	18.5	133	2997	11.0	20.5	127	818	13.6	5.6	156	3501	10.8	24.0	124
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.59				29.78				30.29				31.03			
30 DAY REACH	149706	20910	89.9	14.0	101	25044	92.0	16.7	103	5555	92.2	3.7	103	29589	91.4	19.8	102
50 SHWG - 30 DAY AV FREQ	15.16	15.91				15.56				15.78				16.22			
30 DAY REACH	142406	20127	86.5	14.1	102	23990	88.1	16.8	104	5335	88.6	3.7	104	28342	87.5	19.9	103
25 SHWG - 30 DAY AV FREQ	8.23	8.46				8.29				8.45				8.71			
30 DAY REACH	131152	18893	81.2	14.4	104	22484	82.6	17.1	106	4987	82.8	3.8	106	26369	81.4	20.1	104
CABLE TV: HOME WIRED	66879	10855	46.7	16.2	117	12147	44.6	18.2	112	3059	50.8	4.6	127	14516	44.8	21.7	112
HOME NOT WIRED	100848	12409	53.3	12.3	89	15088	55.4	15.0	92	2966	49.2	2.9	82	17869	55.2	17.7	92
HAVE PAY CABLE	35024	6566	28.2	18.7	135	7112	26.1	20.3	125	1815	30.1	5.2	144	8469	26.2	24.2	125

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES) - KINDS AND TYPES
(ADULTS)

		BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	23264	100.0	13.9	100	27235	100.0	16.2	100	6024	100.0	3.6	100	32385	100.0	19.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	14686	63.1	15.4	111	16992	62.4	17.8	109	3807	63.2	4.0	111	20446	63.1	21.4	111
10:00 AM - 3:00 PM	63599	9044	38.9	14.2	103	10963	40.3	17.2	106	2502	41.5	3.9	110	12865	39.7	20.2	105
3:00 PM - 7:00 PM	72097	11553	49.7	16.0	116	13357	49.0	18.5	114	2870	47.6	4.0	111	16289	50.3	22.6	117
7:00 PM - MIDNIGHT	36670	5772	24.8	15.7	113	6491	23.8	17.7	109	1416	23.5	3.9	108	7876	24.3	21.5	111
MIDNIGHT - 6:00 AM	21908	3575	15.4	16.3	118	4271	15.7	19.5	120	787	13.1	3.6	100	4941	15.3	22.6	117
6:00 AM - MIDNIGHT	127571	19007	81.7	14.9	107	22204	81.5	17.4	107	4983	82.7	3.9	109	26610	82.2	20.9	108
ENTIRE DAY	129239	19181	82.4	14.8	107	22431	82.4	17.4	107	5026	83.4	3.9	108	26868	83.0	20.8	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	5830	25.1	17.1	124	6443	23.7	18.9	117	1442	23.9	4.2	118	7993	24.7	23.5	122
ALL NEWS	6062	916	3.9	15.1	109	829	3.0	13.7	84	204	3.4	3.4	94	1166	3.6	19.2	100
AOR/PROGRESSIVE	11884	2113	9.1	17.8	128	2134	7.8	18.0	111	625	10.4	5.3	146	2765	8.5	23.3	121
BEAUTIFUL MUSIC	11180	1708	7.3	15.3	110	1943	7.1	17.4	107	616	10.2	5.5	153	2389	7.4	21.4	111
BLACK	4538	499	2.1	11.0	79	620	2.3	13.7	84	*205	3.4	4.5	126	672	2.1	14.8	77
CLASSICAL	3857	742	3.2	19.2	139	736	2.7	19.1	118	*214	3.6	5.5	154	966	3.0	25.0	130
CHR/ROCK	21946	4387	18.9	20.0	144	4302	15.8	19.6	121	940	15.6	4.3	119	5483	16.9	25.0	129
COUNTRY	27262	3775	16.2	13.8	100	5113	18.8	18.8	116	1070	17.8	3.9	109	5652	17.5	20.7	107
GOLDEN OLDIES	3339	428	1.8	12.8	92	529	1.9	15.8	98	*125	2.1	3.7	104	654	2.0	19.6	101
MOR/NOSTALGIA	10346	1276	5.5	12.3	89	1822	6.7	17.6	108	430	7.1	4.2	116	2025	6.3	19.6	101
NEWS/TALK	8929	1087	4.7	12.2	88	1446	5.3	16.2	100	233	3.9	2.6	73	1699	5.2	19.0	99
RELIGIOUS	5488	414	1.8	7.5	54	672	2.5	12.2	75	*138	2.3	2.5	70	726	2.2	13.2	69
SOFT ROCK	1232	*187	0.8	15.2	109	*273	1.0	22.2	136	**18	0.3	1.5	41	*295	0.9	23.9	124
URBAN CONTEMPORARY	3184	370	1.6	11.6	84	401	1.5	12.6	78	**160	2.7	5.0	140	450	1.4	14.1	73
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1509	6.5	21.8	157	1276	4.7	18.5	114	293	4.9	4.2	118	1771	5.5	25.6	133
ABC DIRECTION	5212	790	3.4	15.2	109	818	3.0	15.7	97	*136	2.3	2.6	73	1102	3.4	21.1	110
ABC ENTERTAINMENT	10385	1454	6.3	14.0	101	1952	7.2	18.8	116	377	6.3	3.6	101	2269	7.0	21.8	113
ABC FM	4762	752	3.2	15.8	114	948	3.5	19.9	123	*163	2.7	3.4	95	1095	3.4	23.0	119
ABC INFORMATION	11339	1406	6.0	12.4	89	1989	7.3	17.5	108	370	6.1	3.3	91	2170	6.7	19.1	99
ABC ROCK	4878	903	3.9	18.5	133	675	2.5	13.8	85	*189	3.1	3.9	108	1052	3.2	21.6	112
CBS	10709	1476	6.3	13.8	99	1852	6.8	17.3	107	400	6.6	3.7	104	2174	6.7	20.3	105
MUTUAL	10251	1255	5.4	12.2	88	1666	6.1	16.3	100	359	6.0	3.5	98	1919	5.9	18.7	97
NBC	12243	1471	6.3	12.0	87	1910	7.0	15.6	96	442	7.3	3.6	101	2204	6.8	18.0	93
RADIORADIO	4606	866	3.7	18.8	136	823	3.0	17.9	110	*167	2.8	3.6	101	1140	3.5	24.8	128
RKO ONE	5148	920	4.0	17.9	129	1068	3.9	20.7	128	330	5.5	6.4	178	1163	3.6	22.6	117
RKO TWO	7313	1126	4.8	15.4	111	1418	5.2	19.4	119	408	6.8	5.6	155	1638	5.1	22.4	116
THE SOURCE	5981	1182	5.1	19.8	142	1120	4.1	18.7	115	*244	4.1	4.1	114	1471	4.5	24.6	127
NON-WIRED : BLAIR	19329	2870	12.3	14.8	107	3543	13.0	18.3	113	729	12.1	3.8	105	4140	12.8	21.4	111
INTERNET	27139	4365	18.8	16.1	116	4648	17.1	17.1	105	1128	18.7	4.2	116	5766	17.8	21.2	110
KATZ RADIO GROUP	36319	5754	24.7	15.8	114	6761	24.8	18.6	115	1539	25.5	4.2	118	8073	24.9	22.2	115
SUPERNET	22361	3317	14.3	14.8	107	4033	14.8	18.0	111	1065	17.7	4.8	133	4604	14.2	20.6	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1703	7.3	11.7	84	2041	7.5	14.0	86	471	7.8	3.2	90	2398	7.4	16.5	85
WKDAY 9:00 AM - 1:00 PM	18688	2106	9.1	11.3	81	2339	8.6	12.5	77	513	8.5	2.7	76	2906	9.0	15.6	81
WKDAY 1:00 PM - 4:30 PM	24061	2694	11.6	11.2	81	3055	11.2	12.7	78	632	10.5	2.6	73	3674	11.3	15.3	79
WKDAY 4:30 PM - 7:30 PM	44079	5496	23.6	12.5	90	6318	23.2	14.3	88	1504	25.0	3.4	95	7553	23.3	17.1	89
WKDAY 7:30 PM - 8:00 PM	61979	7704	33.1	12.4	90	9144	33.6	14.8	91	1997	33.2	3.2	90	10864	33.5	17.5	91
WKDAY 11:00 PM - 11:30 PM	49084	6620	28.5	13.5	97	7970	29.3	16.2	100	1777	29.5	3.6	101	9265	28.6	18.9	98
WKDAY 11:30 PM - 1:00 AM	16560	2154	9.3	13.0	94	2743	10.1	16.6	102	668	11.1	4.0	112	3127	9.7	18.9	98
M-SAT 8-11 PM+SUN 7-11 PM	66967	9038	38.8	13.5	97	10489	38.5	15.7	96	2254	37.4	3.4	94	12635	39.0	18.9	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1056	4.5	11.4	82	1171	4.3	12.6	78	141	2.3	1.5	42	1581	4.9	17.1	88
ANOTHER WORLD N	6138	463	2.0	7.5	54	609	2.2	9.9	61	176	2.9	2.9	80	694	2.1	11.3	59
AS THE WORLD TURNS C	7707	973	4.2	12.6	91	1036	3.8	13.4	83	195	3.2	2.5	70	1234	3.8	16.0	83
CAPITOL C	4688	707	3.0	15.1	109	620	2.3	13.2	81	*142	2.4	3.0	84	822	2.5	17.5	91
CBS MORN. NEWS 1 C	2792	347	1.5	12.4	90	483	1.8	17.3	107	*90	1.5	3.2	90	558	1.7	20.0	104
CBS MORN. NEWS 2 C	2071	227	1.0	11.0	79	278	1.0	13.4	83	*48	0.8	2.3	65	342	1.1	16.5	86
DAYS OF OUR LIVES N	8018	850	3.7	10.6	76	1060	3.9	13.2	81	237	3.9	3.0	82	1252	3.9	15.6	81
FACTS OF LIFE - DAYTIME N	3487	372	1.6	10.7	77	356	1.3	10.2	63	*56	0.9	1.6	45	459	1.4	13.2	68
FAMILY FEUD A	4817	532	2.3	11.0	80	562	2.1	11.7	72	154	2.6	3.2	89	711	2.2	14.8	76
GENERAL HOSPITAL A	8333	765	3.3	9.2	66	1038	3.8	12.5	77	183	3.0	2.2	61	1200	3.7	14.4	75
GOOD MORNING, AMERICA-730 A	5472	631	2.7	11.5	83	801	2.9	14.6	90	155	2.6	2.8	79	901	2.8	16.5	85
GOOD MORNING, AMERICA-830 A	3965	404	1.7	10.2	73	535	2.0	13.5	83	*82	1.4	2.1	58	611	1.9	15.4	80
GUIDING LIGHT C	7542	998	4.3	13.2	95	1032	3.8	13.7	84	209	3.5	2.8	77	1250	3.9	16.6	86
ONE LIFE TO LIVE A	6018	598	2.6	9.9	72	755	2.8	12.5	77	161	2.7	2.7	74	896	2.8	14.9	77
PRESS YOUR LUCK C	3589	412	1.8	11.5	83	464	1.7	12.9	80	*104	1.7	2.9	81	608	1.9	16.9	88
PRICE IS RIGHT 1 C	7418	786	3.4	10.6	76	969	3.6	13.1	80	229	3.8	3.1	86	1124	3.5	15.2	78
PRICE IS RIGHT 2 C	8276	964	4.1	11.6	84	1081	4.0	13.1	80	254	4.2	3.1	85	1318	4.1	15.9	82
RYAN'S HOPE A	4358	557	2.4	12.8	92	644	2.4	14.8	91	*130	2.2	3.0	83	836	2.6	19.2	99
SALE OF THE CENTURY N	3749	342	1.5	9.1	66	382	1.4	10.2	63	*81	1.3	2.2	60	435	1.3	11.6	60
SEARCH FOR TOMORROW N	2884	290	1.2	10.1	72	271	1.0	9.4	58	*117	1.9	4.1	113	340	1.0	11.8	61
TODAY SHOW 1 N	4869	587	2.5	12.1	87	644	2.4	13.2	81	261	4.3	5.4	149	765	2.4	15.7	81
TODAY SHOW 2 N	4135	384	1.7	9.3	67	359	1.3	8.7	53	143	2.4	3.5	96	439	1.4	10.6	55
$25,000 PYRAMID C	4361	539	2.3	12.4	89	544	2.0	12.5	77	140	2.3	3.2	89	702	2.2	16.1	83
WHEEL OF FORTUNE N	6187	708	3.0	11.4	83	656	2.4	10.6	65	140	2.3	2.3	63	882	2.7	14.3	74
YOUNG AND THE RESTLESS C	8186	970	4.2	11.8	85	1058	3.9	12.9	80	178	3.0	2.2	61	1235	3.8	15.1	78
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	696	3.0	14.7	106	826	3.0	17.5	108	141	2.3	3.0	83	1042	3.2	22.0	114
NBA PLAYOFF GAME -1 C	5127	812	3.5	15.8	114	1037	3.8	20.2	125	160	2.7	3.1	87	1135	3.5	22.1	115
NBC MAJOR LEAGUE PRE-GAME N	3945	535	2.3	13.6	98	679	2.5	17.2	106	*227	3.8	5.8	160	729	2.3	18.5	96
SPORTSWORLD - SUN N	3370	494	2.1	14.7	106	459	1.7	13.6	84	*127	2.1	3.8	105	585	1.8	17.4	90
SUNDAY MORNING C	4200	542	2.3	12.9	93	774	2.8	18.4	113	*220	3.7	5.2	146	792	2.4	18.9	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES) - KINDS AND TYPES
(ADULTS)

			BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
		TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	23264	100.0	13.9	100	27235	100.0	16.2	100	6024	100.0	3.6	100	32385	100.0	19.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	6095	26.2	11.7	84	7526	27.6	14.4	89	1761	29.2	3.4	94	8789	27.1	16.8	87
NETWORK AFFILIATES - LATE		39164	5063	21.8	12.9	93	6183	22.7	15.8	97	1299	21.6	3.3	92	7175	22.2	18.3	95
INDEPENDENTS - LATE		5133	747	3.2	14.6	105	866	3.2	16.9	104	196	3.3	3.8	106	1002	3.1	19.5	101
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3003	12.9	13.2	95	3309	12.1	14.5	89	701	11.6	3.1	86	4046	12.5	17.7	92
ABC MONDAY NIGHT MOVIE	A	11256	1634	7.0	14.5	105	1867	6.9	16.6	102	448	7.4	4.0	111	2316	7.2	20.6	107
ABC SUNDAY NIGHT MOVIE	A	23600	3312	14.2	14.0	101	3760	13.8	15.9	98	712	11.8	3.0	84	4539	14.0	19.2	100
ABC WORLD NEWS TONIGHT	A	12801	1704	7.3	13.3	96	1819	6.7	14.2	88	500	8.3	3.9	109	2285	7.1	17.9	92
AFTERMASH	C	10966	1614	6.9	14.7	106	1561	5.7	14.2	88	513	8.5	4.7	130	1928	6.0	17.6	91
ALICE	C	17050	2391	10.3	14.0	101	2623	9.6	15.4	95	661	11.0	3.9	108	3338	10.3	19.6	101
AMERICAN PARADE	C	11998	1374	5.9	11.5	83	1901	7.0	15.8	98	458	7.6	3.8	106	2066	6.4	17.2	89
BENSON	A	19258	2185	9.4	11.3	82	2506	9.2	13.0	80	455	7.6	2.4	66	3190	9.9	16.6	86
BLUE THUNDER	A	11478	1359	5.8	11.8	85	1661	6.1	14.5	89	354	5.9	3.1	86	1970	6.1	17.2	89
CAGNEY & LACEY	C	18263	2517	10.8	13.8	99	2823	10.4	15.5	95	702	11.7	3.8	107	3379	10.4	18.5	96
CBS EVENING NEWS-DEAN	C	7733	943	4.1	12.2	88	1208	4.4	15.6	96	405	6.7	5.2	146	1277	3.9	16.5	86
CBS EVENING NEWS-RATHER	C	15653	1838	7.9	11.7	85	2349	8.6	15.0	92	592	9.8	3.8	105	2589	8.0	16.5	86
CBS SAT. NEWS-SCHIEFFER	C	8744	926	4.0	10.6	76	1296	4.8	14.8	91	315	5.2	3.6	100	1410	4.4	16.1	84
CBS SATURDAY NIGHT MOVIE	C	12000	1687	7.3	14.1	101	1777	6.5	14.8	91	357	5.9	3.0	83	2297	7.1	19.1	99
CBS WEDNESDAY NIGHT MOVIE	C	11522	1700	7.3	14.8	106	1823	6.7	15.8	97	359	6.0	3.1	87	2304	7.1	20.0	104
CHEERS	N	16818	2668	11.5	15.9	114	2737	10.0	16.3	100	710	11.8	4.2	118	3506	10.8	20.8	108
DALLAS	C	37510	4677	20.1	12.5	90	5816	21.4	15.5	95	1041	17.3	2.8	77	6881	21.2	18.3	95
DIFF'RENT STROKES	N	11258	1379	5.9	12.2	88	1510	5.5	13.4	83	424	7.0	3.8	105	1734	5.4	15.4	80
DOUBLE TROUBLE	N	12248	1610	6.9	13.1	95	1925	7.1	15.7	97	413	6.9	3.4	94	2375	7.3	19.4	100
DUCK FACTORY	N	11100	1552	6.7	14.0	101	1784	6.6	16.1	99	419	7.0	3.8	105	2114	6.5	19.0	99
DUKES OF HAZZARD	C	12353	1313	5.6	10.6	77	1642	6.0	13.3	82	346	5.7	2.8	78	1949	6.0	15.8	82
DYNASTY	A	33279	4368	18.8	13.1	95	4945	18.2	14.9	92	855	14.2	2.6	72	6058	18.7	18.2	94
FACTS OF LIFE	N	13410	1843	7.9	13.7	99	2023	7.4	15.1	93	419	7.0	3.1	87	2473	7.6	18.4	96
FALCON CREST	C	31093	3937	16.9	12.7	91	4814	17.7	15.5	95	781	13.0	2.5	70	5816	18.0	18.7	97
FALL GUY	A	18649	2488	10.7	13.3	96	2672	9.8	14.3	88	521	8.6	2.8	78	3359	10.4	18.0	93
FAMILY TIES	N	13101	1668	7.2	12.7	92	1806	6.6	13.8	85	342	5.7	2.6	73	2212	6.8	16.9	87
FANTASY ISLAND	A	13069	1540	6.6	11.8	85	2198	8.1	16.8	104	281	4.7	2.2	60	2565	7.9	19.6	102
FOULUPS,BLEEPS & BLUNDERS	A	16588	2585	11.1	15.6	112	2681	9.8	16.2	100	600	10.0	3.6	101	3347	10.3	20.2	105
FOUR SEASONS	C	9302	1290	5.5	13.9	100	1229	4.5	13.2	81	*454	7.5	4.9	136	1561	4.8	16.8	87
GIMME A BREAK	N	13955	1393	6.0	10.0	72	1554	5.7	11.1	69	352	5.8	2.5	70	1891	5.8	13.6	70
HART TO HART	A	15735	2172	9.3	13.8	100	2683	9.9	17.1	105	574	9.5	3.6	102	3102	9.6	19.7	102
HILL STREET BLUES	N	18257	2778	11.9	15.2	110	2897	10.6	15.9	98	804	13.3	4.4	123	3578	11.0	19.6	102
HOTEL	A	24236	2976	12.8	12.3	89	3774	13.9	15.6	96	727	12.1	3.0	84	4295	13.3	17.7	92
JEFFERSONS	C	17010	2215	9.5	13.0	94	2622	9.6	15.4	95	700	11.6	4.1	115	3052	9.4	17.9	93
JENNIFER SLEPT HERE	N	9397	1159	5.0	12.3	89	1360	5.0	14.5	89	373	6.2	4.0	111	1499	4.6	16.0	83
KATE & ALLIE	C	16762	2448	10.5	14.6	105	2698	9.9	16.1	99	495	8.2	3.0	82	3345	10.3	20.0	103
KNIGHT RIDER	N	13164	1982	8.5	15.1	109	2190	8.0	16.6	102	450	7.5	3.4	95	2697	8.3	20.5	106
LOVE BOAT	A	20400	2348	10.1	11.5	83	3034	11.1	14.9	92	425	7.1	2.1	58	3612	11.2	17.7	92
MAGNUM PI	C	22543	3297	14.2	14.6	105	3764	13.8	16.7	103	751	12.5	3.3	93	4460	13.8	19.8	102
MAMA'S FAMILY	N	9852	1091	4.7	11.1	80	1398	5.1	14.2	87	448	7.4	4.5	127	1432	4.4	14.5	75
MASTER, THE	N	8082	1244	5.3	15.4	111	1212	4.5	15.0	92	306	5.1	3.8	105	1595	4.9	19.7	102
MATT HOUSTON	A	12881	1707	7.3	13.3	96	1793	6.6	13.9	86	423	7.0	3.3	91	2365	7.3	18.4	95
NBC MONDAY NIGHT MOVIE	N	23889	3683	15.8	15.4	111	3975	14.6	16.6	102	790	13.1	3.3	92	4907	15.2	20.5	106
NBC NIGHTLY NEWS	N	11156	1353	5.8	12.1	87	1596	5.9	14.3	88	387	6.4	3.5	97	1904	5.9	17.1	88
NBC NIGHTLY NEWS-SAT	N	7363	856	3.7	11.6	84	817	3.0	11.1	68	*262	4.3	3.6	99	1128	3.5	15.3	79
NBC NIGHTLY NEWS-SUN	N	6214	797	3.4	12.8	92	701	2.6	11.3	69	*224	3.7	3.6	100	978	3.0	15.7	82
NBC SUNDAY NIGHT MOVIE	N	17590	2733	11.7	15.5	112	2797	10.3	15.9	98	592	9.8	3.4	94	3713	11.5	21.1	109
NEWHART	C	16740	2389	10.3	14.3	103	2744	10.1	16.4	101	666	11.1	4.0	111	3219	9.9	19.2	100
ONE DAY AT A TIME	C	11820	1499	6.4	12.7	91	1700	6.2	14.4	89	369	6.1	3.1	87	2083	6.4	17.6	91
PEOPLE ARE FUNNY	N	9138	1050	4.5	11.5	83	1210	4.4	13.2	82	421	7.0	4.6	128	1380	4.3	15.1	78
REAL PEOPLE	N	15979	2059	8.9	12.9	93	2290	8.4	14.3	88	532	8.8	3.3	93	2849	8.8	17.8	92
REMINGTON STEELE	N	14395	2028	8.7	14.1	102	2270	8.3	15.8	97	490	8.1	3.4	95	2739	8.5	19.0	99
RIPLEY'S BELIEVE IT - NOT	A	11362	1771	7.6	15.6	112	1884	6.9	16.6	102	490	8.1	4.3	120	2434	7.5	21.4	111
RIPTIDE	N	13920	1842	7.9	13.2	95	1988	7.3	14.3	88	305	5.1	2.2	61	2482	7.7	17.8	92
SCARECROW & MRS. KING	C	17571	2157	9.3	12.3	89	2668	9.8	15.2	94	363	6.0	2.1	58	3140	9.7	17.9	93
SIMON & SIMON	C	20208	2799	12.0	13.9	100	3185	11.7	15.8	97	551	9.1	2.7	76	3820	11.8	18.9	98
60 MINUTES	C	27668	3458	14.9	12.5	90	4339	15.9	15.7	97	1255	20.8	4.5	126	4976	15.4	18.0	93
ST. ELSEWHERE	N	13699	1830	7.9	13.4	96	2154	7.9	15.7	97	495	8.2	3.6	101	2647	8.2	19.3	100
THREE'S COMPANY	A	20632	3061	13.2	14.8	107	3614	13.3	17.5	108	678	11.3	3.3	91	4338	13.4	21.0	109
T.J. HOOKER	A	17136	2066	8.9	12.1	87	2506	9.2	14.6	90	539	8.9	3.1	88	2965	9.2	17.3	90
TONIGHT SHOW	N	4963	670	2.9	13.5	97	752	2.8	15.2	93	222	3.7	4.5	125	910	2.8	18.3	95
TRAPPER JOHN, M.D.	C	16332	2082	8.9	12.7	92	2350	8.6	14.4	89	501	8.3	3.1	85	2824	8.7	17.3	90
TV BLOOPERS & PRAC. JOKES	N	18881	2847	12.2	15.1	109	2960	10.9	15.7	97	758	12.6	4.0	112	3680	11.4	19.5	101
20/20	A	18315	2506	10.8	13.7	99	3047	11.2	16.6	102	632	10.5	3.5	96	3683	11.4	20.1	104
WEBSTER	A	18722	2082	8.9	11.1	80	2436	8.9	13.0	80	483	8.0	2.6	72	3080	9.5	16.5	85
WORLD NEWS - SUN	A	5327	643	2.8	12.1	87	766	2.8	14.4	89	*159	2.6	3.0	83	937	2.9	17.6	91
YELLOW ROSE	N	8370	787	3.4	9.4	68	1216	4.5	14.5	89	*248	4.1	3.0	82	1270	3.9	15.2	79
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4250	18.3	16.4	118	5098	18.7	19.7	121	1366	22.7	5.3	147	5639	17.4	21.8	113
BASKETBALL - COLLEGE GAMES		14468	2788	12.0	19.3	139	3561	13.1	24.6	152	822	13.6	5.7	158	3618	11.2	25.0	130
BASKETBALL - PRO GAMES		12124	2026	8.7	16.7	120	2507	9.2	20.7	127	566	9.4	4.7	130	2745	8.5	22.6	117
BOWLING		9412	1175	5.1	12.5	90	1812	6.7	19.3	119	*360	6.0	3.8	106	1839	5.7	19.5	101
BOXING		15409	2593	11.1	16.8	121	3345	12.3	21.7	134	785	13.0	5.1	142	3600	11.1	23.4	121
FOOTBALL - COLLEGE GAMES		21400	3895	16.7	18.2	131	5260	19.3	24.6	151	1240	20.6	5.8	161	5508	17.0	25.7	133
FOOTBALL - PRO GAMES		35944	7021	30.2	19.5	141	8489	31.2	23.6	145	1904	31.6	5.3	147	9627	29.7	26.8	139
GOLF		9759	1885	8.1	19.3	139	2367	8.7	24.3	149	782	13.0	8.0	223	2497	7.7	25.6	133
POST-SEASON COLL. FOOTBALL		18123	3586	15.4	19.8	143	4878	17.9	26.9	166	1232	20.5	6.8	189	4885	15.1	27.0	140
POST-SEASON PRO FOOTBALL		22091	4345	18.7	19.7	142	5647	20.7	25.6	157	1410	23.4	6.4	178	6095	18.8	27.6	143
TENNIS		6764	1138	4.9	16.8	121	1275	4.7	18.8	116	*308	5.1	4.6	127	1483	4.6	21.9	114
WRESTLING - PROFESSIONAL		9695	1268	5.5	13.1	94	1389	5.1	14.3	88	*401	6.7	4.1	115	1560	4.8	16.1	83

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

	TOTAL	BUDWEISER LIGHT				COORS LIGHT				MICHELOB LIGHT				MILLER LITE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	13423	100.0	8.0	100	8972	100.0	5.3	100	11071	100.0	6.6	100	18919	100.0	11.3	100
MALES	79263	7680	57.2	9.7	121	4724	52.7	6.0	111	5886	53.2	7.4	113	10340	54.7	13.0	116
FEMALES	88464	5742	42.8	6.5	81	4249	47.4	4.8	90	5185	46.8	5.9	89	8579	45.3	9.7	86
18 - 24	28671	3502	26.1	12.2	153	2198	24.5	7.7	143	3057	27.6	10.7	162	3769	19.9	13.1	117
25 - 34	39536	4135	30.8	10.5	131	2934	32.7	7.4	139	3722	33.6	9.4	143	6232	32.9	15.8	140
35 - 44	28978	2157	16.1	7.4	93	1660	18.5	5.7	107	1807	16.3	6.2	94	3637	19.2	12.6	111
45 - 54	22345	1593	11.9	7.1	89	1065	11.9	4.8	89	1063	9.6	4.8	72	2571	13.6	11.5	102
55 - 64	22224	1238	9.2	5.6	70	670	7.5	3.0	56	938	8.5	4.2	64	1706	9.0	7.7	68
65 OR OLDER	25973	797	5.9	3.1	38	447	5.0	1.7	32	484	4.4	1.9	28	1004	5.3	3.9	34
18 - 34	68207	7637	56.9	11.2	140	5132	57.2	7.5	141	6779	61.2	9.9	151	10001	52.9	14.7	130
18 - 49	108058	10584	78.8	9.8	122	7460	83.1	6.9	129	9196	83.1	8.5	129	15037	79.5	13.9	123
25 - 54	90859	7885	58.7	8.7	108	5658	63.1	6.2	116	6592	59.5	7.3	110	12440	65.8	13.7	121
35 - 49	39851	2947	22.0	7.4	92	2328	25.9	5.8	109	2418	21.8	6.1	92	5035	26.6	12.6	112
50 OR OLDER	59669	2838	21.1	4.8	59	1513	16.9	2.5	47	1875	16.9	3.1	48	3883	20.5	6.5	58
GRADUATED COLLEGE	28091	3190	23.8	11.4	142	2215	24.7	7.9	147	2639	23.8	9.4	142	5037	26.6	17.9	159
ATTENDED COLLEGE	28938	2991	22.3	10.3	129	2401	26.8	8.3	155	2777	25.1	9.6	145	4529	23.9	15.7	139
GRADUATED HIGH SCHOOL	65503	4916	36.6	7.5	94	2942	32.8	4.5	84	4052	36.6	6.2	94	7038	37.2	10.7	95
DID NOT GRADUATE HIGH SCHOOL	45195	2326	17.3	5.1	64	1415	15.8	3.1	59	1603	14.5	3.5	54	2316	12.2	5.1	45
EMPLOYED MALES	56429	5993	44.6	10.6	133	3745	41.7	6.6	124	4679	42.3	8.3	126	8666	45.8	15.4	136
EMPLOYED FEMALES	43971	3585	26.7	8.2	102	3083	34.4	7.0	131	3653	33.0	8.3	126	6012	31.8	13.7	121
EMPLOYED FULL-TIME	87773	8437	62.9	9.6	120	6025	67.2	6.9	128	7220	65.2	8.2	125	12991	68.7	14.8	131
EMPLOYED PART-TIME	12627	1141	8.5	9.0	113	803	9.0	6.4	119	1112	10.0	8.8	133	1688	8.9	13.4	119
NOT EMPLOYED	67327	3845	28.6	5.7	71	2145	23.9	3.2	60	2739	24.7	4.1	62	4241	22.4	6.3	56
PROFESSIONAL/MANAGER	25845	2817	21.0	10.9	136	1964	21.9	7.6	142	2332	21.1	9.0	137	4798	25.4	18.6	165
TECH/CLERICAL/SALES	30895	3079	22.9	10.0	125	2476	27.6	8.0	150	2831	25.6	9.2	139	4844	25.6	15.7	139
PRECISION/CRAFT	12629	952	7.1	7.5	94	558	6.2	4.4	83	976	8.8	7.7	117	1630	8.6	12.9	114
OTHER EMPLOYED	31031	2729	20.3	8.8	110	1830	20.4	5.9	110	2193	19.8	7.1	107	3408	18.0	11.0	97
SINGLE	35557	4388	32.7	12.3	154	2587	28.8	7.3	136	4044	36.5	11.4	172	5146	27.2	14.5	128
MARRIED	103585	7189	53.6	6.9	87	5173	57.7	5.0	93	5670	51.2	5.5	83	11404	60.3	11.0	98
DIVORCED/SEPARATED/WIDOWED	28585	1845	13.7	6.5	81	1212	13.5	4.2	79	1357	12.3	4.7	72	2369	12.5	8.3	73
PARENTS	59295	4579	34.1	7.7	96	3639	40.6	6.1	115	3758	33.9	6.3	96	6981	36.9	11.8	104
WHITE	146081	12248	91.2	8.4	105	7767	86.6	5.3	99	9954	89.9	6.8	103	17364	91.8	11.9	105
BLACK	17974	781	5.8	4.3	54	884	9.9	4.9	92	770	7.0	4.3	65	1121	5.9	6.2	55
OTHER	3672	**393	2.9	10.7	134	**321	3.6	8.7	163	**347	3.1	9.4	143	*434	2.3	11.8	105
NORTHEAST-CENSUS	37005	2577	19.2	7.0	87	*230	2.6	0.6	12	2198	19.9	5.9	90	4155	22.0	11.2	100
NORTH CENTRAL	42642	3324	24.8	7.8	97	1830	20.4	4.3	80	3015	27.2	7.1	107	6739	35.6	15.8	140
SOUTH	56777	3538	26.4	6.2	78	3633	40.5	6.4	120	3422	30.9	6.0	91	4912	26.0	8.7	77
WEST	31303	3984	29.7	12.7	159	3280	36.6	10.5	196	2437	22.0	7.8	118	3113	16.5	9.9	88
NORTHEAST-MKTG.	38125	2804	20.9	7.4	92	368	4.1	1.0	18	2481	22.4	6.5	99	4230	22.4	11.1	98
EAST CENTRAL	24794	1591	11.9	6.4	80	*380	4.2	1.5	29	1993	18.0	8.0	122	3511	18.6	14.2	126
WEST CENTRAL	28511	2351	17.5	8.2	103	1974	22.0	6.9	129	1664	15.0	5.8	88	4299	22.7	15.1	134
SOUTH	48953	3208	23.9	6.6	82	3569	39.8	7.3	136	2797	25.3	5.7	87	4512	23.8	9.2	82
PACIFIC	27344	3469	25.8	12.7	159	2681	29.9	9.8	183	2137	19.3	7.8	118	2368	12.5	8.7	77
COUNTY SIZE A	69301	5879	43.8	8.5	106	3615	40.3	5.2	98	5259	47.5	7.6	115	7855	41.5	11.3	100
COUNTY SIZE B	50633	3998	29.8	7.9	99	2510	28.0	5.0	93	3462	31.3	6.8	104	6124	32.4	12.1	107
COUNTY SIZE C	26259	2015	15.0	7.7	96	1613	18.0	6.1	115	1411	12.7	5.4	81	2626	13.9	10.0	89
COUNTY SIZE D	21534	1531	11.4	7.1	89	1234	13.8	5.7	107	939	8.5	4.4	66	2314	12.2	10.7	95
METRO CENTRAL CITY	50014	4204	31.3	8.4	105	3219	35.9	6.4	120	3479	31.4	7.0	105	5572	29.5	11.1	99
METRO SUBURBAN	76832	6370	47.5	8.3	104	3410	38.0	4.4	83	5338	48.2	6.9	105	9424	49.8	12.3	109
NON METRO	40881	2849	21.2	7.0	87	2343	26.1	5.7	107	2255	20.4	5.5	84	3923	20.7	9.6	85
TOP 5 ADI'S	39550	3588	26.7	9.1	113	1785	19.9	4.5	84	2744	24.8	6.9	105	3946	20.9	10.0	88
TOP 10 ADI'S	54877	4561	34.0	8.3	104	2437	27.2	4.4	83	3761	34.0	6.9	104	5924	31.3	10.8	96
TOP 20 ADI'S	77516	6469	48.2	8.3	104	3662	40.8	4.7	88	5548	50.1	7.2	108	8568	45.3	11.1	98
HSHLD INC. $50,000 OR MORE	17257	1843	13.7	10.7	133	1253	14.0	7.3	136	1620	14.6	9.4	142	2655	14.0	15.4	136
$40,000 OR MORE	33235	3796	28.3	11.4	143	2447	27.3	7.4	138	3121	28.2	9.4	142	5471	28.9	16.5	146
$30,000 OR MORE	59693	6138	45.7	10.3	128	3679	41.0	6.2	115	4932	44.5	8.3	125	8965	47.4	15.0	133
$25,000 OR MORE	76275	7379	55.0	9.7	121	4610	51.4	6.0	113	6007	54.3	7.9	119	11150	58.9	14.6	130
$20,000 - $24,999	18607	1438	10.7	7.7	97	1190	13.3	6.4	120	1231	11.1	6.6	100	2285	12.1	12.3	109
$15,000 - $19,999	17175	1365	10.2	7.9	99	954	10.6	5.6	104	1429	12.9	8.3	126	1889	10.0	11.0	98
$10,000 - $14,999	24569	1829	13.6	7.4	93	1291	14.4	5.3	98	1207	10.9	4.9	74	1846	9.8	7.5	67
UNDER $10,000	31101	1412	10.5	4.5	57	928	10.3	3.0	56	1198	10.8	3.9	58	1750	9.2	5.6	50
HOUSEHOLD OF 1 PERSON	19441	1243	9.3	6.4	80	959	10.7	4.9	92	1076	9.7	5.5	84	1698	9.0	8.7	77
2 PEOPLE	51803	4377	32.6	8.4	106	2694	30.0	5.2	97	3174	28.7	6.1	93	5689	30.1	11.0	97
3 OR 4 PEOPLE	66933	5473	40.8	8.2	102	3615	40.3	5.4	101	4666	42.1	7.0	106	8345	44.1	12.5	111
5 OR MORE PEOPLE	29550	2330	17.4	7.9	99	1704	19.0	5.8	108	2154	19.5	7.3	110	3188	16.9	10.8	96
NO CHILD IN HSHLD	96587	7592	56.6	7.9	98	4693	52.3	4.9	91	6186	55.9	6.4	97	10684	56.5	11.1	98
CHILD(REN) UNDER 2 YRS	10844	763	5.7	7.0	88	546	6.1	5.0	94	624	5.6	5.8	87	1126	6.0	10.4	92
2 - 5 YEARS	26358	2117	15.8	8.0	100	1802	20.1	6.8	128	1769	16.0	6.7	102	3033	16.0	11.5	102
6 - 11 YEARS	30453	2227	16.6	7.3	91	1746	19.5	5.7	107	1878	17.0	6.2	93	3360	17.8	11.0	98
12 - 17 YEARS	36575	2926	21.8	8.0	100	2071	23.1	5.7	106	2504	22.6	6.8	104	4056	21.4	11.1	98
RESIDENCE OWNED	117770	8547	63.7	7.3	91	5704	63.6	4.8	91	7119	64.3	6.0	92	13186	69.7	11.2	99
VALUE: $50,000 OR MORE	70166	5739	42.8	8.2	102	3469	38.7	4.9	92	4866	44.0	6.9	105	8770	46.4	12.5	111
VALUE: UNDER $50,000	47604	2808	20.9	5.9	74	2235	24.9	4.7	88	2253	20.4	4.7	72	4416	23.3	9.3	82

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

		TOTAL U.S. '000	BUDWEISER LIGHT				COORS LIGHT				MICHELOB LIGHT				MILLER LITE			
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	13423	100.0	8.0	100	8972	100.0	5.3	100	11071	100.0	6.6	100	18919	100.0	11.3	100
MAGAZINES	QUINTILE 1	34022	3470	25.9	10.2	127	2510	28.0	7.4	138	3184	28.8	9.4	142	5307	28.1	15.6	138
	QUINTILE 2	34800	3356	25.0	9.6	121	1963	21.9	5.6	105	2949	26.6	8.5	128	4396	23.2	12.6	112
	QUINTILE 3	30514	2314	17.2	7.6	95	1605	17.9	5.3	98	1921	17.4	6.3	95	3741	19.8	12.3	109
	QUINTILE 4	33324	2317	17.3	7.0	87	1702	19.0	5.1	95	1824	16.5	5.5	83	3383	17.9	10.2	90
	QUINTILE 5	35066	1966	14.6	5.6	70	1192	13.3	3.4	64	1193	10.8	3.4	52	2093	11.1	6.0	53
NEWSPAPERS	QUINTILE 1	29107	2686	20.0	9.2	115	1477	16.5	5.1	95	2368	21.4	8.1	123	4301	22.7	14.8	131
	QUINTILE 2	49095	4158	31.0	8.5	106	2654	29.6	5.4	101	3207	29.0	6.5	99	5721	30.2	11.7	103
	QUINTILE 3	23107	2003	14.9	8.7	108	1316	14.7	5.7	106	1781	16.1	7.7	117	2654	14.0	11.5	102
	QUINTILE 4	33556	2416	18.0	7.2	90	1817	20.3	5.4	101	2135	19.3	6.4	96	3968	21.0	11.8	105
	QUINTILE 5	32863	2160	16.1	6.6	82	1707	19.0	5.2	97	1580	14.3	4.8	73	2275	12.0	6.9	61
OUTDOOR	QUINTILE 1	33431	3205	23.9	9.6	120	2211	24.6	6.6	124	2760	24.9	8.3	125	4505	23.8	13.5	119
	QUINTILE 2	33478	2825	21.0	8.4	105	2271	25.3	6.8	127	2720	24.6	8.1	123	4489	23.7	13.4	119
	QUINTILE 3	33574	2513	18.7	7.5	94	1542	17.2	4.6	86	1944	17.6	5.8	88	3664	19.4	10.9	97
	QUINTILE 4	33935	2519	18.8	7.4	93	1560	17.4	4.6	86	2089	18.9	6.2	93	3582	18.9	10.6	94
	QUINTILE 5	33310	2361	17.6	7.1	89	1389	15.5	4.2	78	1558	14.1	4.7	71	2680	14.2	8.0	71
RADIO-DRIVE	QUINTILE 1	33136	2708	20.2	8.2	102	1862	20.8	5.6	105	2140	19.3	6.5	98	4126	21.8	12.5	110
TIME	QUINTILE 2	31658	2748	20.5	8.7	108	1660	18.5	5.2	98	2216	20.0	7.0	106	3987	21.1	12.6	112
	QUINTILE 3	32541	2985	22.2	9.2	115	1928	21.5	5.9	111	2565	23.2	7.9	119	4140	21.9	12.7	113
	QUINTILE 4	34247	2716	20.2	7.9	99	1893	21.1	5.5	103	2307	20.8	6.7	102	3735	19.7	10.9	97
	QUINTILE 5	36144	2266	16.9	6.3	78	1628	18.1	4.5	84	1844	16.7	5.1	77	2932	15.5	8.1	72
RADIO-MID-	TERCILE 1	45037	3762	28.0	8.4	104	2409	26.9	5.3	100	3079	27.8	6.8	104	5299	28.0	11.8	104
DAY	TERCILE 2	44819	3790	28.2	8.5	106	2495	27.8	5.6	104	3122	28.2	7.0	106	5141	27.2	11.5	102
	TERCILE 3	77872	5872	43.7	7.5	94	4068	45.3	5.2	98	4870	44.0	6.3	95	8479	44.8	10.9	97
RADIO-TOTAL	QUINTILE 1	33763	2915	21.7	8.6	108	2035	22.7	6.0	113	2370	21.4	7.0	106	4093	21.6	12.1	107
	QUINTILE 2	33240	2716	20.2	8.2	102	1700	18.9	5.1	96	2262	20.4	6.8	103	4075	21.5	12.3	109
	QUINTILE 3	33408	2840	21.2	8.5	106	1778	19.8	5.3	99	2492	22.5	7.5	113	4234	22.4	12.7	112
	QUINTILE 4	34792	2838	21.1	8.2	102	1984	22.1	5.7	107	2369	21.4	6.8	103	3816	20.2	11.0	97
	QUINTILE 5	32524	2114	15.7	6.5	81	1476	16.5	4.5	85	1578	14.3	4.9	74	2703	14.3	8.3	74
TV-PRIME	QUINTILE 1	33090	2252	16.8	6.8	85	1324	14.8	4.0	75	1854	16.7	5.6	85	2984	15.8	9.0	80
TIME	QUINTILE 2	33357	2752	20.5	8.3	103	1506	16.8	4.5	84	2170	19.6	6.5	99	3983	21.1	11.9	106
	QUINTILE 3	33980	3076	22.9	9.1	113	2142	23.9	6.3	118	2520	22.8	7.4	112	4338	22.9	12.8	113
	QUINTILE 4	33854	2946	21.9	8.7	109	2188	24.4	6.5	121	2377	21.5	7.0	106	3958	20.9	11.7	104
	QUINTILE 5	33444	2397	17.9	7.2	90	1813	20.2	5.4	101	2150	19.4	6.4	97	3657	19.3	10.9	97
TV-DAYTIME	TERCILE 1	49121	3454	25.7	7.0	88	2243	25.0	4.6	85	2774	25.1	5.6	86	4186	22.1	8.5	76
	TERCILE 2	48823	3831	28.5	7.8	98	2606	29.0	5.3	100	2936	26.5	6.0	91	5765	30.5	11.8	105
	TERCILE 3	69782	6137	45.7	8.8	110	4124	46.0	5.9	110	5361	48.4	7.7	116	8969	47.4	12.9	114
TV-TOTAL	QUINTILE 1	33584	2325	17.3	6.9	87	1348	15.0	4.0	75	1699	15.3	5.1	77	2850	15.1	8.5	75
	QUINTILE 2	33441	2341	17.4	7.0	87	1790	20.0	5.4	100	1948	17.6	5.8	88	3562	18.8	10.7	94
	QUINTILE 3	33505	3104	23.1	9.3	116	1712	19.1	5.1	96	2588	23.4	7.7	117	3987	21.1	11.9	105
	QUINTILE 4	33466	3024	22.5	9.0	113	2314	25.8	6.9	129	2585	23.3	7.7	117	4409	23.3	13.2	117
	QUINTILE 5	33731	2628	19.6	7.8	97	1810	20.2	5.4	100	2251	20.3	6.7	101	4111	21.7	12.2	108
MAGAZINES-NEWSPAPERS: DUAL		44503	4646	34.6	10.4	130	2892	32.2	6.5	121	4096	37.0	9.2	139	6591	34.8	14.8	131
MAGAZINE IMPERATIVE		39363	3377	25.2	8.6	107	2492	27.8	6.3	118	3009	27.2	7.6	116	4848	25.6	12.3	109
NEWSPAPER IMPERATIVE		46441	3281	24.4	7.1	88	1971	22.0	4.2	79	2434	22.0	5.2	79	4896	25.9	10.5	93
MAGAZINES-OUTDOOR: DUAL		33726	3506	26.1	10.4	130	2636	29.4	7.8	146	3375	30.5	10.0	152	5291	28.0	15.7	139
MAGAZINE IMPERATIVE		52846	4426	33.0	8.4	105	2675	29.8	5.1	95	3744	33.8	7.1	107	6375	33.7	12.1	107
OUTDOOR IMPERATIVE		52140	3781	28.2	7.3	91	2602	29.0	5.0	93	2858	25.8	5.5	83	5410	28.6	10.4	92
MAGAZINES-RADIO: DUAL		37081	3483	25.9	9.4	117	2417	26.9	6.5	122	3235	29.2	8.7	132	5494	29.0	14.8	131
MAGAZINE IMPERATIVE		49747	4676	34.8	9.4	117	3166	35.3	6.4	119	4045	36.5	8.1	123	6427	34.0	12.9	115
RADIO IMPERATIVE		49205	3445	25.7	7.0	87	2296	25.6	4.7	87	2590	23.4	5.3	80	4874	25.8	9.9	88
MAGAZINES-TELEVISION: DUAL		33103	2784	20.7	8.4	105	1659	18.5	5.0	94	2445	22.1	7.4	112	4142	21.9	12.5	111
MAGAZINE IMPERATIVE		54575	5514	41.1	10.1	126	3796	42.3	7.0	130	4982	45.0	9.1	138	7907	41.8	14.5	128
TELEVISION IMPERATIVE		53249	3376	25.2	6.3	79	2253	25.1	4.2	79	2341	21.1	4.4	67	4310	22.8	8.1	72
NEWSPAPERS-OUTDOOR: DUAL		36255	3635	27.1	10.0	125	2451	27.3	6.8	126	3166	28.6	8.7	132	5148	27.2	14.2	126
NEWSPAPER IMPERATIVE		55591	4314	32.1	7.8	97	2408	26.8	4.3	81	3369	30.4	6.1	92	6247	33.0	11.2	100
OUTDOOR IMPERATIVE		48319	3765	28.0	7.8	97	2838	31.6	5.9	110	3168	28.6	6.6	99	5437	28.7	11.3	100
NEWSPAPERS-RADIO: DUAL		37242	3178	23.7	8.5	107	1866	20.8	5.0	94	2721	24.6	7.3	111	5055	26.7	13.6	120
NEWSPAPER IMPERATIVE		54423	4796	35.7	8.8	110	2995	33.4	5.5	103	3914	35.4	7.2	109	6578	34.8	12.1	107
RADIO IMPERATIVE		46650	3572	26.6	7.7	96	2743	30.6	5.9	110	3094	27.9	6.6	100	5116	27.0	11.0	97
NEWSPAPERS-TELEVISION: DUAL		35974	2682	20.0	7.5	93	1761	19.6	4.9	92	2494	22.5	6.9	105	4258	22.5	11.8	105
NEWSPAPER IMPERATIVE		56095	5357	39.9	9.5	119	3186	35.5	5.7	106	4250	38.4	7.6	115	7578	40.1	13.5	120
TELEVISION IMPERATIVE		47170	3497	26.1	7.4	93	2294	25.6	4.9	91	2490	22.5	5.3	80	4059	21.5	8.6	76
OUTDOOR-RADIO: DUAL		33748	2862	21.3	8.5	106	2016	22.5	6.0	112	2645	23.9	7.8	119	4524	23.9	13.4	119
OUTDOOR IMPERATIVE		52785	4621	34.4	8.8	109	3386	37.7	6.4	120	3862	34.9	7.3	111	6546	34.6	12.4	110
RADIO IMPERATIVE		52882	4203	31.3	7.9	99	2529	28.2	4.8	89	3145	28.4	5.9	90	5708	30.2	10.8	96
OUTDOOR-TELEVISION: DUAL		32030	2536	18.9	7.9	99	1899	21.2	5.9	111	2181	19.7	6.8	103	3796	20.1	11.9	105
OUTDOOR IMPERATIVE		54626	5126	38.2	9.4	117	3583	39.9	6.6	123	4655	42.0	8.5	129	7587	40.1	13.9	123
TELEVISION IMPERATIVE		54874	3840	28.6	7.0	87	2081	23.2	3.8	71	2802	25.3	5.1	77	4678	24.7	8.5	76
RADIO-TELEVISION: DUAL		33386	2724	20.3	8.2	102	1705	19.0	5.1	95	1857	16.8	5.6	84	3836	20.3	11.5	102
RADIO IMPERATIVE		53810	4832	36.0	9.0	112	3179	35.4	5.9	110	4280	38.7	8.0	121	7148	37.8	13.3	118
TELEVISION IMPERATIVE		54023	3803	28.3	7.0	88	2517	28.1	4.7	87	3224	29.1	6.0	90	4952	26.2	9.2	81

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

	TOTAL U.S. '000	BUDWEISER LIGHT A '000	B % DOWN	C % ACROSS	D INDX	COORS LIGHT A '000	B % DOWN	C % ACROSS	D INDX	MICHELOB LIGHT A '000	B % DOWN	C % ACROSS	D INDX	MILLER LITE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	13423	100.0	8.0	100	8972	100.0	5.3	100	11071	100.0	6.6	100	18919	100.0	11.3	100
ATLANTIC MONTHLY	867	**69	0.5	8.0	99	**14	0.2	1.6	30	**57	0.5	6.6	100	**72	0.4	8.3	74
BARRON'S	1580	**176	1.3	11.1	139	**114	1.3	7.2	135	*180	1.6	11.4	173	*191	1.0	12.1	107
BETTER HOMES & GARDENS	22203	1339	10.0	6.0	75	1135	12.7	5.1	96	1500	13.5	6.8	102	2536	13.4	11.4	101
BON APPETIT	3810	*325	2.4	8.5	107	*227	2.5	6.0	111	351	3.2	9.2	140	484	2.6	12.7	113
BUSINESS WEEK	4663	665	5.0	14.3	178	315	3.5	6.8	126	465	4.2	10.0	151	780	4.1	16.7	148
CAR AND DRIVER	3102	467	3.5	15.1	188	*201	2.2	6.5	121	327	3.0	10.5	160	511	2.7	16.5	146
CBS MAGAZINE NETWORK (GROSS)	7311	1051	7.8	14.4	180	756	8.4	10.3	193	828	7.5	11.3	172	1242	6.6	17.0	151
CHANGING TIMES	3400	357	2.7	10.5	131	*165	1.8	4.9	91	245	2.2	7.2	109	568	3.0	16.7	148
COLONIAL HOMES	1796	*146	1.1	8.1	102	**63	0.7	3.5	66	*155	1.4	8.6	131	240	1.3	13.4	118
CONDE NAST MAG. PKG. (GROSS)	19924	1827	13.6	9.2	115	1450	16.2	7.3	136	2183	19.7	11.0	166	2860	15.1	14.4	127
CONSUMERS DIGEST	3125	*197	1.5	6.3	79	*114	1.3	3.6	68	*279	2.5	8.9	135	464	2.5	14.8	132
COSMOPOLITAN	10577	1194	8.9	11.3	141	739	8.2	7.0	131	1203	10.9	11.4	172	1647	8.7	15.6	138
COUNTRY LIVING	3746	358	2.7	9.6	119	*211	2.4	5.6	105	*371	3.4	9.9	150	646	3.4	17.2	153
CUISINE	2214	*234	1.7	10.6	132	*126	1.4	5.7	106	*188	1.7	8.5	129	*264	1.4	11.9	106
CYCLE WORLD	2394	*309	2.3	12.9	161	*180	2.0	7.5	141	*168	1.5	7.0	106	*319	1.7	13.3	118
DCI:CREATIVE IDEAS FOR LIV	3068	**113	0.8	3.7	46	*127	1.4	4.1	77	*167	1.5	5.4	82	389	2.1	12.7	112
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	512	3.8	5.4	67	607	6.8	6.4	119	725	6.5	7.6	115	1215	6.4	12.7	113
DISCOVER	2277	*289	2.2	12.7	159	*150	1.7	6.6	123	*255	2.3	11.2	170	351	1.9	15.4	137
EBONY	7187	368	2.7	5.1	64	378	4.2	5.3	98	446	4.0	6.2	94	572	3.0	8.0	71
ESQUIRE	2560	212	1.6	8.3	103	**114	1.3	4.5	83	*171	1.5	6.7	101	266	1.4	10.4	92
ESSENCE	3242	*138	1.0	4.3	53	*167	1.9	5.2	96	*233	2.1	7.2	109	247	1.3	7.6	68
FAMILY CIRCLE	19639	1194	8.9	6.1	76	828	9.2	4.2	79	1114	10.1	5.7	86	2103	11.1	10.7	95
THE FAMILY HANDYMAN	3540	*299	2.2	8.4	106	*234	2.6	6.6	124	261	2.4	7.4	112	486	2.6	13.7	122
FAMILY WEEKLY	23924	2027	15.1	8.5	106	1261	14.1	5.3	99	1486	13.4	6.2	94	2577	13.6	10.8	95
FIELD & STREAM	9883	1051	7.8	10.6	133	669	7.5	6.8	127	731	6.6	7.4	112	1362	7.2	13.8	122
FOOD & WINE	1030	**105	0.8	10.2	127	**51	0.6	5.0	93	**87	0.8	8.4	128	*115	0.6	11.2	99
FORBES	2679	377	2.8	14.1	176	282	3.1	10.5	197	312	2.8	11.6	176	459	2.4	17.1	152
FORTUNE	2931	471	3.5	16.1	201	243	2.7	8.3	155	320	2.9	10.9	165	521	2.8	17.8	158
GENTLEMEN'S QUARTERLY	3481	488	3.6	14.0	175	*324	3.6	9.3	174	473	4.3	13.6	206	587	3.1	16.9	149
GLAMOUR	7163	715	5.3	10.0	125	604	6.7	8.4	158	817	7.4	11.4	173	1049	5.5	14.6	130
GOLF DIGEST	2355	370	2.8	15.7	196	*217	2.4	9.2	172	302	2.7	12.8	194	497	2.6	21.1	187
GOLF DIGEST/TENNIS (GROSS)	3610	452	3.4	12.5	156	*252	2.8	7.0	130	453	4.1	12.5	190	784	4.1	21.7	193
GOLF MAGAZINE	2046	326	2.4	15.9	199	*218	2.4	10.7	199	289	2.6	14.1	214	473	2.5	23.1	205
GOLF MAGAZINE/SKI (GROSS)	3547	534	4.0	15.1	188	381	4.2	10.7	201	429	3.9	12.1	183	733	3.9	20.7	183
GOOD HOUSEKEEPING	20353	1386	10.3	6.8	85	982	10.9	4.8	90	1353	12.2	6.6	101	2430	12.8	11.9	106
HARPER'S BAZAAR	3362	*293	2.2	8.7	109	*239	2.7	7.1	133	*434	3.9	12.9	196	554	2.9	16.5	146
HEALTH	2987	*233	1.7	7.8	97	**156	1.7	5.2	98	*238	2.1	8.0	121	*332	1.8	11.1	99
HEARST MAG CORP. BUY (GROSS)	67928	5969	44.5	8.8	110	3913	43.6	5.8	108	5867	53.0	8.6	131	9322	49.3	13.7	122
HEARST MAN POWER (GROSS)	11282	1290	9.6	11.4	143	714	8.0	6.3	118	1039	9.4	9.2	140	1566	8.3	13.9	123
HEARST WOMAN POWER (GROSS)	40514	3257	24.3	8.0	100	2250	25.1	5.6	104	3193	28.8	7.9	119	5264	27.8	13.0	115
HOUSE BEAUTIFUL	4885	405	3.0	8.3	104	*292	3.3	6.0	112	451	4.1	9.2	140	623	3.3	12.8	113
INC.	1308	*270	2.0	20.6	258	*149	1.7	11.4	213	*159	1.4	12.2	184	*188	1.0	14.4	127
JET	6498	360	2.7	5.5	69	458	5.1	7.0	132	392	3.5	6.0	91	520	2.7	8.0	71
LADIES' HOME JOURNAL	14797	1018	7.6	6.9	86	783	8.7	5.3	99	1008	9.1	6.8	103	1743	9.2	11.8	104
LHJ FAMILY GRP COMBO(GROSS)	21743	1632	12.2	7.5	94	1148	12.8	5.3	99	1549	14.0	7.1	108	2683	14.2	12.3	109
LIFE	9881	977	7.3	9.9	124	835	9.3	8.5	158	1081	9.8	10.9	166	1433	7.6	14.5	129
L.A. TIMES HOME MAGAZINE	2775	327	2.4	11.8	147	370	4.1	13.3	249	289	2.6	10.4	158	400	2.1	14.4	128
MADEMOISELLE	4219	425	3.2	10.1	126	342	3.8	8.1	152	624	5.6	14.8	224	577	3.0	13.7	121
MC CALL'S	16422	1175	8.8	7.2	89	1074	12.0	6.5	122	1220	11.0	7.4	113	2159	11.4	13.1	117
MC CALL'S/WRK MOTHER (GROSS)	17919	1289	9.6	7.2	90	1178	13.1	6.6	123	1320	11.9	7.4	112	2312	12.2	12.9	114
MECHANIX ILLUSTRATED	4433	425	3.2	9.6	120	*231	2.6	5.2	97	357	3.2	8.1	122	543	2.9	12.2	109
METROPOLITAN HOME	1504	*149	1.1	9.9	124	**74	0.8	4.9	92	**116	1.0	7.7	117	*178	0.9	11.8	105
MONEY	4723	635	4.7	13.4	168	397	4.4	8.4	157	556	5.0	11.8	178	874	4.6	18.5	164
MOTHER EARTH NEWS	2325	*282	2.1	12.1	152	276	3.1	11.9	222	*297	2.7	12.8	194	503	2.7	21.6	192
MS.	1189	*111	0.8	9.3	117	**63	0.7	5.3	99	**130	1.2	10.9	166	207	1.1	17.4	154
NATIONAL ENQUIRER	18892	1386	10.3	7.3	92	958	10.7	5.1	95	1269	11.5	6.7	102	2038	10.8	10.8	96
NATIONAL GEOGRAPHIC	22129	2108	15.7	9.5	119	1514	16.9	6.8	128	1762	15.9	8.0	121	3163	16.7	14.3	127
NATIONAL SUNDAY MAGAZINE PKG	103750	9040	67.3	8.7	109	5665	63.1	5.5	102	7806	70.5	7.5	114	13319	70.4	12.8	114
NATURAL HISTORY	1379	**177	1.3	12.8	160	**144	1.6	10.4	195	**158	1.4	11.5	174	*246	1.3	17.8	158
NEW WOMAN	2289	*150	1.1	6.6	82	*231	2.6	10.1	189	*239	2.2	10.4	158	301	1.6	13.1	117
NEW YORK INCLUDING CUE	1088	*110	0.8	10.1	126	**27	0.3	2.5	46	**73	0.7	6.7	102	*155	0.8	14.2	126
THE NEW YORKER	2459	265	2.0	10.8	135	*151	1.7	6.1	115	284	2.6	11.5	175	470	2.5	19.1	169
NEWSWEEK	16527	1780	13.3	10.8	135	1208	13.5	7.3	137	1550	14.0	9.4	142	2539	13.4	15.4	136
THE N.Y. TIMES DAILY EDITION	2739	281	2.1	10.3	128	**68	0.8	2.5	46	260	2.3	9.5	144	428	2.3	15.6	139
THE N.Y. TIMES MAGAZINE	4443	534	4.0	12.0	150	**117	1.3	2.6	49	479	4.3	10.8	163	664	3.5	14.9	132
OMNI	2799	402	3.0	14.4	179	*219	2.4	7.8	146	346	3.1	12.4	187	468	2.5	16.7	148
ON CABLE	2209	*180	1.3	8.1	102	**47	0.5	2.1	40	*155	1.4	7.0	106	429	2.3	19.4	172
1001 HOME IDEAS	3959	381	2.8	9.6	120	*210	2.3	5.3	99	*303	2.7	7.7	116	607	3.2	15.3	136
ORGANIC GARDENING	3111	*255	1.9	8.2	102	*98	1.1	3.2	59	*144	1.3	4.6	70	304	1.6	9.8	87
OUTDOOR LIFE	5024	515	3.8	10.3	128	338	3.8	6.7	126	455	4.1	9.1	137	818	4.3	16.3	144
PARADE MAGAZINE	51292	4712	35.1	9.2	115	2781	31.0	5.4	101	3814	34.5	7.4	113	6699	35.4	13.1	116

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

	TOTAL	BUDWEISER LIGHT				COORS LIGHT				MICHELOB LIGHT				MILLER LITE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	13423	100.0	8.0	100	8972	100.0	5.3	100	11071	100.0	6.6	100	18919	100.0	11.3	100
PARENTS	5298	546	4.1	10.3	129	373	4.2	7.0	132	443	4.0	8.4	127	790	4.2	14.9	132
PENTHOUSE	5129	750	5.6	14.6	183	383	4.3	7.5	140	632	5.7	12.3	187	700	3.7	13.6	121
PEOPLE	21070	2112	15.7	10.0	125	1343	15.0	6.4	119	2123	19.2	10.1	153	3114	16.5	14.8	131
PLAYBOY	10562	1470	11.0	13.9	174	815	9.1	7.7	144	1145	10.3	10.8	164	1702	9.0	16.1	143
POPULAR HOT RODDING	2498	*418	3.1	16.7	209	**220	2.5	8.8	165	*307	2.8	12.3	186	370	2.0	14.8	131
POPULAR MECHANICS	5887	680	5.1	11.6	144	320	3.6	5.4	102	516	4.7	8.8	133	779	4.1	13.2	117
POPULAR SCIENCE	4317	675	5.0	15.6	195	331	3.7	7.7	143	391	3.5	9.1	137	685	3.6	15.9	141
PREVENTION	5792	337	2.5	5.8	73	*156	1.7	2.7	50	347	3.1	6.0	91	547	2.9	9.4	84
PSYCHOLOGY TODAY	3284	321	2.4	9.8	122	*197	2.2	6.0	112	357	3.2	10.9	165	587	3.1	17.9	158
READER'S DIGEST	40046	2932	21.8	7.3	91	2267	25.3	5.7	106	2584	23.3	6.5	98	4432	23.4	11.1	98
REDBOOK	9584	676	5.0	7.1	88	528	5.9	5.5	103	637	5.8	6.6	101	1187	6.3	12.4	110
ROAD & TRACK	2590	464	3.5	17.9	224	*394	4.4	15.2	284	413	3.7	15.9	242	515	2.7	19.9	176
ROLLING STONE	3302	491	3.7	14.9	186	380	4.2	11.5	215	589	5.3	17.8	270	546	2.9	16.5	147
RUNNER'S WORLD	1229	**129	1.0	10.5	131	**67	0.7	5.5	102	**108	1.0	8.8	133	*219	1.2	17.8	158
SATURDAY EVENING POST	2110	*129	1.0	6.1	76	*140	1.6	6.6	124	*139	1.3	6.6	100	*219	1.2	10.4	92
SCIENCE 84	1543	*209	1.6	13.5	169	**145	1.6	9.4	176	*145	1.3	9.4	142	*224	1.2	14.5	129
SCIENCE DIGEST	1747	*250	1.9	14.3	179	*143	1.6	8.2	153	*222	2.0	12.7	193	*209	1.1	12.0	106
SCIENTIFIC AMERICAN	1994	*336	2.5	16.9	211	*165	1.8	8.3	155	*252	2.3	12.6	191	403	2.1	20.2	179
SELF	3119	303	2.3	9.7	121	268	3.0	8.6	161	*293	2.6	9.4	142	521	2.8	16.7	148
SEVENTEEN	3923	*255	1.9	6.5	81	*291	3.2	7.4	139	*349	3.2	8.9	135	438	2.3	11.2	99
SKI	1501	*208	1.5	13.9	173	*163	1.8	10.9	203	*140	1.3	9.3	141	260	1.4	17.3	154
SMITHSONIAN	5976	693	5.2	11.6	145	404	4.5	6.8	126	589	5.3	9.9	149	789	4.2	13.2	117
SOAP OPERA DIGEST	4228	306	2.3	7.2	90	*213	2.4	5.0	94	391	3.5	9.2	140	544	2.9	12.9	114
SOUTHERN LIVING	6488	399	3.0	6.1	77	480	5.3	7.4	138	558	5.0	8.6	130	826	4.4	12.7	113
SPORT	3500	505	3.8	14.4	180	*190	2.1	5.4	101	*350	3.2	10.0	152	574	3.0	16.4	145
THE SPORTING NEWS	2456	*319	2.4	13.0	162	**108	1.2	4.4	82	*235	2.1	9.6	145	443	2.3	18.0	160
SPORTS AFIELD	3648	360	2.7	9.9	123	*252	2.8	6.9	129	300	2.7	8.2	125	577	3.0	15.8	140
SPORTS ILLUSTRATED	14484	1743	13.0	12.0	150	1089	12.1	7.5	141	1462	13.2	10.1	153	2295	12.1	15.8	140
STAR	12661	880	6.6	7.0	87	389	4.3	3.1	57	746	6.7	5.9	89	1324	7.0	10.5	93
SUNDAY	52799	4308	32.1	8.2	102	2349	26.2	4.4	83	4109	37.1	7.8	118	7320	38.7	13.9	123
SUNSET	3513	427	3.2	12.2	152	436	4.9	12.4	232	*154	1.4	4.4	66	431	2.3	12.3	109
TV GUIDE	42766	3496	26.0	8.2	102	2451	27.3	5.7	107	3316	30.0	7.8	117	5344	28.2	12.5	111
TENNIS	1254	**82	0.6	6.5	82	**35	0.4	2.8	52	**151	1.4	12.0	182	*287	1.5	22.9	203
TIME	22054	2041	15.2	9.3	116	1418	15.8	6.4	120	2119	19.1	9.6	146	3456	18.3	15.7	139
TOWN & COUNTRY	1555	**126	0.9	8.1	101	**82	0.9	5.3	99	*124	1.1	8.0	121	291	1.5	18.7	166
TRAVEL & LEISURE	2173	273	2.0	12.6	157	*110	1.2	5.1	95	*165	1.5	7.6	115	385	2.0	17.7	157
TRUE STORY	4636	306	2.3	6.6	82	*189	2.1	4.1	76	*193	1.7	4.2	63	511	2.7	11.0	98
U.S.NEWS & WORLD REPORT	10353	986	7.3	9.5	119	716	8.0	6.9	129	800	7.2	7.7	117	1542	8.2	14.9	132
USA TODAY	4994	513	3.8	10.3	128	363	4.0	7.3	136	491	4.4	9.8	149	838	4.4	16.8	149
US	3528	305	2.3	8.6	108	*253	2.8	7.2	134	372	3.4	10.5	160	524	2.8	14.9	132
VOGUE	5424	384	2.9	7.1	88	*235	2.6	4.3	81	449	4.1	8.3	125	713	3.8	13.1	117
WALL STREET JOURNAL	6292	650	4.8	10.3	129	517	5.8	8.2	154	618	5.6	9.8	149	1048	5.5	16.7	148
WEIGHT WATCHERS	2762	*158	1.2	5.7	71	*225	2.5	8.1	152	*265	2.4	9.6	145	384	2.0	13.9	123
WOMAN'S DAY	16320	941	7.0	5.8	72	677	7.5	4.1	78	897	8.1	5.5	83	1697	9.0	10.4	92
WORKING MOTHER	1496	**114	0.8	7.6	95	**103	1.1	6.9	129	**99	0.9	6.6	100	*153	0.8	10.2	91
WORKING WOMAN	1851	*211	1.6	11.4	142	**133	1.5	7.2	134	*236	2.1	12.7	193	263	1.4	14.2	126
WORLD TENNIS	580	**76	0.6	13.1	164	**33	0.4	5.7	106	**58	0.5	10.0	152	**146	0.8	25.2	223
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1546	11.5	12.5	156	881	9.8	7.1	133	1240	11.2	10.0	151	1915	10.1	15.4	137
BLAIR INSERTS	91671	8036	59.9	8.8	110	4967	55.4	5.4	101	7206	65.1	7.9	119	12175	64.4	13.3	118
DAILY NEWSPAPERS																	
READ ANY	109190	9068	67.6	8.3	104	5733	63.9	5.3	98	7484	67.6	6.9	104	13335	70.5	12.2	108
READ ONE	89587	7275	54.2	8.1	101	4810	53.6	5.4	100	6017	54.3	6.7	102	10397	55.0	11.6	103
READ TWO OR MORE	19602	1793	13.4	9.1	114	924	10.3	4.7	88	1467	13.3	7.5	113	2938	15.5	15.0	133
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9584	71.4	8.7	109	6125	68.3	5.6	104	8092	73.1	7.4	112	13841	73.2	12.6	112
READ ONE	95074	8100	60.3	8.5	106	5377	59.9	5.7	106	6845	61.8	7.2	109	11763	62.2	12.4	110
READ TWO OR MORE	14588	1484	11.1	10.2	127	748	8.3	5.1	96	1247	11.3	8.5	130	2078	11.0	14.2	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.69				30.68				31.74				32.06			
30 DAY REACH	149706	12191	90.8	8.1	102	8246	91.9	5.5	103	10084	91.1	6.7	102	17443	92.2	11.7	103
50 SHWG - 30 DAY AV FREQ	15.16	16.32				16.03				16.28				16.63			
30 DAY REACH	142406	11494	85.6	8.1	101	7925	88.3	5.6	104	9835	88.8	6.9	105	16834	89.0	11.8	105
25 SHWG - 30 DAY AV FREQ	8.23	8.73				8.56				8.76				8.84			
30 DAY REACH	131152	10732	80.0	8.2	102	7404	82.5	5.6	106	9137	82.5	7.0	106	15831	83.7	12.1	107
CABLE TV: HOME WIRED	66879	5707	42.5	8.5	107	4301	47.9	6.4	120	4893	44.2	7.3	111	8930	47.2	13.4	118
HOME NOT WIRED	100848	7716	57.5	7.7	96	4671	52.1	4.6	87	6178	55.8	6.1	93	9989	52.8	9.9	88
HAVE PAY CABLE	35024	3404	25.4	9.7	121	2394	26.7	6.8	128	3184	28.8	9.1	138	5565	29.4	15.9	141

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

	TOTAL U.S.	BUDWEISER LIGHT				COORS LIGHT				MICHELOB LIGHT				MILLER LITE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	13423	100.0	8.0	100	8972	100.0	5.3	100	11071	100.0	6.6	100	18919	100.0	11.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	8385	62.5	8.8	110	5505	61.4	5.8	108	6773	61.2	7.1	107	12347	65.3	12.9	114
10:00 AM - 3:00 PM	63599	5485	40.9	8.6	108	3634	40.5	5.7	107	4356	39.3	6.8	104	7502	39.7	11.8	105
3:00 PM - 7:00 PM	72097	6490	48.3	9.0	112	4568	50.9	6.3	118	5538	50.0	7.7	116	9838	52.0	13.6	121
7:00 PM - MIDNIGHT	36670	3396	25.3	9.3	116	2104	23.5	5.7	107	2804	25.3	7.6	116	4693	24.8	12.8	113
MIDNIGHT - 6:00 AM	21908	2055	15.3	9.4	117	1344	15.0	6.1	115	1569	14.2	7.2	109	2925	15.5	13.4	118
6:00 AM - MIDNIGHT	127571	11028	82.2	8.6	108	7327	81.7	5.7	107	9039	81.6	7.1	107	15821	83.6	12.4	110
ENTIRE DAY	129239	11077	82.5	8.6	107	7399	82.5	5.7	107	9098	82.2	7.0	107	15945	84.3	12.3	109
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3244	24.2	9.5	119	2084	23.2	6.1	115	2662	24.0	7.8	119	4864	25.7	14.3	127
ALL NEWS	6062	486	3.6	8.0	100	*212	2.4	3.5	65	378	3.4	6.2	94	638	3.4	10.5	93
AOR/PROGRESSIVE	11884	1450	10.8	12.2	152	721	8.0	6.1	113	1083	9.8	9.1	138	1619	8.6	13.6	121
BEAUTIFUL MUSIC	11180	1059	7.9	9.5	118	623	6.9	5.6	104	945	8.5	8.5	128	1655	8.7	14.8	131
BLACK	4538	*218	1.6	4.8	60	*230	2.6	5.1	95	330	3.0	7.3	110	451	2.4	9.9	88
CLASSICAL	3857	390	2.9	10.1	126	*216	2.4	5.6	105	348	3.1	9.0	137	512	2.7	13.3	118
CHR/ROCK	21946	2199	16.4	10.0	125	1707	19.0	7.8	145	2327	21.0	10.6	161	3403	18.0	15.5	137
COUNTRY	27262	1917	14.3	7.0	88	1803	20.1	6.6	124	1577	14.2	5.8	88	3244	17.1	11.9	105
GOLDEN OLDIES	3339	338	2.5	10.1	126	*185	2.1	5.5	104	*144	1.3	4.3	65	402	2.1	12.0	107
MOR/NOSTALGIA	10346	847	6.3	8.2	102	520	5.8	5.0	94	730	6.6	7.1	107	1147	6.1	11.1	98
NEWS/TALK	8929	683	5.1	7.6	96	335	3.7	3.8	70	539	4.9	6.0	91	882	4.7	9.9	88
RELIGIOUS	5488	*258	1.9	4.7	59	*251	2.8	4.6	86	*164	1.5	3.0	45	355	1.9	6.5	57
SOFT ROCK	1232	**128	1.0	10.4	130	**76	0.8	6.2	115	**85	0.8	6.9	105	*173	0.9	14.0	124
URBAN CONTEMPORARY	3184	*202	1.5	6.3	79	**149	1.7	4.7	87	*191	1.7	6.0	91	289	1.5	9.1	80
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	709	5.3	10.3	128	347	3.9	5.0	94	729	6.6	10.5	160	1120	5.9	16.2	144
ABC DIRECTION	5212	396	3.0	7.6	95	235	2.6	4.5	84	319	2.9	6.1	93	686	3.6	13.2	117
ABC ENTERTAINMENT	10385	729	5.4	7.0	88	503	5.6	4.8	91	665	6.0	6.4	97	1175	6.2	11.3	100
ABC FM	4762	368	2.7	7.7	97	366	4.1	7.7	144	472	4.3	9.9	150	570	3.0	12.0	106
ABC INFORMATION	11339	851	6.3	7.5	94	661	7.4	5.8	109	577	5.2	5.1	77	1328	7.0	11.7	104
ABC ROCK	4878	453	3.4	9.3	116	*280	3.1	5.7	107	455	4.1	9.3	141	692	3.7	14.2	126
CBS	10709	729	5.4	6.8	85	518	5.8	4.8	90	648	5.9	6.1	92	1230	6.5	11.5	102
MUTUAL	10251	722	5.4	7.0	88	476	5.3	4.6	87	739	6.7	7.2	109	1086	5.7	10.6	94
NBC	12243	956	7.1	7.8	98	563	6.3	4.6	86	645	5.8	5.3	80	1427	7.5	11.7	103
RADIORADIO	4606	432	3.2	9.4	117	*188	2.1	4.1	76	481	4.3	10.4	158	752	4.0	16.3	145
RKO ONE	5148	461	3.4	9.0	112	409	4.6	7.9	149	334	3.0	6.5	98	677	3.6	13.2	117
RKO TWO	7313	651	4.8	8.9	111	509	5.7	7.0	130	528	4.8	7.2	109	995	5.3	13.6	121
THE SOURCE	5981	608	4.5	10.2	127	411	4.6	6.9	128	588	5.3	9.8	149	876	4.6	14.6	130
NON-WIRED : BLAIR	19329	1526	11.4	7.9	99	1382	15.4	7.1	134	1335	12.1	6.9	105	2379	12.6	12.3	109
INTERNET	27139	2556	19.0	9.4	118	1642	18.3	6.1	113	2173	19.6	8.0	121	3387	17.9	12.5	111
KATZ RADIO GROUP	36319	3327	24.8	9.2	114	2049	22.8	5.6	105	2806	25.3	7.7	117	4647	24.6	12.8	113
SUPERNET	22361	1985	14.8	8.9	111	1324	14.8	5.9	111	1451	13.1	6.5	98	3020	16.0	13.5	120
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1053	7.8	7.2	91	657	7.3	4.5	85	759	6.9	5.2	79	1338	7.1	9.2	82
WKDAY 9:00 AM - 1:00 PM	18688	1213	9.0	6.5	81	827	9.2	4.4	83	1050	9.5	5.6	85	1553	8.2	8.3	74
WKDAY 1:00 PM - 4:30 PM	24061	1576	11.7	6.6	82	1005	11.2	4.2	78	1237	11.2	5.1	78	1984	10.5	8.2	73
WKDAY 4:30 PM - 7:30 PM	44079	3217	24.0	7.3	91	2059	22.9	4.7	87	2487	22.5	5.6	85	4308	22.8	9.8	87
WKDAY 7:30 PM - 8:00 PM	61979	4623	34.4	7.5	93	2980	33.2	4.8	90	3596	32.5	5.8	88	6200	32.8	10.0	89
WKDAY 11:00 PM - 11:30 PM	49084	3606	26.9	7.3	92	2524	28.1	5.1	96	3208	29.0	6.5	99	5444	28.8	11.1	98
WKDAY 11:30 PM - 1:00 AM	16560	1155	8.6	7.0	87	873	9.7	5.3	99	1155	10.4	7.0	106	1887	10.0	11.4	101
M-SAT 8-11 PM+SUN 7-11 PM	66967	5211	38.8	7.8	97	3302	36.8	4.9	92	4306	38.9	6.4	97	7249	38.3	10.8	96
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	675	5.0	7.3	91	469	5.2	5.1	95	607	5.5	6.5	99	795	4.2	8.6	76
ANOTHER WORLD N	6138	258	1.9	4.2	53	195	2.2	3.2	59	205	1.9	3.3	51	395	2.1	6.4	57
AS THE WORLD TURNS C	7707	546	4.1	7.1	89	360	4.0	4.7	87	395	3.6	5.1	78	640	3.4	8.3	74
CAPITOL C	4688	351	2.6	7.5	94	250	2.8	5.3	100	272	2.5	5.8	88	429	2.3	9.2	81
CBS MORN. NEWS 1 C	2792	200	1.5	7.2	90	144	1.6	5.2	96	175	1.6	6.3	95	248	1.3	8.9	79
CBS MORN. NEWS 2 C	2071	150	1.1	7.2	91	*84	0.9	4.1	76	129	1.2	6.2	94	161	0.9	7.8	69
DAYS OF OUR LIVES N	8018	524	3.9	6.5	82	334	3.7	4.2	78	498	4.5	6.2	94	629	3.3	7.8	70
FACTS OF LIFE - DAYTIME N	3487	177	1.3	5.1	63	121	1.3	3.5	65	187	1.7	5.4	81	317	1.7	9.1	81
FAMILY FEUD A	4817	287	2.1	6.0	74	241	2.7	5.0	94	252	2.3	5.2	79	335	1.8	7.0	62
GENERAL HOSPITAL A	8333	544	4.1	6.5	82	284	3.2	3.4	64	394	3.6	4.7	72	591	3.1	7.1	63
GOOD MORNING, AMERICA-730 A	5472	376	2.8	6.9	86	275	3.1	5.0	94	259	2.3	4.7	72	538	2.8	9.8	87
GOOD MORNING, AMERICA-830 A	3965	225	1.7	5.7	71	195	2.2	4.9	92	158	1.4	4.0	60	385	2.0	9.7	86
GUIDING LIGHT C	7542	526	3.9	7.0	87	388	4.3	5.1	96	434	3.9	5.8	87	655	3.5	8.7	77
ONE LIFE TO LIVE A	6018	395	2.9	6.6	82	220	2.5	3.7	68	269	2.4	4.5	68	498	2.6	8.3	73
PRESS YOUR LUCK C	3589	217	1.6	6.0	76	*143	1.6	4.0	74	182	1.6	5.1	77	342	1.8	9.5	84
PRICE IS RIGHT 1 C	7418	455	3.4	6.1	77	358	4.0	4.8	90	399	3.6	5.4	81	679	3.6	9.2	81
PRICE IS RIGHT 2 C	8276	547	4.1	6.6	83	372	4.1	4.5	84	505	4.6	6.1	92	820	4.3	9.9	88
RYAN'S HOPE A	4358	301	2.2	6.9	86	195	2.2	4.5	84	366	3.3	8.4	127	471	2.5	10.8	96
SALE OF THE CENTURY N	3749	207	1.5	5.5	69	99	1.1	2.6	49	207	1.9	5.5	84	272	1.4	7.3	64
SEARCH FOR TOMORROW N	2884	*139	1.0	4.8	60	*107	1.2	3.7	69	*135	1.2	4.7	71	212	1.1	7.4	65
TODAY SHOW 1 N	4869	338	2.5	6.9	87	204	2.3	4.2	78	263	2.4	5.4	82	415	2.2	8.5	76
TODAY SHOW 2 N	4135	209	1.6	5.1	63	115	1.3	2.8	52	210	1.9	5.1	77	305	1.6	7.4	65
$25,000 PYRAMID C	4361	266	2.0	6.1	76	190	2.1	4.4	81	241	2.2	5.5	84	372	2.0	8.5	76
WHEEL OF FORTUNE N	6187	447	3.3	7.2	90	201	2.2	3.2	61	318	2.9	5.1	78	535	2.8	8.6	77
YOUNG AND THE RESTLESS C	8186	515	3.8	6.3	79	391	4.4	4.8	89	422	3.8	5.2	78	644	3.4	7.9	70
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	379	2.8	8.0	100	220	2.5	4.7	87	348	3.1	7.4	112	627	3.3	13.3	118
NBA PLAYOFF GAME -1 C	5127	470	3.5	9.2	115	279	3.1	5.4	102	369	3.3	7.2	109	835	4.4	16.3	144
NBC MAJOR LEAGUE PRE-GAME N	3945	376	2.8	9.5	119	*286	3.2	7.2	136	*201	1.8	5.1	77	354	1.9	9.0	80
SPORTSWORLD - SUN N	3370	214	1.6	6.4	79	*161	1.8	4.8	89	*210	1.9	6.2	94	393	2.1	11.7	103
SUNDAY MORNING C	4200	371	2.8	8.8	110	319	3.6	7.6	142	343	3.1	8.2	124	381	2.0	9.1	80

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LIGHT/LOW CALORIE DOMESTIC BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

		TOTAL U.S. '000	BUDWEISER LIGHT				COORS LIGHT				MICHELOB LIGHT				MILLER LITE			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	13423	100.0	8.0	100	8972	100.0	5.3	100	11071	100.0	6.6	100	18919	100.0	11.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3654	27.2	7.0	87	2333	26.0	4.5	83	2768	25.0	5.3	80	5147	27.2	9.8	87
NETWORK AFFILIATES - LATE		39164	2682	20.0	6.8	86	1914	21.3	4.9	91	2458	22.2	6.3	95	4198	22.2	10.7	95
INDEPENDENTS - LATE		5133	552	4.1	10.8	134	280	3.1	5.5	102	315	2.8	6.1	93	553	2.9	10.8	96
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1617	12.0	7.1	89	1283	14.3	5.6	105	1493	13.5	6.5	99	2180	11.5	9.6	85
ABC MONDAY NIGHT MOVIE	A	11258	1056	7.9	9.4	117	650	7.2	5.8	108	824	7.4	7.3	111	1296	6.9	11.5	102
ABC SUNDAY NIGHT MOVIE	A	23600	1811	13.5	7.7	96	1072	11.9	4.5	85	1660	15.0	7.0	107	2686	14.2	11.4	101
ABC WORLD NEWS TONIGHT	A	12801	985	7.3	7.7	96	636	7.1	5.0	93	661	6.0	5.2	78	1369	7.2	10.7	95
AFTERMASH	C	10966	808	6.0	7.4	92	557	6.2	5.1	95	701	6.3	6.4	97	1171	6.2	10.7	95
ALICE	C	17050	1285	9.6	7.5	94	873	9.7	5.1	96	1041	9.4	6.1	93	1953	10.3	11.5	102
AMERICAN PARADE	C	11998	733	5.5	6.1	76	522	5.8	4.4	81	708	6.4	5.9	89	1136	6.0	9.5	84
BENSON	A	19258	1343	10.0	7.0	87	789	8.8	4.1	77	975	8.8	5.1	77	1771	9.4	9.2	82
BLUE THUNDER	A	11478	877	6.5	7.6	95	537	6.0	4.7	87	678	6.1	5.9	89	1084	5.7	9.4	84
CAGNEY & LACEY	C	18263	1304	9.7	7.1	89	862	9.6	4.7	88	1131	10.2	6.2	94	2038	10.8	11.2	99
CBS EVENING NEWS-DEAN	C	7733	655	4.9	8.5	106	424	4.7	5.5	103	452	4.1	5.8	89	745	3.9	9.6	85
CBS EVENING NEWS-RATHER	C	15653	1096	8.2	7.0	87	660	7.4	4.2	79	863	7.8	5.5	84	1596	8.4	10.2	90
CBS SAT. NEWS-SCHIEFFER	C	8744	659	4.9	7.5	94	390	4.3	4.5	83	506	4.6	5.8	88	813	4.3	9.3	82
CBS SATURDAY NIGHT MOVIE	C	12000	821	6.1	6.8	85	687	7.7	5.7	107	884	8.0	7.4	112	1299	6.9	10.8	96
CBS WEDNESDAY NIGHT MOVIE	C	11522	881	6.6	7.6	96	602	6.7	5.2	98	706	6.4	6.1	93	1370	7.2	11.9	105
CHEERS	N	16818	1371	10.2	8.2	102	1044	11.6	6.2	116	1343	12.1	8.0	121	2021	10.7	12.0	107
DALLAS	C	37510	2579	19.2	6.9	86	1853	20.7	4.9	92	2274	20.5	6.1	92	3813	20.2	10.2	90
DIFF'RENT STROKES	N	11258	746	5.6	6.6	83	574	6.4	5.1	95	708	6.4	6.3	95	992	5.2	8.8	78
DOUBLE TROUBLE	N	12248	954	7.1	7.8	97	651	7.3	5.3	99	863	7.8	7.0	107	1287	6.8	10.5	93
DUCK FACTORY	N	11100	779	5.8	7.0	88	644	7.2	5.8	108	941	8.5	8.5	128	1214	6.4	10.9	97
DUKES OF HAZZARD	C	12353	696	5.2	5.6	70	520	5.8	4.2	79	681	6.2	5.5	84	913	4.8	7.4	66
DYNASTY	A	33279	2479	18.5	7.4	93	1849	20.6	5.6	104	2080	18.8	6.3	95	3472	18.4	10.4	92
FACTS OF LIFE	N	13410	1111	8.3	8.3	104	716	8.0	5.3	100	931	8.4	6.9	105	1374	7.3	10.2	91
FALCON CREST	C	31093	2250	16.8	7.2	90	1412	15.7	4.5	85	2020	18.2	6.5	98	3181	16.8	10.2	91
FALL GUY	A	18649	1425	10.6	7.6	95	996	11.1	5.3	100	1184	10.7	6.3	96	1867	9.9	10.0	89
FAMILY TIES	N	13101	973	7.2	7.4	93	559	6.2	4.3	80	866	7.8	6.6	100	1263	6.7	9.6	85
FANTASY ISLAND	A	13069	951	7.1	7.3	91	542	6.0	4.1	78	756	6.8	5.8	88	1328	7.0	10.2	90
FOULUPS,BLEEPS & BLUNDERS	A	16588	1491	11.1	9.0	112	910	10.1	5.5	103	1148	10.4	6.9	105	1861	9.8	11.2	99
FOUR SEASONS	C	9302	699	5.2	7.5	94	487	5.4	5.2	98	508	4.6	5.5	83	927	4.9	10.0	88
GIMME A BREAK	N	13955	892	6.6	6.4	80	487	5.4	3.5	65	706	6.4	5.1	77	1093	5.8	7.8	69
HART TO HART	A	15735	1327	9.9	8.4	105	991	11.0	6.3	118	1062	9.6	6.7	102	1612	8.5	10.2	91
HILL STREET BLUES	N	18257	1499	11.2	8.2	103	1123	12.5	6.2	115	1608	14.5	8.8	133	2197	11.6	12.0	107
HOTEL	A	24236	1837	13.7	7.6	95	1361	15.2	5.6	105	1536	13.9	6.3	96	2356	12.5	9.7	86
JEFFERSONS	C	17010	1302	9.7	7.7	96	843	9.4	5.0	93	921	8.3	5.4	82	1812	9.6	10.7	94
JENNIFER SLEPT HERE	N	9397	622	4.6	6.6	83	429	4.8	4.6	85	594	5.4	6.3	96	948	5.0	10.1	89
KATE & ALLIE	C	16762	1257	9.4	7.5	94	836	9.3	5.0	93	1094	9.9	6.5	99	2067	10.9	12.3	109
KNIGHT RIDER	N	13164	1165	8.7	8.8	111	674	7.5	5.1	96	919	8.3	7.0	106	1528	8.1	11.6	103
LOVE BOAT	A	20400	1540	11.5	7.5	94	836	9.3	4.1	77	919	8.3	4.5	68	1895	10.0	9.3	82
MAGNUM PI	C	22543	1749	13.0	7.8	97	1215	13.5	5.4	101	1488	13.4	6.6	100	2453	13.0	10.9	96
MAMA'S FAMILY	N	9852	779	5.8	7.9	99	467	5.2	4.7	89	561	5.1	5.7	86	914	4.8	9.3	82
MASTER, THE	N	8082	793	5.9	9.8	123	471	5.2	5.8	109	654	5.9	8.1	123	858	4.5	10.6	94
MATT HOUSTON	A	12881	1036	7.7	8.0	100	671	7.5	5.2	97	670	6.1	5.2	79	1286	6.8	10.0	89
NBC MONDAY NIGHT MOVIE	N	23869	2054	15.3	8.6	107	1242	13.8	5.2	97	1803	16.3	7.5	114	2787	14.7	11.7	103
NBC NIGHTLY NEWS	N	11156	740	5.5	6.6	83	509	5.7	4.6	85	596	5.4	5.3	81	1101	5.8	9.9	87
NBC NIGHTLY NEWS-SAT	N	7363	410	3.1	5.6	70	249	2.8	3.4	63	301	2.7	4.1	62	695	3.7	9.4	84
NBC NIGHTLY NEWS-SUN	N	6214	407	3.0	6.5	82	*193	2.2	3.1	58	318	2.9	5.1	78	669	3.5	10.8	95
NBC SUNDAY NIGHT MOVIE	N	17590	1583	11.8	9.0	112	923	10.3	5.2	98	1266	11.4	7.2	109	2100	11.1	11.9	106
NEWHART	C	16740	1274	9.5	7.6	95	750	8.4	4.5	84	1081	9.8	6.5	98	1993	10.5	11.9	106
ONE DAY AT A TIME	C	11820	797	5.9	6.7	84	611	6.8	5.2	97	709	6.4	6.0	91	1077	5.7	9.1	81
PEOPLE ARE FUNNY	N	9136	742	5.5	8.1	101	454	5.1	5.0	93	502	4.5	5.5	83	818	4.3	9.0	79
REAL PEOPLE	N	15979	1174	8.7	7.3	92	728	8.1	4.6	85	975	8.8	6.1	92	1608	8.5	10.1	89
REMINGTON STEELE	N	14395	1095	8.2	7.6	95	750	8.4	5.2	97	1002	9.1	7.0	105	1805	9.5	12.5	111
RIPLEY'S BELIEVE IT - NOT	A	11362	1023	7.6	9.0	113	643	7.2	5.7	106	771	7.0	6.8	103	1480	7.8	13.0	115
RIPTIDE	N	13920	916	6.8	6.6	82	651	7.3	4.7	87	869	7.8	6.2	95	1446	7.6	10.4	92
SCARECROW & MRS. KING	C	17571	1310	9.8	7.5	93	864	9.6	4.9	92	966	8.7	5.5	83	1751	9.3	10.0	88
SIMON & SIMON	C	20208	1784	13.3	8.8	110	1035	11.5	5.1	96	1363	12.3	6.7	102	1985	10.5	9.8	87
60 MINUTES	C	27668	2129	15.9	7.7	96	1578	17.6	5.7	107	1769	16.0	6.4	97	2775	14.7	10.0	89
ST. ELSEWHERE	N	13699	1071	8.0	7.8	98	729	8.1	5.3	99	999	9.0	7.3	110	1565	8.3	11.4	101
THREE'S COMPANY	A	20632	1995	14.9	9.7	121	1088	12.1	5.3	99	1276	11.5	6.2	94	2352	12.4	11.4	101
T.J. HOOKER	A	17136	1309	9.8	7.6	95	843	9.4	4.9	92	1017	9.2	5.9	90	1576	8.3	9.2	82
TONIGHT SHOW	N	4963	336	2.5	6.8	85	213	2.4	4.3	80	345	3.1	7.0	105	639	3.4	12.9	114
TRAPPER JOHN, M.D.	C	16332	1095	8.2	6.7	84	623	6.9	3.8	71	889	8.0	5.4	82	1692	8.9	10.4	92
TV BLOOPERS & PRAC. JOKES	N	18881	1598	11.9	8.5	106	929	10.4	4.9	92	1215	11.0	6.4	97	2078	11.0	11.0	98
20/20	A	18315	1389	10.3	7.6	95	899	10.0	4.9	92	1004	9.1	5.5	83	2044	10.8	11.2	99
WEBSTER	A	18722	1400	10.4	7.5	93	823	9.2	4.4	82	953	8.6	5.1	77	1725	9.1	9.2	82
WORLD NEWS - SUN	A	5327	344	2.6	6.5	81	*204	2.3	3.8	72	306	2.8	5.7	87	489	2.6	9.2	81
YELLOW ROSE	N	8370	580	4.3	6.9	87	404	4.5	4.8	90	351	3.2	4.2	64	781	4.1	9.3	83
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2424	18.1	9.4	117	1482	16.5	5.7	107	1999	18.1	7.7	117	3672	19.4	14.2	126
BASKETBALL - COLLEGE GAMES		14468	1798	13.4	12.4	155	1027	11.4	7.1	133	1415	12.8	9.8	148	2463	13.0	17.0	151
BASKETBALL - PRO GAMES		12124	1317	9.8	10.9	136	649	7.2	5.4	100	1001	9.0	8.3	125	1682	8.9	13.9	123
BOWLING		9412	842	6.3	8.9	112	*498	5.6	5.3	99	*440	4.0	4.7	71	1068	5.6	11.3	101
BOXING		15409	1574	11.7	10.2	128	817	9.1	5.3	99	1224	11.1	7.9	120	2331	12.3	15.1	134
FOOTBALL - COLLEGE GAMES		21400	2205	16.4	10.3	129	1648	18.4	7.7	144	1924	17.4	9.0	136	3506	18.5	16.4	145
FOOTBALL - PRO GAMES		35944	4183	31.2	11.6	145	2701	30.1	7.5	140	3456	31.2	9.6	146	6106	32.3	17.0	151
GOLF		9759	1156	8.6	11.8	148	963	10.7	9.9	184	931	8.4	9.5	145	1611	8.5	16.5	146
POST-SEASON COLL. FOOTBALL		18123	2072	15.4	11.4	143	1645	18.3	9.1	170	1730	15.6	9.5	145	3202	16.9	17.7	157
POST-SEASON PRO FOOTBALL		22091	2513	18.7	11.4	142	2038	22.7	9.2	172	2366	21.4	10.7	162	4050	21.4	18.3	163
TENNIS		6764	683	5.1	10.1	126	*346	3.9	5.1	96	657	5.9	9.7	147	803	4.2	11.9	105
WRESTLING - PROFESSIONAL		9695	784	5.8	8.1	101	*429	4.8	4.4	83	617	5.6	6.4	96	901	4.8	9.3	82

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REGULAR DOMESTIC BEER (IN CANS OR BOTTLES) (NOT LIGHT/LOW CALORIE)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-16

2A. DO YOU YOURSELF DRINK IT?

(BASE: DRINK CANNED OR
BOTTLED BEER 70856)

	'000	%	UNWEIGHTED
YES	59428	35.4	6779
NO	11428	6.8	1392

IF YOU DO

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
2B. WHAT KINDS DO YOU DRINK?									
BOTTLED	38462	22.9	16637	9.9	15219	9.1	6607	3.9	4267
CANNED	41473	24.7	19648	11.7	13329	7.9	8496	5.1	4747
DO NOT KNOW	1318	.8							138
2C. WHAT TYPES DO YOU DRINK?									
SUPER PREMIUM/PREMIUM	10802	6.4	4979	3.0	2684	1.6	3140	1.9	1218
REGULAR	50030	29.8	44207	26.4	4213	2.5	1610	1.0	5706
DO NOT KNOW	4419	2.6							527
2D. WHICH BRANDS DO YOU DRINK?									
ANDEKER	630	.4	40	*	427	.3	163	.1	70
BALLANTINE	600	.4	15	*	359	.2	226	.1	77
BLATZ	2023	1.2	268	.2	1063	.6	691	.4	258
BUDWEISER	27399	16.3	5475	3.3	15848	9.4	6077	3.6	3060
BUSCH	3394	2.0	258	.2	1852	1.1	1283	.8	384
CARLING BLACK LABEL	1729	1.0	128	.1	1044	.6	557	.3	209
COORS	12945	7.7	1409	.8	7449	4.4	4088	2.4	1381
ERLANGER	770	.5	32	*	376	.2	362	.2	85
FALSTAFF	1372	.8	77	*	920	.5	375	.2	152
GENESEE	3163	1.9	439	.3	1597	1.0	1127	.7	358
GEORGE KILLIAN IRISH RED	994	.6			486	.3	508	.3	114
GOEBEL	1232	.7	87	.1	662	.4	484	.3	148
HAMM'S	2960	1.8	205	.1	1540	.9	1215	.7	315
HEILEMAN	1140	.7	91	.1	501	.3	549	.3	142
HENRY WEINHARD	2737	1.6	86	.1	1675	1.0	976	.6	255
HERMAN JOSEPH'S	459	.3	3	*	220	.1	236	.1	70
IRON CITY	1059	.6	191	.1	584	.3	284	.2	119
LONE STAR	1018	.6	121	.1	529	.3	367	.2	104
LOWENBRAU DARK SPECIAL	2687	1.6	184	.1	1481	.9	1021	.6	278
LOWENBRAU	7190	4.3	221	.1	3926	2.3	3043	1.8	784
MEISTER BRAU	1857	1.1	58	*	987	.6	812	.5	181
MICHELOB DARK CLASSIC	1201	.7	3	*	636	.4	562	.3	110
MICHELOB	19040	11.4	1707	1.0	10991	6.6	6341	3.8	2098
MILLER HIGH LIFE	16186	9.7	2910	1.7	9766	5.8	3510	2.1	1864
MILLER SPECIAL RESERVE	991	.6	74	*	681	.4	236	.1	100
OLD MILWAUKEE	7494	4.5	982	.6	4032	2.4	2480	1.5	842
OLD STYLE	3457	2.1	545	.3	1787	1.1	1125	.7	381
OLYMPIA	2864	1.7	285	.2	1364	.8	1215	.7	322
PABST	6186	3.7	978	.6	3061	1.8	2148	1.3	781
PEARL	602	.4	27	*	346	.2	229	.1	68
PIELS DRAFT	747	.4	30	*	476	.3	241	.1	94
PIELS REGULAR	582	.3	42	*	389	.2	152	.1	82
RAINIER	1177	.7	86	.1	690	.4	400	.2	136
RED, WHITE & BLUE	1532	.9	48	*	886	.5	598	.4	170
RHEINGOLD	610	.4	45	*	291	.2	274	.2	69
ROLLING ROCK	1985	1.2	201	.1	964	.6	820	.5	236
SCHAEFER	1871	1.1	132	.1	921	.5	818	.5	235
SCHLITZ	4513	2.7	474	.3	2451	1.5	1588	.9	542
SCHMIDT SELECT	277	.2	29	*	101	.1	147	.1	30
SCHMIDT'S	2230	1.3	289	.2	1156	.7	786	.5	295
SIGNATURE	877	.5	26	*	494	.3	357	.2	108
SPECIAL EXPORT	810	.5	39	*	450	.3	321	.2	116
STROH'S	7183	4.3	592	.4	4170	2.5	2421	1.4	823
TUBORG GOLD	958	.6	18	*	534	.3	406	.2	114
TUBORG	1049	.6	94	.1	396	.2	559	.3	116
WIEDEMANN	836	.5	68	*	395	.2	374	.2	101
OTHER BRANDS	5052	3.0	662	.4	2410	1.4	1980	1.2	543
DO NOT KNOW	642	.4							79

REGULAR DOMESTIC BEER (NOT LIGHT/LOW CALORIE)
(IN CANS OR BOTTLES) (CONTINUED)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-16

IF YOU DO

2E. ABOUT HOW MANY GLASSES OF REGULAR DOMESTIC BEER (IN CANS OR BOTTLES) DID YOU DRINK IN THE LAST 7 DAYS AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
30 OR MORE	H	2361	1.4	275
20 - 29	H	1302	.8	161
15 - 19	H	2342	1.4	261
10 - 14	H	4970	3.0	553
5 - 9	H	7516	4.5	907
3 - 4	M	9918	5.9	1089
2	M	7989	4.8	951
1	L	7109	4.2	804
NONE	L	15921	9.5	1778

... AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
30 OR MORE	8036	4.8	893
20 - 29	4284	2.6	487
15 - 19	5390	3.2	617
10 - 14	6490	3.9	778
5 - 9	8385	5.0	962
3 - 4	8641	5.2	960
2	6469	3.9	749
1	5141	3.1	560
NONE	6591	3.9	773

REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	59428	100.0	35.4	100	18491	100.0	11.0	100	17907	100.0	10.7	100	23030	100.0	13.7	100
MALES	79263	37779	63.6	47.7	135	14266	77.2	18.0	163	12220	68.2	15.4	144	11294	49.0	14.2	104
FEMALES	88464	21648	36.4	24.5	69	4225	22.8	4.8	43	5687	31.8	6.4	60	11737	51.0	13.3	97
18 - 24	28671	13645	23.0	47.6	134	4890	26.4	17.1	155	3937	22.0	13.7	129	4819	20.9	16.8	122
25 - 34	39536	17416	29.3	44.1	124	5464	29.5	13.8	125	5084	28.4	12.9	120	6869	29.8	17.4	127
35 - 44	28978	10636	17.9	36.7	104	3343	18.1	11.5	105	2870	16.0	9.9	93	4422	19.2	15.3	111
45 - 54	22345	7155	12.0	32.0	90	1842	10.0	8.2	75	2417	13.5	10.8	101	2896	12.6	13.0	94
55 - 64	22224	6136	10.3	27.6	78	1729	9.4	7.8	71	2025	11.3	9.1	85	2383	10.3	10.7	78
65 OR OLDER	25973	4440	7.5	17.1	48	1223	6.6	4.7	43	1575	8.8	6.1	57	1642	7.1	6.3	46
18 - 34	68207	31061	52.3	45.5	129	10354	56.0	15.2	138	9020	50.4	13.2	124	11687	50.7	17.1	125
18 - 49	108058	45417	76.4	42.0	119	14541	78.6	13.5	122	13325	74.4	12.3	116	17551	76.2	16.2	118
25 - 54	90859	35207	59.2	38.7	109	10649	57.6	11.7	106	10370	57.9	11.4	107	14187	61.6	15.6	114
35 - 49	39851	14356	24.2	36.0	102	4187	22.6	10.5	95	4305	24.0	10.8	101	5864	25.5	14.7	107
50 OR OLDER	59669	14011	23.6	23.5	66	3950	21.4	6.6	60	4582	25.6	7.7	72	5479	23.8	9.2	67
GRADUATED COLLEGE	28091	12162	20.5	43.3	122	2542	13.7	9.0	82	4221	23.6	15.0	141	5400	23.4	19.2	140
ATTENDED COLLEGE	28938	11546	19.4	39.9	113	3312	17.9	11.4	104	3250	18.1	11.2	105	4984	21.6	17.2	125
GRADUATED HIGH SCHOOL	65503	23670	39.8	36.1	102	7995	43.2	12.2	111	6676	37.3	10.2	95	8998	39.1	13.7	100
DID NOT GRADUATE HIGH SCHOOL	45195	12050	20.3	26.7	75	4641	25.1	10.3	93	3760	21.0	8.3	78	3649	15.8	8.1	59
EMPLOYED MALES	56429	28952	48.7	51.3	145	10846	58.7	19.2	174	9068	50.6	16.1	151	9038	39.2	16.0	117
EMPLOYED FEMALES	43971	13006	21.9	29.6	83	2120	11.5	4.8	44	3405	19.0	7.7	73	7481	32.5	17.0	124
EMPLOYED FULL-TIME	87773	37189	62.6	42.4	120	11769	63.6	13.4	122	11108	62.0	12.7	119	14312	62.1	16.3	119
EMPLOYED PART-TIME	12627	4769	8.0	37.8	107	1198	6.5	9.5	86	1365	7.6	10.8	101	2206	9.6	17.5	127
NOT EMPLOYED	67327	17470	29.4	25.9	73	5524	29.9	8.2	74	5434	30.3	8.1	76	6512	28.3	9.7	70
PROFESSIONAL/MANAGER	25845	11138	18.7	43.1	122	2425	13.1	9.4	85	3577	20.0	13.8	130	5135	22.3	19.9	145
TECH/CLERICAL/SALES	30895	11699	19.7	37.9	107	2828	15.3	9.2	83	3414	19.1	11.1	104	5457	23.7	17.7	129
PRECISION/CRAFT	12629	6196	10.4	49.1	138	2924	15.8	23.2	210	1741	9.7	13.8	129	1532	6.7	12.1	88
OTHER EMPLOYED	31031	12925	21.7	41.7	118	4790	25.9	15.4	140	3741	20.9	12.1	113	4394	19.1	14.2	103
SINGLE	35557	16818	28.3	47.3	133	6073	32.8	17.1	155	5025	28.1	14.1	132	5720	24.8	16.1	117
MARRIED	103585	34653	58.3	33.5	94	9670	52.3	9.3	85	10468	58.5	10.1	95	14515	63.0	14.0	102
DIVORCED/SEPARATED/WIDOWED	28585	7957	13.4	27.8	79	2748	14.9	9.6	87	2414	13.5	8.4	79	2796	12.1	9.8	71
PARENTS	59295	21588	36.3	36.4	103	6232	33.7	10.5	95	6164	34.4	10.4	97	9192	39.9	15.5	113
WHITE	146081	52771	88.8	36.1	102	15935	86.2	10.9	99	15769	88.1	10.8	101	21067	91.5	14.4	105
BLACK	17974	5391	9.1	30.0	85	2170	11.7	12.1	110	1756	9.8	9.8	92	1465	6.4	8.2	59
OTHER	3672	1266	2.1	34.5	97	*385	2.1	10.5	95	**383	2.1	10.4	98	*498	2.2	13.6	99
NORTHEAST-CENSUS	37005	13556	22.8	36.6	103	3755	20.3	10.1	92	4625	25.8	12.5	117	5176	22.5	14.0	102
NORTH CENTRAL	42642	16502	27.8	38.7	109	5174	28.0	12.1	110	4456	24.9	10.4	98	6873	29.8	16.1	117
SOUTH	56777	16607	27.9	29.2	83	5830	31.5	10.3	93	5254	29.3	9.3	87	5523	24.0	9.7	71
WEST	31303	12762	21.5	40.8	115	3732	20.2	11.9	108	3572	19.9	11.4	107	5459	23.7	17.4	127
NORTHEAST-MKTG.	38125	13777	23.2	36.1	102	3633	19.6	9.5	86	4906	27.4	12.9	121	5238	22.7	13.7	100
EAST CENTRAL	24794	9019	15.2	36.4	103	2798	15.1	11.3	102	2633	14.7	10.6	99	3588	15.6	14.5	105
WEST CENTRAL	28511	11400	19.2	40.0	113	3562	19.3	12.5	113	3043	17.0	10.7	100	4794	20.8	16.8	122
SOUTH	48953	14184	23.9	29.0	82	5263	28.5	10.8	98	4240	23.7	8.7	81	4681	20.3	9.6	70
PACIFIC	27344	11049	18.6	40.4	114	3235	17.5	11.8	107	3084	17.2	11.3	106	4729	20.5	17.3	126
COUNTY SIZE A	69301	26564	44.7	38.3	108	8456	45.7	12.2	111	8017	44.8	11.6	108	10091	43.8	14.6	106
COUNTY SIZE B	50633	17895	30.1	35.3	100	5311	28.7	10.5	95	5721	31.9	11.3	106	6863	29.8	13.6	99
COUNTY SIZE C	26259	8986	15.1	34.2	97	2729	14.8	10.4	94	2484	13.9	9.5	89	3773	16.4	14.4	105
COUNTY SIZE D	21534	5983	10.1	27.8	78	1994	10.8	9.3	84	1686	9.4	7.8	73	2304	10.0	10.7	78
METRO CENTRAL CITY	50014	18289	30.8	36.6	103	6014	32.5	12.0	109	5642	31.5	11.3	106	6633	28.8	13.3	97
METRO SUBURBAN	76832	28799	48.5	37.5	106	8874	48.0	11.5	105	8472	47.3	11.0	103	11454	49.7	14.9	109
NON METRO	40881	12339	20.8	30.2	85	3603	19.5	8.8	80	3793	21.2	9.3	87	4943	21.5	12.1	88
TOP 5 ADI'S	39550	15221	25.6	38.5	109	4523	24.5	11.4	104	4731	26.4	12.0	112	5967	25.9	15.1	110
TOP 10 ADI'S	54877	20166	33.9	36.7	104	6096	33.0	11.1	101	6481	36.2	11.8	111	7589	33.0	13.8	101
TOP 20 ADI'S	77516	29022	48.8	37.4	106	9173	49.6	11.8	107	8899	49.7	11.5	108	10950	47.5	14.1	103
HSHLD INC. $50,000 OR MORE	17257	6809	11.5	39.5	111	1510	8.2	8.8	79	2033	11.4	11.8	110	3265	14.2	18.9	138
$40,000 OR MORE	33235	13693	23.0	41.2	116	3187	17.2	9.6	87	4266	23.8	12.8	120	6239	27.1	18.8	137
$30,000 OR MORE	59693	23676	39.8	39.7	112	6253	33.8	10.5	95	7143	39.9	12.0	112	10280	44.6	17.2	125
$25,000 OR MORE	76275	30120	50.7	39.5	111	8062	43.6	10.6	96	9237	51.6	12.1	113	12821	55.7	16.8	122
$20,000 - $24,999	18607	7003	11.8	37.6	106	2084	11.3	11.2	102	2173	12.1	11.7	109	2746	11.9	14.8	107
$15,000 - $19,999	17175	6526	11.0	38.0	107	2390	12.9	13.9	126	1731	9.7	10.1	94	2405	10.4	14.0	102
$10,000 - $14,999	24569	8082	13.6	32.9	93	2912	15.7	11.9	108	2393	13.4	9.7	91	2777	12.1	11.3	82
UNDER $10,000	31101	7697	13.0	24.7	70	3042	16.5	9.8	89	2373	13.3	7.6	71	2282	9.9	7.3	53
HOUSEHOLD OF 1 PERSON	19441	5929	10.0	30.5	86	2091	11.3	10.8	98	1747	9.8	9.0	84	2090	9.1	10.8	78
2 PEOPLE	51803	16946	28.5	32.7	92	5306	28.7	10.2	93	5326	29.7	10.3	96	6314	27.4	12.2	89
3 OR 4 PEOPLE	66933	25307	42.6	37.8	107	7736	41.8	11.6	105	7308	40.8	10.9	102	10264	44.6	15.3	112
5 OR MORE PEOPLE	29550	11246	18.9	38.1	107	3357	18.2	11.4	103	3526	19.7	11.9	112	4363	18.9	14.8	108
NO CHILD IN HSHLD	96587	32206	54.2	33.3	94	10360	56.0	10.7	97	9922	55.4	10.3	96	11925	51.8	12.3	90
CHILD(REN) UNDER 2 YRS	10844	4376	7.4	40.4	114	1462	7.9	13.5	122	1099	6.1	10.1	95	1815	7.9	16.7	122
2 - 5 YEARS	26358	10050	16.9	38.1	108	3024	16.4	11.5	104	2743	15.3	10.4	97	4284	18.6	16.3	118
6 - 11 YEARS	30453	11272	19.0	37.0	104	3486	18.9	11.4	104	3328	18.6	10.9	102	4459	19.4	14.6	107
12 - 17 YEARS	36575	14161	23.8	38.7	109	4200	22.7	11.5	104	4332	24.2	11.8	111	5628	24.4	15.4	112
RESIDENCE OWNED	117770	38970	65.6	33.1	93	10809	58.5	9.2	83	11979	66.9	10.2	95	16181	70.3	13.7	100
VALUE: $50,000 OR MORE	70166	25024	42.1	35.7	101	6249	33.8	8.9	81	7851	43.8	11.2	105	10924	47.4	15.6	113
VALUE: UNDER $50,000	47604	13945	23.5	29.3	83	4560	24.7	9.6	87	4129	23.1	8.7	81	5257	22.8	11.0	80

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	59428	100.0	35.4	100	18491	100.0	11.0	100	17907	100.0	10.7	100	23030	100.0	13.7	100
MAGAZINES	QUINTILE 1	34022	14266	24.0	41.9	118	3998	21.6	11.8	107	4324	24.1	12.7	119	5944	25.8	17.5	127
	QUINTILE 2	34800	12952	21.8	37.2	105	3976	21.5	11.4	104	3537	19.8	10.2	95	5438	23.6	15.6	114
	QUINTILE 3	30514	11413	19.2	37.4	106	3162	17.1	10.4	94	3529	19.7	11.6	108	4723	20.5	15.5	113
	QUINTILE 4	33324	11580	19.5	34.7	98	4157	22.5	12.5	113	3217	18.0	9.7	90	4206	18.3	12.6	92
	QUINTILE 5	35066	9217	15.5	26.3	74	3197	17.3	9.1	83	3300	18.4	9.4	88	2720	11.8	7.8	56
NEWSPAPERS	QUINTILE 1	29107	11516	19.4	39.6	112	3306	17.9	11.4	103	3694	20.6	12.7	119	4516	19.6	15.5	113
	QUINTILE 2	49095	17476	29.4	35.6	100	4788	25.9	9.8	88	5384	30.1	11.0	103	7304	31.7	14.9	108
	QUINTILE 3	23107	8711	14.7	37.7	106	2986	16.1	12.9	117	2426	13.5	10.5	98	3299	14.3	14.3	104
	QUINTILE 4	33556	10997	18.5	32.8	92	3462	18.7	10.3	94	2879	16.1	8.6	80	4656	20.2	13.9	101
	QUINTILE 5	32863	10728	18.1	32.6	92	3948	21.4	12.0	109	3524	19.7	10.7	100	3256	14.1	9.9	72
OUTDOOR	QUINTILE 1	33431	13679	23.0	40.9	115	3918	21.2	11.7	106	4234	23.6	12.7	119	5527	24.0	16.5	120
	QUINTILE 2	33478	12948	21.8	38.7	109	4043	21.9	12.1	110	3803	21.2	11.4	106	5102	22.2	15.2	111
	QUINTILE 3	33574	12057	20.3	35.9	101	3758	20.3	11.2	102	3612	20.2	10.8	101	4686	20.3	14.0	102
	QUINTILE 4	33935	11036	18.6	32.5	92	3584	19.4	10.6	96	3203	17.9	9.4	88	4250	18.5	12.5	91
	QUINTILE 5	33310	9708	16.3	29.1	82	3187	17.2	9.6	87	3055	17.1	9.2	86	3465	15.0	10.4	76
RADIO-DRIVE TIME	QUINTILE 1	33136	12329	20.7	37.2	105	3729	20.2	11.3	102	3729	20.8	11.3	105	4871	21.2	14.7	107
	QUINTILE 2	31658	12077	20.3	38.1	108	3724	20.1	11.8	107	3641	20.3	11.5	108	4713	20.5	14.9	108
	QUINTILE 3	32541	12166	20.5	37.4	106	3541	19.1	10.9	99	3717	20.8	11.4	107	4908	21.3	15.1	110
	QUINTILE 4	34247	12361	20.8	36.1	102	4169	22.5	12.2	110	3567	19.9	10.4	98	4625	20.1	13.5	98
	QUINTILE 5	36144	10494	17.7	29.0	82	3328	18.0	9.2	84	3253	18.2	9.0	84	3914	17.0	10.8	79
RADIO-MID-DAY	TERCILE 1	45037	17041	28.7	37.8	107	5314	28.7	11.8	107	5180	28.9	11.5	108	6547	28.4	14.5	106
	TERCILE 2	44819	15928	26.8	35.5	100	5011	27.1	11.2	101	4639	25.9	10.4	97	6279	27.3	14.0	102
	TERCILE 3	77872	26459	44.5	34.0	96	8167	44.2	10.5	95	8088	45.2	10.4	97	10205	44.3	13.1	95
RADIO-TOTAL	QUINTILE 1	33763	12912	21.7	38.2	108	4085	22.1	12.1	110	3747	20.9	11.1	104	5080	22.1	15.0	110
	QUINTILE 2	33240	12400	20.9	37.3	105	3932	21.3	11.8	107	3793	21.2	11.4	107	4675	20.3	14.1	102
	QUINTILE 3	33408	12457	21.0	37.3	105	3839	20.8	11.5	104	3965	22.1	11.9	111	4653	20.2	13.9	101
	QUINTILE 4	34792	12156	20.5	34.9	99	3602	19.5	10.4	94	3567	19.9	10.3	96	4987	21.7	14.3	104
	QUINTILE 5	32524	9503	16.0	29.2	82	3033	16.4	9.3	85	2835	15.8	8.7	82	3634	15.8	11.2	81
TV-PRIME TIME	QUINTILE 1	33090	11015	18.5	33.3	94	3439	18.6	10.4	94	3525	19.7	10.7	100	4051	17.6	12.2	89
	QUINTILE 2	33357	12067	20.3	36.2	102	4204	22.7	12.6	114	3793	21.2	11.4	107	4070	17.7	12.2	89
	QUINTILE 3	33980	12551	21.1	36.9	104	3461	18.7	10.2	92	3652	20.4	10.7	101	5439	23.6	16.0	117
	QUINTILE 4	33854	12024	20.2	35.5	100	3621	19.6	10.7	97	3440	19.2	10.2	95	4963	21.6	14.7	107
	QUINTILE 5	33444	11771	19.8	35.2	99	3766	20.4	11.3	102	3498	19.5	10.5	98	4508	19.6	13.5	98
TV-DAYTIME	TERCILE 1	49121	14798	24.9	30.1	85	4667	25.2	9.5	86	4526	25.3	9.2	86	5605	24.3	11.4	83
	TERCILE 2	48823	17244	29.0	35.3	100	5555	30.0	11.4	103	4781	26.7	9.8	92	6908	30.0	14.1	103
	TERCILE 3	69782	27386	46.1	39.2	111	8269	44.7	11.8	107	8600	48.0	12.3	115	10517	45.7	15.1	110
TV-TOTAL	QUINTILE 1	33584	10946	18.4	32.6	92	3685	19.9	11.0	100	3488	19.5	10.4	97	3773	16.4	11.2	82
	QUINTILE 2	33441	11350	19.1	33.9	96	3694	20.0	11.0	100	3370	18.8	10.1	94	4286	18.6	12.8	93
	QUINTILE 3	33505	12169	20.5	36.3	103	3765	20.4	11.2	102	3805	21.2	11.4	106	4600	20.0	13.7	100
	QUINTILE 4	33466	12929	21.8	38.6	109	3794	20.5	11.3	103	3761	21.0	11.2	105	5375	23.3	16.1	117
	QUINTILE 5	33731	12034	20.2	35.7	101	3554	19.2	10.5	96	3483	19.5	10.3	97	4997	21.7	14.8	108
MAGAZINES-NEWSPAPERS: DUAL		44503	17767	29.9	39.9	113	5038	27.2	11.3	103	5557	31.0	12.5	117	7172	31.1	16.1	117
MAGAZINE IMPERATIVE		39363	14955	25.2	38.0	107	4699	25.4	11.9	108	3869	21.6	9.8	92	6388	27.7	16.2	118
NEWSPAPER IMPERATIVE		46441	15816	26.6	34.1	96	4688	25.4	10.1	92	4883	27.3	10.5	98	6245	27.1	13.4	98
MAGAZINES-OUTDOOR: DUAL		33726	14510	24.4	43.0	121	3754	20.3	11.1	101	4475	25.0	13.3	124	6282	27.3	18.6	136
MAGAZINE IMPERATIVE		52846	18723	31.5	35.4	100	5804	31.4	11.0	100	5207	29.1	9.9	92	7712	33.5	14.6	106
OUTDOOR IMPERATIVE		52140	18357	30.9	35.2	99	6293	34.0	12.1	109	5541	30.9	10.6	100	6522	28.3	12.5	91
MAGAZINES-RADIO: DUAL		37081	14898	25.1	40.2	113	4554	24.6	12.3	111	4438	24.8	12.0	112	5906	25.6	15.9	116
MAGAZINE IMPERATIVE		49747	18749	31.5	37.7	106	5207	28.2	10.5	95	5426	30.3	10.9	102	8116	35.2	16.3	119
RADIO IMPERATIVE		49208	17288	29.1	35.1	99	5754	31.1	11.7	106	5342	29.8	10.9	102	6192	26.9	12.6	92
MAGAZINES-TELEVISION: DUAL		33103	12437	20.9	37.6	106	3795	20.5	11.5	104	3846	21.5	11.6	109	4796	20.8	14.5	106
MAGAZINE IMPERATIVE		54575	22042	37.1	40.4	114	6338	34.3	11.6	105	6115	34.1	11.2	105	9589	41.6	17.6	128
TELEVISION IMPERATIVE		53249	16317	27.5	30.6	86	5603	30.3	10.5	95	5079	28.4	9.5	89	5635	24.5	10.6	77
NEWSPAPERS-OUTDOOR: DUAL		36255	14751	24.8	40.7	115	3841	20.8	10.6	96	4924	27.5	13.6	127	5987	26.0	16.5	120
NEWSPAPER IMPERATIVE		55591	18880	31.8	34.0	96	5824	31.5	10.5	95	5495	30.7	9.9	93	7561	32.8	13.6	99
OUTDOOR IMPERATIVE		48319	18012	30.3	37.3	105	6216	33.6	12.9	117	5067	28.3	10.5	98	6729	29.2	13.9	101
NEWSPAPERS-RADIO: DUAL		37242	14731	24.8	39.6	112	4616	25.0	12.4	112	4504	25.2	12.1	113	5610	24.4	15.1	110
NEWSPAPER IMPERATIVE		54423	19419	32.7	35.7	101	5348	28.9	9.8	89	5927	33.1	10.9	102	8144	35.4	15.0	109
RADIO IMPERATIVE		46650	16934	28.5	36.3	102	5671	30.7	12.2	110	5061	28.3	10.8	102	6202	26.9	13.3	97
NEWSPAPERS-TELEVISION: DUAL		35974	13098	22.0	36.4	103	4177	22.6	11.6	105	4014	22.4	11.2	105	4907	21.3	13.6	99
NEWSPAPER IMPERATIVE		56095	21291	35.8	38.0	107	5746	31.1	10.2	93	6532	36.5	11.6	109	9012	39.1	16.1	117
TELEVISION IMPERATIVE		47170	15275	25.7	32.4	91	5330	28.8	11.3	102	4634	25.9	9.8	92	5311	23.1	11.3	82
OUTDOOR-RADIO: DUAL		33748	13659	23.0	40.5	114	4097	22.2	12.1	110	4319	24.1	12.8	120	5243	22.8	15.5	113
OUTDOOR IMPERATIVE		52785	19528	32.9	37.0	104	5797	31.4	11.0	100	5864	32.7	11.1	104	7868	34.2	14.9	109
RADIO IMPERATIVE		52882	18330	30.8	34.7	98	5992	32.4	11.3	103	5358	29.9	10.1	95	6980	30.3	13.2	96
OUTDOOR-TELEVISION: DUAL		32030	12351	20.8	38.6	109	3679	19.9	11.5	104	3835	21.4	12.0	112	4837	21.0	15.1	110
OUTDOOR IMPERATIVE		54626	21880	36.8	40.1	113	6418	34.7	11.7	107	6447	36.0	11.8	111	9015	39.1	16.5	120
TELEVISION IMPERATIVE		54874	16760	28.2	30.5	86	5735	31.0	10.5	95	5095	28.5	9.3	87	5930	25.7	10.8	79
RADIO-TELEVISION: DUAL		33386	12107	20.4	36.3	102	3985	21.6	11.9	108	3723	20.8	11.2	104	4400	19.1	13.2	96
RADIO IMPERATIVE		53810	20759	34.9	38.6	109	6294	34.0	11.7	106	6255	34.9	11.6	109	8210	35.6	15.3	111
TELEVISION IMPERATIVE		54023	17343	29.2	32.1	91	5508	29.8	10.2	92	5397	30.1	10.0	94	6438	28.0	11.9	87

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS A	B	C	D	HEAVY USERS FIVE OR MORE A	B	C	D	MEDIUM USERS TWO - FOUR A	B	C	D	LIGHT USERS ONE OR LESS A	B	C	D
		'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	59428	100.0	35.4	100	18491	100.0	11.0	100	17907	100.0	10.7	100	23030	100.0	13.7	100
ATLANTIC MONTHLY	867	433	0.7	49.9	141	*171	0.9	19.7	179	*116	0.6	13.4	125	*145	0.6	16.7	122
BARRON'S	1580	815	1.4	51.6	146	*351	1.9	22.2	202	*125	0.7	7.9	74	340	1.5	21.5	157
BETTER HOMES & GARDENS	22203	6505	10.9	29.3	83	1655	9.0	7.5	68	1662	9.3	7.5	70	3189	13.8	14.4	105
BON APPETIT	3810	1238	2.1	32.5	92	262	1.4	6.9	62	303	1.7	8.0	74	673	2.9	17.7	129
BUSINESS WEEK	4663	2263	3.8	48.5	137	584	3.2	12.5	114	717	4.0	15.4	144	962	4.2	20.6	150
CAR AND DRIVER	3102	1747	2.9	56.3	159	693	3.7	22.3	203	509	2.8	16.4	154	544	2.4	17.5	128
CBS MAGAZINE NETWORK (GROSS)	7311	3887	6.5	53.2	150	1391	7.5	19.0	173	1139	6.4	15.6	146	1357	5.9	18.6	135
CHANGING TIMES	3400	1381	2.3	40.6	115	410	2.2	12.1	109	396	2.2	11.6	109	574	2.5	16.9	123
COLONIAL HOMES	1796	555	0.9	30.9	87	*184	1.0	10.2	93	*96	0.5	5.3	50	274	1.2	15.3	111
CONDE NAST MAG. PKG. (GROSS)	19924	7015	11.8	35.2	99	1592	8.6	8.0	72	1881	10.5	9.4	88	3542	15.4	17.8	129
CONSUMERS DIGEST	3125	1242	2.1	39.7	112	405	2.2	13.0	118	247	1.4	7.9	74	589	2.6	18.8	137
COSMOPOLITAN	10577	3809	6.4	36.0	102	946	5.1	8.9	81	1177	6.6	11.1	104	1686	7.3	15.9	116
COUNTRY LIVING	3746	1298	2.2	34.7	98	418	2.3	11.2	101	*253	1.4	6.8	63	628	2.7	16.8	122
CUISINE	2214	798	1.3	36.0	102	*262	1.4	11.8	107	246	1.4	11.1	104	290	1.3	13.1	95
CYCLE WORLD	2394	1170	2.0	48.9	138	473	2.6	19.8	179	*271	1.5	11.3	106	425	1.8	17.8	129
DCI:CREATIVE IDEAS FOR LIV	3068	825	1.4	26.9	76	*241	1.3	7.9	71	*296	1.7	9.6	90	288	1.3	9.4	68
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2652	4.5	27.8	78	656	3.5	6.9	62	817	4.6	8.5	80	1179	5.1	12.3	90
DISCOVER	2277	972	1.6	42.7	120	359	1.9	15.8	143	*256	1.4	11.2	105	357	1.6	15.7	114
EBONY	7187	2431	4.1	33.8	95	971	5.3	13.5	123	722	4.0	10.0	94	737	3.2	10.3	75
ESQUIRE	2560	988	1.7	38.6	109	344	1.9	13.4	122	303	1.7	11.8	111	341	1.5	13.3	97
ESSENCE	3242	973	1.6	30.0	85	342	1.8	10.5	96	331	1.8	10.2	96	299	1.3	9.2	67
FAMILY CIRCLE	19639	5354	9.0	27.3	77	1106	6.0	5.6	51	1401	7.8	7.1	67	2848	12.4	14.5	106
THE FAMILY HANDYMAN	3540	1669	2.8	47.1	133	528	2.9	14.9	135	596	3.3	16.8	158	545	2.4	15.4	112
FAMILY WEEKLY	23924	8830	14.9	36.9	104	2557	13.8	10.7	97	2805	15.7	11.7	110	3468	15.1	14.5	106
FIELD & STREAM	9883	4356	7.3	44.1	124	1659	9.0	16.8	152	1323	7.4	13.4	125	1374	6.0	13.9	101
FOOD & WINE	1030	485	0.8	47.1	133	*208	1.1	20.2	183	*107	0.6	10.4	97	*170	0.7	16.5	120
FORBES	2679	1332	2.2	49.7	140	390	2.1	14.6	132	340	1.9	12.7	119	602	2.6	22.5	164
FORTUNE	2931	1490	2.5	50.8	143	406	2.2	13.9	126	360	2.0	12.3	115	724	3.1	24.7	180
GENTLEMEN'S QUARTERLY	3481	1804	3.0	51.8	146	680	3.7	19.5	177	454	2.5	13.0	122	670	2.9	19.2	140
GLAMOUR	7163	2591	4.4	36.2	102	522	2.8	7.3	66	682	3.8	9.5	89	1387	6.0	19.4	141
GOLF DIGEST	2355	1216	2.0	51.6	146	361	2.0	15.3	139	383	2.1	16.3	152	472	2.0	20.0	146
GOLF DIGEST/TENNIS (GROSS)	3610	1869	3.1	51.8	146	593	3.2	16.4	149	568	3.2	15.7	147	709	3.1	19.6	143
GOLF MAGAZINE	2046	1096	1.8	53.6	151	265	1.4	13.0	117	359	2.0	17.5	164	471	2.0	23.0	168
GOLF MAGAZINE/SKI (GROSS)	3547	1892	3.2	53.3	151	515	2.8	14.5	132	611	3.4	17.2	161	766	3.3	21.6	157
GOOD HOUSEKEEPING	20353	5532	9.3	27.2	77	1106	6.0	5.4	49	1481	8.3	7.3	68	2945	12.8	14.5	105
HARPER'S BAZAAR	3362	1097	1.8	32.6	92	*247	1.3	7.3	67	*317	1.8	9.4	88	533	2.3	15.9	115
HEALTH	2987	1020	1.7	34.1	96	319	1.7	10.7	97	*243	1.4	8.1	76	457	2.0	15.3	111
HEARST MAG CORP. BUY (GROSS)	67928	22738	38.3	33.5	94	6037	32.6	8.9	81	6331	35.4	9.3	87	10370	45.0	15.3	111
HEARST MAN POWER (GROSS)	11282	5298	8.9	47.0	133	1887	10.2	16.7	152	1580	8.8	14.0	131	1831	8.0	16.2	118
HEARST WOMAN POWER (GROSS)	40514	12010	20.2	29.6	84	2571	13.9	6.3	58	3421	19.1	8.4	79	6019	26.1	14.9	108
HOUSE BEAUTIFUL	4885	1506	2.5	30.8	87	462	2.5	9.5	86	372	2.1	7.6	71	673	2.9	13.8	100
INC.	1308	669	1.1	51.1	144	*246	1.3	18.8	171	*175	1.0	13.4	125	249	1.1	19.0	139
JET	6498	2357	4.0	36.3	102	996	5.4	15.3	139	675	3.8	10.4	97	686	3.0	10.6	77
LADIES' HOME JOURNAL	14797	4030	6.8	27.2	77	915	4.9	6.2	56	1133	6.3	7.7	72	1982	8.6	13.4	98
LHJ FAMILY GRP COMBO(GROSS)	21743	6371	10.7	29.3	83	1566	8.5	7.2	65	1809	10.1	8.3	78	2997	13.0	13.8	100
LIFE	9881	4113	6.9	41.6	117	1327	7.2	13.4	122	1173	6.6	11.9	111	1613	7.0	16.3	119
L.A. TIMES HOME MAGAZINE	2775	1148	1.9	41.4	117	225	1.2	8.1	74	366	2.0	13.2	124	557	2.4	20.1	146
MADEMOISELLE	4219	1568	2.6	37.2	105	283	1.5	6.7	61	500	2.8	11.9	111	786	3.4	18.6	136
MC CALL'S	16422	4351	7.3	26.5	75	813	4.4	5.0	45	1201	6.7	7.3	69	2337	10.1	14.2	104
MC CALL'S/WRK MOTHER (GROSS)	17919	4804	8.1	26.8	76	996	5.4	5.6	50	1276	7.1	7.1	67	2532	11.0	14.1	103
MECHANIX ILLUSTRATED	4433	2169	3.6	48.9	138	642	3.5	14.5	131	740	4.1	16.7	156	787	3.4	17.8	129
METROPOLITAN HOME	1504	558	0.9	37.1	105	**136	0.7	9.0	82	*177	1.0	11.8	110	*245	1.1	16.3	119
MONEY	4723	2259	3.8	47.8	135	581	3.1	12.3	112	634	3.5	13.4	126	1044	4.5	22.1	161
MOTHER EARTH NEWS	2325	1120	1.9	48.2	136	304	1.6	13.1	119	*326	1.8	14.0	131	489	2.1	21.0	153
MS.	1189	463	0.8	38.9	110	**133	0.7	11.2	101	*175	1.0	14.7	138	*155	0.7	13.0	95
NATIONAL ENQUIRER	18892	6146	10.3	32.5	92	1995	10.8	10.6	96	1665	9.3	8.8	83	2487	10.8	13.2	96
NATIONAL GEOGRAPHIC	22129	9290	15.6	42.0	118	2440	13.2	11.0	100	2783	15.5	12.6	118	4067	17.7	18.4	134
NATIONAL SUNDAY MAGAZINE PKG	103750	38798	65.3	37.4	106	11817	63.9	11.4	103	11823	66.0	11.4	107	15158	65.8	14.6	106
NATURAL HISTORY	1379	618	1.0	44.8	126	*187	1.0	13.6	123	*198	1.1	14.4	134	*233	1.0	16.9	123
NEW WOMAN	2289	624	1.1	27.3	77	**197	1.1	8.6	78	**95	0.5	4.2	39	332	1.4	14.5	106
NEW YORK INCLUDING CUE	1088	464	0.8	42.6	120	**129	0.7	11.9	108	*142	0.8	13.1	122	*193	0.8	17.7	129
THE NEW YORKER	2459	1007	1.7	41.0	116	*271	1.5	11.0	100	292	1.6	11.9	111	444	1.9	18.1	132
NEWSWEEK	16527	6915	11.6	41.8	118	2142	11.6	13.0	118	2183	12.2	13.2	124	2590	11.2	15.7	114
THE N.Y. TIMES DAILY EDITION	2739	1173	2.0	42.8	121	256	1.4	9.3	85	318	1.8	11.6	109	598	2.6	21.8	159
THE N.Y. TIMES MAGAZINE	4443	1941	3.3	43.7	123	365	2.0	8.2	75	617	3.4	13.9	130	960	4.2	21.6	157
OMNI	2799	1439	2.4	51.4	145	587	3.2	21.0	190	316	1.8	11.3	106	536	2.3	19.1	139
ON CABLE	2209	845	1.4	38.3	108	378	2.0	17.1	155	*136	0.8	6.2	58	330	1.4	14.9	109
1001 HOME IDEAS	3959	1322	2.2	33.4	94	332	1.8	8.4	76	433	2.4	10.9	102	557	2.4	14.1	102
ORGANIC GARDENING	3111	962	1.6	30.9	87	321	1.7	10.3	94	*248	1.4	8.0	75	394	1.7	12.7	92
OUTDOOR LIFE	5024	2291	3.9	45.6	129	837	4.5	16.7	151	743	4.1	14.8	139	711	3.1	14.2	103
PARADE MAGAZINE	51292	19070	32.1	37.2	105	5829	31.5	11.4	103	5977	33.4	11.7	109	7264	31.5	14.2	103

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	59428	100.0	35.4	100	18491	100.0	11.0	100	17907	100.0	10.7	100	23030	100.0	13.7	100
PARENTS	5298	1952	3.3	36.8	104	473	2.6	8.9	81	438	2.4	8.3	77	1041	4.5	19.6	143
PENTHOUSE	5129	3191	5.4	62.2	176	1302	7.0	25.4	230	833	4.7	16.2	152	1056	4.6	20.6	150
PEOPLE	21070	8082	13.6	38.4	108	2333	12.6	11.1	100	2302	12.9	10.9	102	3446	15.0	16.4	119
PLAYBOY	10562	5880	9.9	55.7	157	2309	12.5	21.9	198	1619	9.0	15.3	144	1952	8.5	18.5	135
POPULAR HOT RODDING	2498	1393	2.3	55.8	157	597	3.2	23.9	217	376	2.1	15.1	141	420	1.8	16.8	122
POPULAR MECHANICS	5887	2715	4.6	46.1	130	824	4.5	14.0	127	988	5.5	16.8	157	903	3.9	15.3	112
POPULAR SCIENCE	4317	2047	3.4	47.4	134	576	3.1	13.3	121	636	3.6	14.7	138	834	3.6	19.3	141
PREVENTION	5792	1363	2.3	23.5	66	317	1.7	5.5	50	336	1.9	5.8	54	709	3.1	12.2	89
PSYCHOLOGY TODAY	3284	1240	2.1	37.8	107	407	2.2	12.4	112	288	1.6	8.8	82	545	2.4	16.6	121
READER'S DIGEST	40046	13011	21.9	32.5	92	3604	19.5	9.0	82	3791	21.2	9.5	89	5615	24.4	14.0	102
REDBOOK	9584	2669	4.5	27.8	79	519	2.8	5.4	49	763	4.3	8.0	75	1388	6.0	14.5	105
ROAD & TRACK	2590	1479	2.5	57.1	161	421	2.3	16.3	147	584	3.3	22.5	211	474	2.1	18.3	133
ROLLING STONE	3302	2060	3.5	62.4	176	868	4.7	26.3	238	521	2.9	15.8	148	672	2.9	20.4	148
RUNNER'S WORLD	1229	575	1.0	46.8	132	*186	1.0	15.1	137	**147	0.8	12.0	112	*242	1.1	19.7	143
SATURDAY EVENING POST	2110	709	1.2	33.6	95	*222	1.2	10.5	95	*218	1.2	10.3	97	269	1.2	12.7	93
SCIENCE 84	1543	776	1.3	50.3	142	*200	1.1	13.0	118	*173	1.0	11.2	105	403	1.7	26.1	190
SCIENCE DIGEST	1747	809	1.4	46.3	131	*285	1.5	16.3	148	*156	0.9	8.9	84	368	1.6	21.1	153
SCIENTIFIC AMERICAN	1994	1110	1.9	55.7	157	*282	1.5	14.1	128	379	2.1	19.0	178	450	2.0	22.6	164
SELF	3119	1196	2.0	38.3	108	371	2.0	11.9	108	266	1.5	8.5	80	559	2.4	17.9	131
SEVENTEEN	3923	1465	2.5	37.3	105	417	2.3	10.6	96	*344	1.9	8.8	82	703	3.1	17.9	131
SKI	1501	796	1.3	53.0	150	*250	1.4	16.7	151	*251	1.4	16.7	157	295	1.3	19.7	143
SMITHSONIAN	5976	2507	4.2	42.0	118	611	3.3	10.2	93	756	4.2	12.7	118	1139	4.9	19.1	139
SOAP OPERA DIGEST	4228	1310	2.2	31.0	87	434	2.3	10.3	93	296	1.7	7.0	66	580	2.5	13.7	100
SOUTHERN LIVING	6488	1827	3.1	28.2	79	415	2.2	6.4	58	521	2.9	8.0	75	891	3.9	13.7	100
SPORT	3500	1723	2.9	49.2	139	699	3.8	20.0	181	472	2.6	13.5	126	552	2.4	15.8	115
THE SPORTING NEWS	2456	1267	2.1	51.6	146	547	3.0	22.3	202	371	2.1	15.1	141	*349	1.5	14.2	103
SPORTS AFIELD	3648	1774	3.0	48.6	137	778	4.2	21.3	193	436	2.4	12.0	112	560	2.4	15.4	112
SPORTS ILLUSTRATED	14484	7287	12.3	50.3	142	2536	13.7	17.5	159	2081	11.6	14.4	135	2671	11.6	18.4	134
STAR	12661	4386	7.4	34.6	98	1485	8.0	11.7	106	1317	7.4	10.4	97	1585	6.9	12.5	91
SUNDAY	52799	20006	33.7	37.9	107	6178	33.4	11.7	106	6355	35.5	12.0	113	7473	32.4	14.2	103
SUNSET	3513	1412	2.4	40.2	113	422	2.3	12.0	109	265	1.5	7.5	71	726	3.2	20.7	151
TV GUIDE	42766	15556	26.2	36.4	103	4654	25.2	10.9	99	4366	24.4	10.2	96	6536	28.4	15.3	111
TENNIS	1254	653	1.1	52.1	147	*232	1.3	18.5	168	*185	1.0	14.8	138	*237	1.0	18.9	138
TIME	22054	9269	15.6	42.0	119	2754	14.9	12.5	113	3000	16.8	13.6	127	3515	15.3	15.9	116
TOWN & COUNTRY	1555	596	1.0	38.3	108	**118	0.6	7.6	69	*165	0.9	10.6	99	313	1.4	20.1	147
TRAVEL & LEISURE	2173	872	1.5	40.1	113	*277	1.5	12.7	116	269	1.5	12.4	116	326	1.4	15.0	109
TRUE STORY	4636	1322	2.2	28.5	80	367	2.0	7.9	72	416	2.3	9.0	84	539	2.3	11.6	85
U.S.NEWS & WORLD REPORT	10353	3993	6.7	38.6	109	1122	6.1	10.8	98	1461	8.2	14.1	132	1410	6.1	13.6	99
USA TODAY	4994	2355	4.0	47.2	133	818	4.4	16.4	149	632	3.5	12.7	119	905	3.9	18.1	132
US	3528	1368	2.3	38.8	109	355	1.9	10.1	91	446	2.5	12.6	118	568	2.5	16.1	117
VOGUE	5424	1661	2.8	30.6	86	416	2.2	7.7	70	434	2.4	8.0	75	811	3.5	15.0	109
WALL STREET JOURNAL	6292	2994	5.0	47.6	134	720	3.9	11.4	104	919	5.1	14.6	137	1355	5.9	21.5	157
WEIGHT WATCHERS	2762	732	1.2	26.5	75	*114	0.6	4.1	37	*257	1.4	9.3	87	362	1.6	13.1	95
WOMAN'S DAY	16320	4060	6.8	24.9	70	777	4.2	4.8	43	909	5.1	5.6	52	2374	10.3	14.5	106
WORKING MOTHER	1496	453	0.8	30.3	85	**183	1.0	12.2	111	**75	0.4	5.0	47	*195	0.8	13.0	95
WORKING WOMAN	1851	719	1.2	38.8	110	*199	1.1	10.8	98	*186	1.0	10.0	94	334	1.5	18.0	131
WORLD TENNIS	580	*325	0.5	56.0	158	**173	0.9	29.8	271	**66	0.4	11.4	107	**86	0.4	14.8	108
ZIFF-DAVIS MAG NETWK (GROSS)	12412	6306	10.6	50.8	143	2533	13.7	20.4	185	1831	10.2	14.8	138	1942	8.4	15.6	114
BLAIR INSERTS	91671	34663	58.3	37.8	107	10327	55.8	11.3	102	10621	59.3	11.6	109	13715	59.6	15.0	109
DAILY NEWSPAPERS																	
READ ANY	109190	39566	66.6	36.2	102	11804	63.8	10.8	98	11872	66.3	10.9	102	15890	69.0	14.6	106
READ ONE	89587	32006	53.9	35.7	101	9671	52.3	10.8	98	9481	52.9	10.6	99	12854	55.8	14.3	104
READ TWO OR MORE	19602	7560	12.7	38.6	109	2133	11.5	10.9	99	2391	13.4	12.2	114	3036	13.2	15.5	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	40937	68.9	37.3	105	12185	65.9	11.1	101	12419	69.4	11.3	106	16333	70.9	14.9	108
READ ONE	95074	34830	58.6	36.6	103	10658	57.6	11.2	102	10376	57.9	10.9	102	13796	59.9	14.5	106
READ TWO OR MORE	16588	6106	10.3	41.9	118	1527	8.3	10.5	95	2042	11.4	14.0	131	2537	11.0	17.4	127
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.35				30.48				32.29				31.33			
30 DAY REACH	149706	54245	91.3	36.2	102	16720	90.4	11.2	101	16286	90.9	10.9	102	21239	92.2	14.2	103
50 SHWG - 30 DAY AV FREQ	15.16	16.37				15.93				16.95				16.28			
30 DAY REACH	142406	52011	87.5	36.5	103	15990	86.5	11.2	102	15537	86.8	10.9	102	20484	88.9	14.4	105
25 SHWG - 30 DAY AV FREQ	8.23	8.79				8.59				9.10				8.71			
30 DAY REACH	131152	48538	81.7	37.0	104	14818	80.1	11.3	102	14548	81.2	11.1	104	19173	83.3	14.6	106
CABLE TV: HOME WIRED	66879	25248	42.5	37.8	107	7561	40.9	11.3	103	7180	40.1	10.7	101	10508	45.6	15.7	114
HOME NOT WIRED	100848	34179	57.5	33.9	96	10930	59.1	10.8	98	10727	59.9	10.6	100	12522	54.4	12.4	90
HAVE PAY CABLE	35024	14192	23.9	40.5	114	4187	22.6	12.0	108	3938	22.0	11.2	105	6068	26.3	17.3	126

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS		167727	59428	100.0	35.4	100	18491	100.0	11.0	100	17907	100.0	10.7	100	23030	100.0	13.7	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	36147	60.8	37.8	107	10849	58.7	11.3	103	11117	62.1	11.6	109	14182	61.6	14.8	108
10:00 AM - 3:00 PM		63599	23615	39.7	37.1	105	7354	39.8	11.6	105	6984	39.0	11.0	103	9276	40.3	14.6	106
3:00 PM - 7:00 PM		72097	28618	48.2	39.7	112	8795	47.6	12.2	111	8648	48.3	12.0	112	11175	48.5	15.5	113
7:00 PM - MIDNIGHT		36670	14874	25.0	40.6	114	4890	26.4	13.3	121	4483	25.0	12.2	115	5501	23.9	15.0	109
MIDNIGHT - 6:00 AM		21905	8923	15.0	40.7	115	3081	16.7	14.1	128	2663	14.9	12.2	114	3180	13.8	14.5	106
6:00 AM - MIDNIGHT		127571	48154	81.0	37.7	107	14840	80.3	11.6	106	14561	81.3	11.4	107	18753	81.4	14.7	107
ENTIRE DAY		129239	48712	82.0	37.7	106	15057	81.4	11.7	106	14760	82.4	11.4	107	18895	82.0	14.6	106
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	13254	22.3	39.0	110	3712	20.1	10.9	99	4068	22.7	12.0	112	5474	23.8	16.1	117
ALL NEWS		6062	2492	4.2	41.1	116	686	3.7	11.3	103	784	4.4	12.9	121	1021	4.4	16.8	123
AOR/PROGRESSIVE		11884	5813	9.8	48.9	138	1961	10.6	16.5	150	1739	9.7	14.6	137	2114	9.2	17.8	130
BEAUTIFUL MUSIC		11180	3970	6.7	35.5	100	964	5.2	8.6	78	1322	7.4	11.8	111	1684	7.3	15.1	110
BLACK		4538	1549	2.6	34.1	96	511	2.8	11.3	102	468	2.6	10.3	97	569	2.5	12.5	91
CLASSICAL		3857	1717	2.9	44.5	126	445	2.4	11.5	105	658	3.7	17.1	160	615	2.7	15.9	116
CHR/ROCK		21946	9446	15.9	43.0	121	2775	15.0	12.6	115	2809	15.7	12.8	120	3863	16.8	17.6	128
COUNTRY		27262	9515	16.0	34.9	99	3076	16.6	11.3	102	2729	15.2	10.0	94	3710	16.1	13.6	99
GOLDEN OLDIES		3339	1398	2.4	41.9	118	542	2.9	16.2	147	454	2.5	13.6	127	402	1.7	12.0	88
MOR/NOSTALGIA		10346	3862	6.5	37.3	105	1084	5.9	10.5	95	1126	6.3	10.9	102	1653	7.2	16.0	116
NEWS/TALK		8929	3302	5.6	37.0	104	966	5.2	10.8	98	1134	6.3	12.7	119	1203	5.2	13.5	98
RELIGIOUS		5488	1414	2.4	25.8	73	533	2.9	9.7	88	362	2.0	6.6	62	519	2.3	9.5	69
SOFT ROCK		1232	523	0.9	42.5	120	*221	1.2	17.9	163	**133	0.7	10.8	101	*169	0.7	13.7	100
URBAN CONTEMPORARY		3184	1191	2.0	37.4	106	526	2.8	16.5	150	347	1.9	10.9	102	318	1.4	10.0	73
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	2846	4.8	41.2	116	870	4.7	12.6	114	951	5.3	13.8	129	1024	4.4	14.8	108
ABC DIRECTION		5212	1983	3.3	38.0	107	720	3.9	13.8	125	445	2.5	8.5	80	818	3.6	15.7	114
ABC ENTERTAINMENT		10385	3731	6.3	35.9	101	1064	5.8	10.2	93	1109	6.2	10.7	100	1557	6.8	15.0	109
ABC FM		4762	1898	3.2	39.9	112	631	3.4	13.3	120	616	3.4	12.9	121	652	2.8	13.7	100
ABC INFORMATION		11339	3997	6.7	35.3	99	1205	6.5	10.6	96	1329	7.4	11.7	110	1464	6.4	12.9	94
ABC ROCK		4878	2341	3.9	48.0	135	845	4.6	17.3	157	683	3.8	14.0	131	814	3.5	16.7	122
CBS		10709	4021	6.8	37.5	106	1097	5.9	10.2	93	1273	7.1	11.9	111	1651	7.2	15.4	112
MUTUAL		10251	3687	6.2	36.0	102	1063	5.7	10.4	94	1210	6.8	11.8	111	1413	6.1	13.8	100
NBC		12245	4604	7.7	37.6	106	1399	7.6	11.4	104	1502	8.4	12.3	115	1703	7.4	13.9	101
RADIORADIO		4606	1944	3.3	42.2	119	695	3.8	15.1	137	512	2.9	11.1	104	737	3.2	16.0	117
RKO ONE		5148	2178	3.7	42.3	119	672	3.6	13.1	118	648	3.6	12.6	118	858	3.7	16.7	121
RKO TWO		7313	2716	4.6	37.1	105	873	4.7	11.9	108	790	4.4	10.8	101	1054	4.6	14.4	105
THE SOURCE		5981	2704	4.6	45.2	128	771	4.2	12.9	117	838	4.7	14.0	131	1096	4.8	18.3	133
NON-WIRED : BLAIR		19329	7108	12.0	36.8	104	2357	12.7	12.2	111	1919	10.7	9.9	93	2832	12.3	14.7	107
INTERNET		27139	10568	17.8	38.9	110	3398	18.4	12.5	114	3366	18.8	12.4	116	3804	16.5	14.0	102
KATZ RADIO GROUP		36319	14488	24.4	39.9	113	4276	23.1	11.8	107	4589	25.6	12.6	118	5623	24.4	15.5	113
SUPERNET		22361	8966	15.1	40.1	113	2806	15.2	12.5	114	2504	14.0	11.2	105	3656	15.9	16.3	119
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	4335	7.3	29.8	84	1330	7.2	9.2	83	1260	7.0	8.7	81	1745	7.6	12.0	87
WKDAY 9:00 AM - 1:00 PM		18688	5364	9.0	28.7	81	1628	8.8	8.7	79	1544	8.6	8.3	77	2192	9.5	11.7	85
WKDAY 1:00 PM - 4:30 PM		24061	6748	11.4	28.0	79	2001	10.8	8.3	75	2090	11.7	8.7	81	2657	11.5	11.0	80
WKDAY 4:30 PM - 7:30 PM		44079	14517	24.4	32.9	93	4781	25.9	10.8	98	4429	24.7	10.0	94	5307	23.0	12.0	88
WKDAY 7:30 PM - 8:00 PM		61979	20363	34.3	32.9	93	6579	35.6	10.6	96	6338	35.4	10.2	96	7446	32.3	12.0	87
WKDAY 11:00 PM - 11:30 PM		49094	17275	29.1	35.2	99	5586	30.2	11.4	103	5377	30.0	11.0	103	6311	27.4	12.9	94
WKDAY 11:30 PM - 1:00 AM		16560	6080	10.2	36.7	104	2146	11.6	13.0	118	1726	9.6	10.4	98	2208	9.6	13.3	97
M-SAT 8-11 PM+SUN 7-11 PM		66967	23151	39.0	34.6	98	7146	38.6	10.7	97	7119	39.8	10.6	100	8887	38.6	13.3	97
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	2659	4.5	28.7	81	688	3.7	7.4	67	693	3.9	7.5	70	1278	5.5	13.8	100
ANOTHER WORLD	N	6138	1421	2.4	23.2	65	398	2.2	6.5	59	525	2.9	8.6	80	498	2.2	8.1	59
AS THE WORLD TURNS	C	7707	2190	3.7	28.4	80	573	3.1	7.4	67	769	4.3	10.0	93	848	3.7	11.0	80
CAPITOL	C	4685	1392	2.3	29.7	84	274	1.5	5.8	53	561	3.1	12.0	112	556	2.4	11.9	86
CBS MORN. NEWS 1	C	2792	850	1.4	30.4	86	208	1.1	7.4	68	265	1.5	9.5	89	377	1.6	13.5	98
CBS MORN. NEWS 2	C	2071	607	1.0	29.3	83	125	0.7	6.0	55	195	1.1	9.4	88	287	1.2	13.9	101
DAYS OF OUR LIVES	N	8018	2072	3.5	25.8	73	588	3.2	7.3	67	609	3.4	7.6	71	875	3.8	10.9	79
FACTS OF LIFE - DAYTIME	N	3487	983	1.7	28.2	80	256	1.4	7.3	67	366	2.0	10.5	98	361	1.6	10.4	75
FAMILY FEUD	A	4817	1256	2.1	26.1	74	359	1.9	7.5	68	390	2.2	8.1	76	508	2.2	10.5	77
GENERAL HOSPITAL	A	8333	2160	3.6	25.9	73	608	3.3	7.3	66	557	3.1	6.7	63	994	4.3	11.9	87
GOOD MORNING, AMERICA-730	A	5472	1566	2.6	28.6	81	412	2.2	7.5	68	489	2.7	8.9	84	664	2.9	12.1	88
GOOD MORNING, AMERICA-830	A	3965	1070	1.8	27.0	76	252	1.4	6.4	58	290	1.6	7.3	69	528	2.3	13.3	97
GUIDING LIGHT	C	7542	2143	3.6	28.4	80	595	3.2	7.9	72	703	3.9	9.3	87	846	3.7	11.2	82
ONE LIFE TO LIVE	A	6018	1506	2.5	25.0	71	505	2.7	8.4	76	371	2.1	6.2	58	631	2.7	10.5	76
PRESS YOUR LUCK	C	3583	1154	1.9	32.2	91	392	2.1	10.9	99	317	1.8	8.8	83	446	1.9	12.4	91
PRICE IS RIGHT 1	C	7418	2062	3.5	27.8	78	692	3.7	9.3	85	554	3.1	7.5	70	815	3.5	11.0	80
PRICE IS RIGHT 2	C	8276	2365	4.0	28.6	81	718	3.9	8.7	79	683	3.8	8.3	77	964	4.2	11.6	85
RYAN'S HOPE	A	4358	1267	2.1	29.1	82	380	2.1	8.7	79	270	1.5	6.2	58	617	2.7	14.2	103
SALE OF THE CENTURY	N	3749	900	1.5	24.0	68	315	1.7	8.4	76	277	1.5	7.4	69	308	1.3	8.2	60
SEARCH FOR TOMORROW	N	2884	683	1.1	23.7	67	238	1.3	8.3	75	144	0.8	5.0	47	301	1.3	10.4	76
TODAY SHOW 1	N	4869	1393	2.3	28.6	81	391	2.1	8.0	73	391	2.2	8.0	75	611	2.7	12.5	91
TODAY SHOW 2	N	4135	1014	1.7	24.5	69	356	1.9	8.6	78	288	1.6	7.0	65	370	1.6	8.9	65
$25,000 PYRAMID	C	4361	1237	2.1	28.4	80	421	2.3	9.7	88	296	1.7	6.8	64	520	2.3	11.9	87
WHEEL OF FORTUNE	N	6187	1640	2.8	26.5	75	501	2.7	8.1	73	510	2.8	8.2	77	628	2.7	10.2	74
YOUNG AND THE RESTLESS	C	8186	2361	4.0	28.8	81	704	3.8	8.6	78	777	4.3	9.5	89	880	3.8	10.8	78
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	1838	3.1	38.9	110	541	2.9	11.4	104	595	3.3	12.6	118	702	3.0	14.9	108
NBA PLAYOFF GAME -1	C	5127	2259	3.8	44.1	124	798	4.3	15.6	141	767	4.3	15.0	140	694	3.0	13.5	99
NBC MAJOR LEAGUE PRE-GAME	N	3945	1440	2.4	36.5	103	536	2.9	13.6	123	471	2.6	11.9	112	432	1.9	11.0	80
SPORTSWORLD - SUN	N	3370	1227	2.1	36.4	103	399	2.2	11.8	107	414	2.3	12.3	115	414	1.8	12.3	89
SUNDAY MORNING	C	4200	1632	2.7	38.9	110	549	3.0	13.1	119	550	3.1	13.1	123	532	2.3	12.7	92

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(ADULTS)

			ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	59428	100.0	35.4	100	18491	100.0	11.0	100	17907	100.0	10.7	100	23030	100.0	13.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	16436	27.7	31.4	89	5210	28.2	10.0	90	5013	28.0	9.6	90	6213	27.0	11.9	87
NETWORK AFFILIATES - LATE		39164	13149	22.1	33.6	95	4128	22.3	10.5	96	4028	22.5	10.3	96	4992	21.7	12.7	93
INDEPENDENTS - LATE		5133	2018	3.4	39.3	111	650	3.5	12.7	115	582	3.3	11.3	106	786	3.4	15.3	112
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	7969	13.4	34.9	99	2672	14.5	11.7	106	2307	12.9	10.1	95	2991	13.0	13.1	95
ABC MONDAY NIGHT MOVIE	A	11258	3723	6.3	33.1	93	1162	6.3	10.3	94	1051	5.9	9.3	87	1509	6.6	13.4	98
ABC SUNDAY NIGHT MOVIE	A	23600	8188	13.8	34.7	98	2424	13.1	10.3	93	2421	13.5	10.3	96	3344	14.5	14.2	103
ABC WORLD NEWS TONIGHT	A	12801	4361	7.3	34.1	96	1319	7.1	10.3	93	1516	8.5	11.8	111	1526	6.6	11.9	87
AFTERMASH	C	10966	3678	6.2	33.5	95	1136	6.1	10.4	94	1181	6.6	10.8	101	1362	5.9	12.4	90
ALICE	C	17050	5586	9.4	32.8	92	1595	8.6	9.4	85	1788	10.0	10.5	98	2203	9.6	12.9	94
AMERICAN PARADE	C	11998	3413	5.7	28.4	80	955	5.2	8.0	72	1044	5.8	8.7	82	1414	6.1	11.8	86
BENSON	A	19258	6025	10.1	31.3	88	1894	10.2	9.8	89	1756	9.8	9.1	85	2375	10.3	12.3	90
BLUE THUNDER	A	11478	4250	7.2	37.0	105	1564	8.5	13.6	124	1272	7.1	11.1	104	1414	6.1	12.3	90
CAGNEY & LACEY	C	18263	6425	10.8	35.2	99	1987	10.7	10.9	99	1879	10.5	10.3	96	2559	11.1	14.0	102
CBS EVENING NEWS-DEAN	C	7733	2519	4.2	32.6	92	865	4.7	11.2	101	768	4.3	9.9	93	885	3.8	11.4	83
CBS EVENING NEWS-RATHER	C	15653	5108	8.6	32.6	92	1871	10.1	12.0	108	1409	7.9	9.0	84	1827	7.9	11.7	85
CBS SAT. NEWS-SCHIEFFER	C	8744	2752	4.6	31.5	89	1056	5.7	12.1	110	712	4.0	8.1	76	985	4.3	11.3	82
CBS SATURDAY NIGHT MOVIE	C	12000	4159	7.0	34.7	98	1416	7.7	11.8	107	1278	7.1	10.6	100	1464	6.4	12.2	89
CBS WEDNESDAY NIGHT MOVIE	C	11522	3884	6.5	33.7	95	1107	6.0	9.6	87	1273	7.1	11.0	103	1504	6.5	13.1	95
CHEERS	N	16818	6264	10.5	37.2	105	1808	9.8	10.8	98	1971	11.0	11.7	110	2485	10.8	14.8	108
DALLAS	C	37510	11220	18.9	29.9	84	3314	17.9	8.8	80	3315	18.5	8.8	83	4592	19.9	12.2	89
DIFF'RENT STROKES	N	11258	3232	5.4	28.7	81	848	4.6	7.5	68	985	5.5	8.7	82	1400	6.1	12.4	91
DOUBLE TROUBLE	N	12248	4050	6.8	33.1	93	1120	6.1	9.1	83	1311	7.3	10.7	100	1618	7.0	13.2	96
DUCK FACTORY	N	11100	4154	7.0	37.4	106	1177	6.4	10.6	96	1249	7.0	11.3	105	1727	7.5	15.6	113
DUKES OF HAZZARD	C	12353	3960	6.7	32.1	90	1312	7.1	10.6	96	1167	6.5	9.4	88	1481	6.4	12.0	87
DYNASTY	A	33279	10565	17.8	31.7	90	3091	16.7	9.3	84	3230	18.0	9.7	91	4245	18.4	12.8	93
FACTS OF LIFE	N	13410	4083	6.9	30.4	86	1028	5.6	7.7	70	1293	7.2	9.6	90	1762	7.7	13.1	96
FALCON CREST	C	31093	9203	15.5	29.6	84	2418	13.1	7.8	71	2769	15.5	8.9	83	4016	17.4	12.9	94
FALL GUY	A	18649	6388	10.7	34.3	97	1991	10.8	10.7	97	2013	11.2	10.8	101	2384	10.4	12.8	93
FAMILY TIES	N	13101	3922	6.6	29.9	84	1107	6.0	8.4	77	1230	6.9	9.4	88	1585	6.9	12.1	88
FANTASY ISLAND	A	13069	4164	7.0	31.9	90	1153	6.2	8.8	80	1464	8.2	11.2	105	1547	6.7	11.8	86
FOULUPS,BLEEPS & BLUNDERS	A	16588	5913	9.9	35.6	101	1804	9.8	10.9	99	1857	10.4	11.2	105	2252	9.8	13.6	99
FOUR SEASONS	C	9302	3039	5.1	32.7	92	944	5.1	10.1	92	989	5.5	10.6	100	1106	4.8	11.9	87
GIMME A BREAK	N	13955	3659	6.2	26.2	74	1027	5.6	7.4	67	1217	6.8	8.7	82	1415	6.1	10.1	74
HART TO HART	A	15735	4929	8.3	31.3	88	1434	7.8	9.1	83	1392	7.8	8.8	83	2103	9.1	13.4	97
HILL STREET BLUES	N	18257	7243	12.2	39.7	112	2187	11.8	12.0	109	2239	12.5	12.3	115	2817	12.2	15.4	112
HOTEL	A	24236	7399	12.5	30.5	86	2213	12.0	9.1	83	2379	13.3	9.8	92	2806	12.2	11.6	84
JEFFERSONS	C	17010	5706	9.6	33.5	95	1691	9.1	9.9	90	1787	10.0	10.5	98	2228	9.7	13.1	95
JENNIFER SLEPT HERE	N	9397	2880	4.8	30.6	86	865	4.7	9.2	83	836	4.7	8.9	83	1179	5.1	12.5	91
KATE & ALLIE	C	16762	5904	9.9	35.2	99	1547	8.4	9.2	84	1866	10.4	11.1	104	2491	10.8	14.9	108
KNIGHT RIDER	N	13164	4620	7.8	35.1	99	1202	6.5	9.1	83	1514	8.5	11.5	108	1905	8.3	14.5	105
LOVE BOAT	A	20400	6012	10.1	29.5	83	1691	9.1	8.3	75	1896	10.6	9.3	87	2425	10.5	11.9	87
MAGNUM PI	C	22543	8065	13.6	35.8	101	2821	15.3	12.5	114	2135	11.9	9.5	89	3109	13.5	13.8	100
MAMA'S FAMILY	N	9852	2956	5.0	30.0	85	860	4.7	8.7	79	810	4.5	8.2	77	1286	5.6	13.1	95
MASTER, THE	N	8082	3067	5.2	37.9	107	1042	5.6	12.9	117	1006	5.6	12.4	117	1019	4.4	12.6	92
MATT HOUSTON	A	12881	4580	7.7	35.6	100	1499	8.1	11.6	106	1427	8.0	11.1	104	1654	7.2	12.8	94
NBC MONDAY NIGHT MOVIE	N	23889	8754	14.7	36.6	103	2523	13.6	10.6	96	2507	14.0	10.5	98	3724	16.2	15.6	114
NBC NIGHTLY NEWS	N	11156	3593	6.0	32.2	91	1266	6.8	11.3	103	980	5.5	8.8	82	1347	5.8	12.1	88
NBC NIGHTLY NEWS-SAT	N	7363	2215	3.7	30.1	85	713	3.9	9.7	88	756	4.2	10.3	96	747	3.2	10.1	74
NBC NIGHTLY NEWS-SUN	N	6214	1861	3.1	29.9	85	452	2.4	7.3	66	636	3.6	10.2	96	773	3.4	12.4	91
NBC SUNDAY NIGHT MOVIE	N	17590	6717	11.3	38.2	108	2293	12.4	13.0	118	2127	11.9	12.1	113	2297	10.0	13.1	95
NEWHART	C	16740	5856	9.9	35.0	99	1616	8.7	9.7	88	1872	10.5	11.2	105	2367	10.3	14.1	103
ONE DAY AT A TIME	C	11820	3631	6.1	30.7	87	1104	6.0	9.3	85	1074	6.0	9.1	85	1453	6.3	12.3	90
PEOPLE ARE FUNNY	N	9138	2995	5.0	32.8	93	1014	5.5	11.1	101	811	4.5	8.9	83	1170	5.1	12.8	93
REAL PEOPLE	N	15979	4838	8.1	30.3	85	1336	7.2	8.4	76	1561	8.7	9.8	92	1941	8.4	12.1	88
REMINGTON STEELE	N	14395	4950	8.3	34.4	97	1535	8.3	10.7	97	1566	8.7	10.9	102	1849	8.0	12.8	94
RIPLEY'S BELIEVE IT - NOT	A	11362	4476	7.5	39.4	111	1352	7.3	11.9	108	1419	7.9	12.5	117	1705	7.4	15.0	109
RIPTIDE	N	13920	4581	7.7	32.9	93	1470	7.9	10.6	96	1354	7.6	9.7	91	1757	7.6	12.6	92
SCARECROW & MRS. KING	C	17571	5563	9.4	31.7	89	1503	8.1	8.6	78	1569	8.8	8.9	84	2492	10.8	14.2	103
SIMON & SIMON	C	20208	7014	11.8	34.7	98	2242	12.1	11.1	101	1871	10.4	9.3	87	2901	12.6	14.4	105
60 MINUTES	C	27668	9134	15.4	33.0	93	2907	15.7	10.5	95	2721	15.2	9.8	92	3505	15.2	12.7	92
ST. ELSEWHERE	N	13699	4896	8.2	35.7	101	1460	7.9	10.7	97	1483	8.3	10.8	101	1953	8.5	14.3	104
THREE'S COMPANY	A	20632	7221	12.2	35.0	99	2005	10.8	9.7	88	2453	13.7	11.9	111	2762	12.0	13.4	97
T.J. HOOKER	A	17136	5465	9.2	31.9	90	1770	9.6	10.3	94	1620	9.0	9.5	89	2075	9.0	12.1	88
TONIGHT SHOW	N	4963	1791	3.0	36.1	102	605	3.3	12.2	111	492	2.7	9.9	93	695	3.0	14.0	102
TRAPPER JOHN, M.D.	C	16332	5109	8.6	31.3	88	1403	7.6	8.6	78	1720	9.6	10.5	99	1987	8.6	12.2	89
TV BLOOPERS & PRAC. JOKES	N	18881	6748	11.4	35.7	101	2187	11.8	11.6	105	2122	11.9	11.2	105	2440	10.6	12.9	94
20/20	A	18315	5891	9.9	32.2	91	1761	9.5	9.6	87	1812	10.1	9.9	93	2318	10.1	12.7	92
WEBSTER	A	18722	5768	9.7	30.8	87	1785	9.7	9.5	86	1794	10.0	9.6	90	2189	9.5	11.7	85
WORLD NEWS - SUN	A	5327	1763	3.0	33.1	93	517	2.8	9.7	88	526	2.9	9.9	92	720	3.1	13.5	98
YELLOW ROSE	N	8370	2393	4.0	28.6	81	861	4.7	10.3	93	634	3.5	7.6	71	898	3.9	10.7	78
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	11404	19.2	44.1	124	3734	20.2	14.4	131	4022	22.5	15.6	146	3643	15.8	14.1	103
BASKETBALL - COLLEGE GAMES		14468	6933	11.7	47.9	135	2372	12.8	16.4	149	2186	12.2	15.1	142	2375	10.3	16.4	120
BASKETBALL - PRO GAMES		12124	5991	10.1	49.4	139	2125	11.5	17.5	159	1895	10.6	15.6	146	1972	8.6	16.3	118
BOWLING		9412	3871	6.5	41.1	116	1410	7.6	15.0	136	1069	6.0	11.4	106	1392	6.0	14.8	108
BOXING		15409	7763	13.1	50.4	142	3230	17.5	21.0	190	2112	11.8	13.7	128	2421	10.5	15.7	114
FOOTBALL - COLLEGE GAMES		21400	10055	16.9	47.0	133	3481	18.8	16.3	148	3343	18.7	15.6	146	3231	14.0	15.1	110
FOOTBALL - PRO GAMES		35944	18210	30.6	50.7	143	5951	32.2	16.6	150	5756	32.1	16.0	150	6504	28.2	18.1	132
GOLF		9759	4491	7.6	46.0	130	1204	6.5	12.3	112	1551	8.7	15.9	149	1736	7.5	17.8	130
POST-SEASON COLL. FOOTBALL		18123	9192	15.5	50.7	143	3058	16.5	16.9	153	3046	17.0	16.8	157	3088	13.4	17.0	124
POST-SEASON PRO FOOTBALL		22091	11300	19.0	51.2	144	3854	20.8	17.4	158	3291	18.4	14.9	140	4155	18.0	18.8	137
TENNIS		6764	2863	4.8	42.3	119	718	3.9	10.6	96	748	4.2	11.1	104	1397	6.1	20.7	150
WRESTLING - PROFESSIONAL		9695	4296	7.2	44.3	125	1723	9.3	17.8	161	1206	6.7	12.4	117	1368	5.9	14.1	103

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	37779	100.0	47.7	100	14266	100.0	18.0	100	12220	100.0	15.4	100	11294	100.0	14.2	100
HOUSEHOLD HEADS	66405	30910	81.8	46.5	98	11368	79.7	17.1	95	9892	80.9	14.9	97	9650	85.4	14.5	102
18 - 24	13945	8072	21.4	57.9	121	3560	25.0	25.5	142	2505	20.5	18.0	117	2007	17.8	14.4	101
25 - 34	19334	11077	29.3	57.3	120	4365	30.6	22.6	125	3466	28.4	17.9	116	3246	28.7	16.8	118
35 - 44	14196	7085	18.8	49.9	105	2498	17.5	17.6	98	2144	17.5	15.1	98	2443	21.6	17.2	121
45 - 54	10896	4934	13.1	45.3	95	1546	10.8	14.2	79	1757	14.4	16.1	105	1632	14.5	15.0	105
55 - 64	10378	4029	10.7	38.8	81	1424	10.0	13.7	76	1401	11.5	13.5	88	1204	10.7	11.6	81
65 OR OLDER	10514	2584	6.8	24.6	52	875	6.1	8.3	46	947	7.7	9.0	58	762	6.7	7.2	51
18 - 34	33279	19148	50.7	57.5	121	7924	55.5	23.8	132	5971	48.9	17.9	116	5253	46.5	15.8	111
18 - 49	52904	28726	76.0	54.3	114	11106	77.8	21.0	117	9135	74.8	17.3	112	8485	75.1	16.0	113
25 - 54	44426	23096	61.1	52.0	109	8408	58.9	18.9	105	7367	60.3	16.6	108	7321	64.8	16.5	116
35 - 49	19625	9577	25.4	48.8	102	3182	22.3	16.2	90	3164	25.9	16.1	105	3232	28.6	16.5	116
50 OR OLDER	26359	9054	24.0	34.3	72	3160	22.2	12.0	67	3085	25.2	11.7	76	2809	24.9	10.7	75
GRADUATED COLLEGE	15982	8735	23.1	54.7	115	2240	15.7	14.0	78	3234	26.5	20.2	131	3262	28.9	20.4	143
ATTENDED COLLEGE	13629	7371	19.5	54.1	113	2667	18.7	19.6	109	2336	19.1	17.1	111	2368	21.0	17.4	122
GRADUATED HIGH SCHOOL	28591	14011	37.1	49.0	103	5917	41.5	20.7	115	4074	33.3	14.2	92	4020	35.6	14.1	99
DID NOT GRADUATE HIGH SCHOOL	21061	7663	20.3	36.4	76	3442	24.1	16.3	91	2577	21.1	12.2	79	1644	14.6	7.8	55
EMPLOYED FULL-TIME	52316	26779	70.9	51.2	107	10021	70.2	19.2	106	8365	68.5	16.0	104	8393	74.3	16.0	113
EMPLOYED PART-TIME	4113	2173	5.8	52.8	111	825	5.8	20.1	111	*703	5.8	17.1	111	645	5.7	15.7	110
NOT EMPLOYED	22834	8827	23.4	38.7	81	3420	24.0	15.0	83	3152	25.8	13.8	90	2256	20.0	9.9	69
PROFESSIONAL/MANAGER	15034	7837	20.7	52.1	109	2125	14.9	14.1	79	2700	22.1	18.0	116	3013	26.7	20.0	141
TECH/CLERICAL/SALES	11255	6015	15.9	53.4	112	2008	14.1	17.8	99	2000	16.4	17.8	115	2007	17.8	17.8	125
PRECISION/CRAFT	11607	5821	15.4	50.2	105	2739	19.2	23.6	131	1658	13.6	14.3	93	1424	12.6	12.3	86
OTHER EMPLOYED	18534	9278	24.6	50.1	105	3975	27.9	21.4	119	2710	22.2	14.6	95	2594	23.0	14.0	98
SINGLE	19562	10979	29.1	56.1	118	4763	33.4	24.3	135	3412	27.9	17.4	113	2804	24.8	14.3	101
MARRIED	51896	23301	61.7	44.9	94	7725	54.1	14.9	83	7749	63.4	14.9	97	7827	69.3	15.1	106
DIVORCED/SEPARATED/WIDOWED	7804	3499	9.3	44.8	94	1778	12.5	22.8	127	1059	8.7	13.6	88	663	5.9	8.5	60
PARENTS	25372	12880	34.1	50.8	107	4451	31.2	17.5	97	4058	33.2	16.0	104	4371	38.7	17.2	121
WHITE	69658	33747	89.3	48.4	102	12392	86.9	17.8	99	10874	89.0	15.6	101	10481	92.8	15.0	106
BLACK	7909	3206	8.5	40.5	85	1594	11.2	20.2	112	1027	8.4	13.0	84	586	5.2	7.4	52
OTHER	1696	826	2.2	48.7	102	**280	2.0	16.5	92	**319	2.6	18.8	122	**227	2.0	13.4	94
NORTHEAST-CENSUS	17202	8538	22.6	49.6	104	2866	20.1	16.7	93	3206	26.2	18.6	121	2467	21.8	14.3	101
NORTH CENTRAL	20461	10312	27.3	50.4	106	4173	29.3	20.4	113	2795	22.9	13.7	89	3344	29.6	16.3	115
SOUTH	26695	10979	29.1	41.1	86	4660	32.7	17.5	97	3581	29.3	13.4	87	2738	24.2	10.3	72
WEST	14906	7951	21.0	53.3	112	2568	18.0	17.2	96	2637	21.6	17.7	115	2746	24.3	18.4	129
NORTHEAST-MKTG.	17962	8762	23.2	48.8	102	2677	18.8	14.9	83	3575	29.3	19.9	129	2510	22.2	14.0	98
EAST CENTRAL	11741	5648	15.0	48.1	101	2233	15.7	19.0	106	1597	13.1	13.6	88	1819	16.1	15.5	109
WEST CENTRAL	13518	7073	18.7	52.3	110	2897	20.3	21.4	119	1958	16.0	14.5	94	2219	19.6	16.4	115
SOUTH	23168	9485	25.1	40.9	86	4293	30.1	18.5	103	2787	22.8	12.0	78	2405	21.3	10.4	73
PACIFIC	12874	6811	18.0	52.9	111	2166	15.2	16.8	93	2303	18.8	17.9	116	2342	20.7	18.2	128
COUNTY SIZE A	32596	16682	44.2	51.2	107	6368	44.6	19.5	109	5559	45.5	17.1	111	4755	42.1	14.6	102
COUNTY SIZE B	23814	11505	30.5	48.3	101	4042	28.3	17.0	94	3715	30.4	15.6	101	3749	33.2	15.7	110
COUNTY SIZE C	12663	5730	15.2	45.2	95	2207	15.5	17.4	97	1765	14.4	13.9	90	1758	15.6	13.9	97
COUNTY SIZE D	10190	3863	10.2	37.9	80	1649	11.6	16.2	90	1181	9.7	11.6	75	1033	9.1	10.1	71
METRO CENTRAL CITY	23190	11407	30.2	49.2	103	4493	31.5	19.4	108	3757	30.7	16.2	105	3157	28.0	13.6	96
METRO SUBURBAN	36920	18608	49.3	50.4	106	6888	48.3	18.7	104	5787	47.4	15.7	102	5933	52.5	16.1	113
NON METRO	19152	7764	20.6	40.5	85	2885	20.2	15.1	84	2676	21.9	14.0	91	2204	19.5	11.5	81
TOP 5 ADI'S	18703	9391	24.9	50.2	105	3392	23.8	18.1	101	3333	27.3	17.8	116	2665	23.6	14.2	100
TOP 10 ADI'S	26158	13088	34.6	50.0	105	4700	32.9	18.0	100	4672	38.2	17.9	116	3716	32.9	14.2	100
TOP 20 ADI'S	36612	18368	48.6	50.2	105	6903	48.4	18.9	105	6158	50.4	16.8	109	5307	47.0	14.5	102
HSHLD INC. $50,000 OR MORE	9326	4834	12.8	51.8	109	1255	8.8	13.5	75	1656	13.6	17.8	115	1923	17.0	20.6	145
$40,000 OR MORE	18002	9335	24.7	51.9	109	2717	19.0	15.1	84	3140	25.7	17.4	113	3479	30.8	19.3	136
$30,000 OR MORE	31361	16170	42.8	51.6	108	5209	36.5	16.6	92	5285	43.2	16.9	109	5676	50.3	18.1	127
$25,000 OR MORE	39858	20636	54.6	51.8	109	6711	47.0	16.8	94	6875	56.3	17.2	112	7050	62.4	17.7	124
$20,000 - $24,999	8664	4233	11.2	48.9	103	1610	11.3	18.6	103	1410	11.5	16.3	106	1213	10.7	14.0	98
$15,000 - $19,999	7964	4037	10.7	50.7	106	1813	12.7	22.8	126	1232	10.1	15.5	100	992	8.8	12.5	87
$10,000 - $14,999	11093	4766	12.6	43.0	90	2110	14.8	19.0	106	1527	12.5	13.8	89	1129	10.0	10.2	71
UNDER $10,000	11683	4108	10.9	35.2	74	2023	14.2	17.3	96	1176	9.6	10.1	65	909	8.0	7.8	55
HOUSEHOLD OF 1 PERSON	7453	3583	9.5	48.1	101	1637	11.5	22.0	122	1081	8.8	14.5	94	865	7.7	11.6	81
2 PEOPLE	24757	10318	27.3	41.7	87	3971	27.8	16.0	89	3409	27.9	13.8	89	2939	26.0	11.9	83
3 OR 4 PEOPLE	32682	16849	44.6	51.6	108	6169	43.2	18.9	105	5213	42.7	16.0	103	5467	48.4	16.7	117
5 OR MORE PEOPLE	14370	7030	18.6	48.9	103	2489	17.4	17.3	96	2517	20.6	17.5	114	2023	17.9	14.1	99
NO CHILD IN HSHLD	46768	20918	55.4	44.7	94	8249	57.8	17.6	98	6720	55.0	14.4	93	5949	52.7	12.7	89
CHILD(REN) UNDER 2 YRS	4799	2576	6.8	53.7	113	1098	7.7	22.9	127	721	5.9	15.0	97	757	6.7	15.8	111
2 - 5 YEARS	11125	5913	15.7	53.2	112	2110	14.8	19.0	105	1767	14.5	15.9	103	2037	18.0	18.3	129
6 - 11 YEARS	14193	7039	18.6	49.6	104	2511	17.6	17.7	98	2298	18.8	16.2	105	2231	19.8	15.7	110
12 - 17 YEARS	17402	8970	23.7	51.5	108	3225	22.6	18.5	103	3001	24.6	17.2	112	2743	24.3	15.8	111
RESIDENCE OWNED	56398	25684	68.0	45.5	96	8887	62.3	15.8	88	8392	68.7	14.9	97	8405	74.4	14.9	105
VALUE: $50,000 OR MORE	34811	16802	44.5	48.3	101	5217	36.6	15.0	83	5705	46.7	16.4	106	5880	52.1	16.9	119
VALUE: UNDER $50,000	21587	8882	23.5	41.1	86	3670	25.7	17.0	94	2687	22.0	12.4	81	2525	22.4	11.7	82

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL MALES		79263	37779	100.0	47.7	100	14266	100.0	18.0	100	12220	100.0	15.4	100	11294	100.0	14.2	100
MAGAZINES	QUINTILE 1	16033	9215	24.4	57.5	121	3177	22.3	19.8	110	2993	24.5	18.7	121	3046	27.0	19.0	133
	QUINTILE 2	15354	7636	20.2	49.7	104	3048	21.4	19.9	110	2123	17.4	13.8	90	2465	21.8	16.1	113
	QUINTILE 3	15888	7524	19.9	47.4	99	2600	18.2	16.4	91	2581	21.1	16.2	105	2344	20.8	14.8	104
	QUINTILE 4	17310	7878	20.9	45.5	95	3239	22.7	18.7	104	2297	18.8	13.3	86	2342	20.7	13.5	95
	QUINTILE 5	14677	5527	14.6	37.7	79	2203	15.4	15.0	83	2226	18.2	15.2	98	1098	9.7	7.5	53
NEWSPAPERS	QUINTILE 1	15277	7929	21.0	51.9	109	2715	19.0	17.8	99	2765	22.6	18.1	117	2450	21.7	16.0	113
	QUINTILE 2	22745	11167	29.6	49.1	103	3808	26.7	16.7	93	3648	29.9	16.0	104	3710	32.8	16.3	114
	QUINTILE 3	10692	5334	14.1	49.9	105	2284	16.0	21.4	119	1525	12.5	14.3	93	1525	13.5	14.3	100
	QUINTILE 4	11646	5402	14.3	46.4	97	2353	16.5	20.2	112	1429	11.7	12.3	80	1620	14.3	13.9	98
	QUINTILE 5	18903	7948	21.0	42.0	88	3106	21.8	16.4	91	2853	23.3	15.1	98	1988	17.6	10.5	74
OUTDOOR	QUINTILE 1	16620	8678	23.0	52.2	110	2968	20.8	17.9	99	2882	23.6	17.3	112	2828	25.0	17.0	119
	QUINTILE 2	16377	8472	22.4	51.7	109	3223	22.6	19.7	109	2733	22.4	16.7	108	2516	22.3	15.4	108
	QUINTILE 3	15995	7483	19.8	46.8	98	2792	19.6	17.5	97	2403	19.7	15.0	97	2288	20.3	14.3	100
	QUINTILE 4	15592	6806	18.0	43.7	92	2744	19.2	17.6	98	2132	17.4	13.7	89	1929	17.1	12.4	87
	QUINTILE 5	14679	6342	16.8	43.2	91	2539	17.8	17.3	96	2070	16.9	14.1	91	1732	15.3	11.8	83
RADIO-DRIVE	QUINTILE 1	15746	8007	21.2	50.9	107	3207	22.5	20.4	113	2356	19.3	15.0	97	2443	21.6	15.5	109
TIME	QUINTILE 2	15067	7760	20.5	51.5	108	2884	20.2	19.1	106	2633	21.5	17.5	113	2244	19.9	14.9	105
	QUINTILE 3	15631	7609	20.1	48.7	102	2561	18.0	16.4	91	2665	21.8	17.0	111	2382	21.1	15.2	107
	QUINTILE 4	16245	7850	20.8	48.3	101	3110	21.8	19.1	106	2424	19.8	14.9	97	2316	20.5	14.3	100
	QUINTILE 5	16573	6553	17.3	39.5	83	2504	17.6	15.1	84	2140	17.5	12.9	84	1909	16.9	11.5	81
RADIO-MID-	TERCILE 1	21788	11121	29.4	51.0	107	4263	29.9	19.6	109	3697	30.3	17.0	110	3162	28.0	14.5	102
DAY	TERCILE 2	21151	10066	26.6	47.6	100	3823	26.8	18.1	100	3175	26.0	15.0	97	3068	27.2	14.5	102
	TERCILE 3	36323	16593	43.9	45.7	96	6181	43.3	17.0	95	5349	43.8	14.7	96	5064	44.8	13.9	98
RADIO-TOTAL	QUINTILE 1	15977	8552	22.6	53.5	112	3501	24.5	21.9	122	2456	20.1	15.4	100	2595	23.0	16.2	114
	QUINTILE 2	15923	7736	20.5	48.6	102	3053	21.4	19.2	107	2574	21.1	16.2	105	2109	18.7	13.2	93
	QUINTILE 3	14980	7583	20.1	50.6	106	2711	19.0	18.1	101	2776	22.7	18.5	120	2096	18.6	14.0	98
	QUINTILE 4	17123	7706	20.4	45.0	94	2668	18.7	15.6	87	2528	20.7	14.8	96	2510	22.2	14.7	103
	QUINTILE 5	15260	6202	16.4	40.6	85	2333	16.4	15.3	85	1886	15.4	12.4	80	1984	17.6	13.0	91
TV-PRIME	QUINTILE 1	15674	6957	18.4	44.4	93	2635	18.5	16.8	93	2375	19.4	15.2	98	1947	17.2	12.4	87
TIME	QUINTILE 2	15944	7776	20.6	48.8	102	3117	21.8	19.5	109	2620	21.4	16.4	107	2039	18.1	12.8	90
	QUINTILE 3	16037	7889	20.9	49.2	103	2746	19.2	17.1	95	2398	19.6	15.0	97	2745	24.3	17.1	120
	QUINTILE 4	15412	7512	19.9	48.7	102	2818	19.8	18.3	102	2318	19.0	15.0	98	2376	21.0	15.4	108
	QUINTILE 5	16194	7645	20.2	47.2	99	2951	20.7	18.2	101	2508	20.5	15.5	100	2187	19.4	13.5	95
TV-DAYTIME	TERCILE 1	19156	8098	21.4	42.3	89	3063	21.5	16.0	89	2798	22.9	14.6	95	2237	19.8	11.7	82
	TERCILE 2	19343	9829	26.0	50.8	107	4173	29.3	21.6	120	2899	23.7	15.0	97	2757	24.4	14.3	100
	TERCILE 3	40764	19853	52.6	48.7	102	7030	49.3	17.2	96	6522	53.4	16.0	104	6300	55.8	15.5	108
TV-TOTAL	QUINTILE 1	15844	6902	18.3	43.6	91	2684	18.8	16.9	94	2359	19.3	14.9	97	1859	16.5	11.7	82
	QUINTILE 2	15767	7303	19.3	46.3	97	2924	20.5	18.5	103	2283	18.7	14.5	94	2096	18.6	13.3	93
	QUINTILE 3	15775	7815	20.7	49.5	104	2938	20.6	18.6	103	2753	22.5	17.5	113	2124	18.8	13.5	94
	QUINTILE 4	15903	7991	21.2	50.2	105	2961	20.8	18.6	103	2474	20.2	15.6	101	2556	22.6	16.1	113
	QUINTILE 5	15974	7769	20.6	48.6	102	2759	19.3	17.3	96	2352	19.2	14.7	96	2659	23.5	16.6	117
MAGAZINES-NEWSPAPERS: DUAL		21225	11456	30.3	54.0	113	4094	28.7	19.3	107	3586	29.3	16.9	110	3776	33.4	17.8	125
MAGAZINE IMPERATIVE		17728	8954	23.7	50.5	106	3583	25.1	20.2	112	2631	21.5	14.8	96	2740	24.3	15.5	108
NEWSPAPER IMPERATIVE		22967	10469	27.7	45.5	96	3650	25.6	15.9	88	3665	30.0	15.9	103	3153	27.9	13.7	96
MAGAZINES-OUTDOOR: DUAL		16244	9046	23.9	55.7	117	2953	20.7	18.2	101	2997	24.5	18.4	120	3097	27.4	19.1	134
MAGAZINE IMPERATIVE		24016	11731	31.1	48.8	102	4605	32.3	19.2	107	3410	27.9	14.2	92	3716	32.9	15.5	109
OUTDOOR IMPERATIVE		26020	12043	31.9	46.3	97	4770	33.4	18.3	102	3974	32.5	15.3	99	3298	29.2	12.7	89
MAGAZINES-RADIO: DUAL		16918	9264	24.5	54.8	115	3669	25.7	21.7	120	2816	23.0	16.6	108	2779	24.6	16.4	115
MAGAZINE IMPERATIVE		23456	11826	31.3	50.4	106	3998	28.0	17.0	95	3790	31.0	16.2	105	4038	35.8	17.2	121
RADIO IMPERATIVE		23900	11354	30.1	47.5	100	4527	31.7	18.9	105	3805	31.1	15.9	103	3022	26.8	12.6	89
MAGAZINES-TELEVISION: DUAL		15791	7887	20.9	49.9	105	2899	20.3	18.4	102	2598	21.3	16.5	107	2390	21.2	15.1	106
MAGAZINE IMPERATIVE		25476	13769	36.4	54.0	113	5122	35.9	20.1	112	4002	32.7	15.7	102	4645	41.1	18.2	128
TELEVISION IMPERATIVE		25744	10739	28.4	41.7	88	4318	30.3	16.8	93	3632	29.7	14.1	92	2790	24.7	10.8	76
NEWSPAPERS-OUTDOOR: DUAL		17628	9255	24.5	52.5	110	2999	21.0	17.0	95	3516	28.8	19.9	129	2740	24.3	15.5	109
NEWSPAPER IMPERATIVE		26414	12546	33.2	47.5	100	4637	32.5	17.6	98	3742	30.6	14.2	92	4166	36.9	15.8	111
OUTDOOR IMPERATIVE		23059	11313	29.9	49.1	103	4626	32.4	20.1	111	3355	27.5	14.5	94	3332	29.5	14.4	101
NEWSPAPERS-RADIO: DUAL		17996	9681	25.6	53.8	113	3769	26.4	20.9	116	2896	23.7	16.1	104	3016	26.7	16.8	118
NEWSPAPER IMPERATIVE		26269	12516	33.1	47.6	100	4132	29.0	15.7	87	4284	35.1	16.3	106	4100	36.3	15.6	110
RADIO IMPERATIVE		21342	10438	27.6	48.9	103	4358	30.5	20.4	113	3436	28.1	16.1	104	2643	23.4	12.4	87
NEWSPAPERS-TELEVISION: DUAL		17359	8537	22.6	49.2	103	3305	23.2	19.0	106	2860	23.4	16.5	107	2373	21.0	13.7	96
NEWSPAPER IMPERATIVE		26889	13754	36.4	51.2	107	4683	32.8	17.4	97	4433	36.3	16.5	107	4638	41.1	17.2	121
TELEVISION IMPERATIVE		21698	9395	24.9	43.3	91	3900	27.3	18.0	100	3084	25.2	14.2	92	2411	21.3	11.1	78
OUTDOOR-RADIO: DUAL		16456	8619	22.8	52.4	110	3255	22.8	19.8	110	2822	23.1	17.1	111	2543	22.5	15.5	108
OUTDOOR IMPERATIVE		25870	12479	33.0	48.2	101	4310	30.2	16.7	93	4149	34.0	16.0	104	4021	35.6	15.5	109
RADIO IMPERATIVE		23943	11645	30.8	48.6	102	4721	33.1	19.7	110	3646	29.8	15.2	99	3277	29.0	13.7	96
OUTDOOR-TELEVISION: DUAL		15918	8033	21.3	50.5	106	2744	19.2	17.2	96	2917	23.9	18.3	119	2373	21.0	14.9	105
OUTDOOR IMPERATIVE		26398	13792	36.5	52.2	110	4980	34.9	18.9	105	4242	34.7	16.1	104	4570	40.5	17.3	121
TELEVISION IMPERATIVE		24851	10495	27.8	42.2	89	4430	31.1	17.8	99	3297	27.0	13.3	86	2768	24.5	11.1	78
RADIO-TELEVISION: DUAL		15584	7743	20.5	49.7	104	3113	21.8	20.0	111	2620	21.4	16.8	109	2009	17.8	12.9	90
RADIO IMPERATIVE		25472	13291	35.2	52.2	109	5055	35.4	19:8	110	4201	34.4	16.5	107	4035	35.7	15.8	111
TELEVISION IMPERATIVE		25576	10984	29.1	42.9	90	4041	28.3	15.8	88	3718	30.4	14.5	94	3225	28.6	12.6	88

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL MALES	79263	37779	100.0	47.7	100	14266	100.0	18.0	100	12220	100.0	15.4	100	11294	100.0	14.2	100
ATLANTIC MONTHLY	452	321	0.8	71.0	149	**158	1.1	35.0	194	**84	0.7	18.6	121	**79	0.7	17.5	123
BARRON'S	1058	615	1.6	58.1	122	*305	2.1	28.8	160	*96	0.8	9.1	59	*214	1.9	20.2	142
BETTER HOMES & GARDENS	4773	2389	6.3	50.1	105	902	6.3	18.9	105	688	5.6	14.4	93	799	7.1	16.7	117
BON APPETIT	1037	607	1.6	58.5	123	*180	1.3	17.4	96	*151	1.2	14.6	94	*276	2.4	26.6	187
BUSINESS WEEK	3193	1792	4.7	56.1	118	556	3.9	17.4	97	652	5.3	20.4	132	584	5.2	18.3	128
CAR AND DRIVER	2705	1669	4.4	61.7	129	683	4.8	25.2	140	480	3.9	17.7	115	505	4.5	18.7	131
CBS MAGAZINE NETWORK (GROSS)	5678	3380	8.9	59.5	125	1312	9.2	23.1	128	987	8.1	17.4	113	1081	9.6	19.0	134
CHANGING TIMES	1847	902	2.4	48.8	102	*327	2.3	17.7	98	*270	2.2	14.6	95	304	2.7	16.5	116
COLONIAL HOMES	492	257	0.7	52.2	110	**131	0.9	26.6	148	**33	0.3	6.7	44	*94	0.8	19.1	134
CONDE NAST MAG. PKG. (GROSS)	2066	1209	3.2	58.5	123	599	4.2	29.0	161	327	2.7	15.8	103	*283	2.5	13.7	96
CONSUMERS DIGEST	1719	846	2.2	49.2	103	*347	2.4	20.2	112	*120	1.0	7.0	45	379	3.4	22.0	155
COSMOPOLITAN	1762	936	2.5	53.1	111	375	2.6	21.3	118	*290	2.4	16.5	107	271	2.4	15.4	108
COUNTRY LIVING	1110	588	1.6	53.0	111	*300	2.1	27.0	150	**106	0.9	9.5	62	*182	1.6	16.4	115
CUISINE	660	397	1.1	60.2	126	*190	1.3	28.8	160	**90	0.7	13.6	88	**117	1.0	17.7	124
CYCLE WORLD	1924	999	2.6	51.9	109	440	3.1	22.9	127	*231	1.9	12.0	78	328	2.9	17.0	120
DCI:CREATIVE IDEAS FOR LIV	437	*221	0.6	50.6	106	**111	0.8	25.4	141	**53	0.4	12.1	79	**57	0.5	13.0	92
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1222	3.2	49.1	103	418	2.9	16.8	93	385	3.2	15.5	100	419	3.7	16.8	118
DISCOVER	1279	724	1.9	56.6	119	*285	2.0	22.3	124	*183	1.5	14.3	93	*257	2.3	20.1	141
EBONY	2848	1315	3.5	45.4	95	639	4.5	22.0	123	374	3.1	12.9	84	*302	2.7	10.4	73
ESQUIRE	1384	699	1.9	50.5	106	263	1.8	19.0	106	226	1.8	16.3	106	*211	1.9	15.2	107
ESSENCE	850	423	1.1	49.8	104	*209	1.5	24.6	137	*138	1.1	16.2	105	**76	0.7	8.9	63
FAMILY CIRCLE	2430	1281	3.4	52.7	111	497	3.5	20.5	114	333	2.7	13.7	89	451	4.0	18.6	130
THE FAMILY HANDYMAN	2356	1295	3.4	55.0	115	475	3.3	20.2	112	459	3.8	19.5	126	361	3.2	15.3	108
FAMILY WEEKLY	11533	5626	14.9	48.8	102	2077	14.6	18.0	100	1860	15.2	16.1	105	1689	15.0	14.6	103
FIELD & STREAM	7444	3662	9.7	49.2	103	1533	10.7	20.6	114	1120	9.2	15.0	98	1009	8.9	13.6	95
FOOD & WINE	416	297	0.8	71.4	150	**160	1.1	38.5	214	**62	0.5	14.9	97	**74	0.7	17.8	125
FORBES	1865	1060	2.8	56.8	119	361	2.5	19.4	108	310	2.5	16.6	108	389	3.4	20.9	146
FORTUNE	1849	1134	3.0	61.3	129	382	2.7	20.7	115	309	2.5	16.7	108	443	3.9	24.0	168
GENTLEMEN'S QUARTERLY	2284	1309	3.5	57.3	120	580	4.1	25.4	141	360	2.9	15.8	102	369	3.3	16.2	113
GLAMOUR	538	360	1.0	66.9	140	**157	1.1	29.2	162	**114	0.9	21.2	137	**89	0.8	16.5	116
GOLF DIGEST	1649	968	2.6	58.7	123	310	2.2	18.8	104	308	2.5	18.7	121	350	3.1	21.2	149
GOLF DIGEST/TENNIS (GROSS)	2294	1375	3.6	59.9	126	521	3.7	22.7	126	427	3.5	18.6	121	427	3.8	18.6	131
GOLF MAGAZINE	1577	942	2.5	59.7	125	257	1.8	16.3	91	327	2.7	20.7	134	358	3.2	22.7	159
GOLF MAGAZINE/SKI (GROSS)	2487	1557	4.1	62.6	131	478	3.4	19.2	107	552	4.5	22.2	144	527	4.7	21.2	149
GOOD HOUSEKEEPING	2569	1204	3.2	46.9	98	478	3.4	18.6	103	301	2.5	11.7	76	425	3.8	16.5	116
HARPER'S BAZAAR	431	*280	0.7	65.0	136	**114	0.8	26.5	147	**76	0.6	17.6	114	**90	0.8	20.9	147
HEALTH	788	404	1.1	51.3	108	*221	1.5	28.0	156	**40	0.3	5.1	33	**143	1.3	18.1	127
HEARST MAG CORP. BUY (GROSS)	18781	9656	25.6	51.4	108	3840	26.9	20.4	114	2750	22.5	14.6	95	3066	27.1	16.3	115
HEARST MAN POWER (GROSS)	9169	4672	12.4	51.0	107	1767	12.4	19.3	107	1430	11.7	15.6	101	1475	13.1	16.1	113
HEARST WOMAN POWER (GROSS)	5452	2677	7.1	49.1	103	1013	7.1	18.6	103	797	6.5	14.6	95	867	7.7	15.9	112
HOUSE BEAUTIFUL	1020	509	1.3	49.9	105	*267	1.9	26.2	145	**92	0.8	9.0	59	*150	1.3	14.7	103
INC.	993	567	1.5	57.1	120	*231	1.6	23.3	129	*152	1.2	15.3	99	*184	1.6	18.5	130
JET	2808	1371	3.6	48.8	102	736	5.2	26.2	146	387	3.2	13.8	89	*248	2.2	8.8	62
LADIES' HOME JOURNAL	1868	861	2.3	46.1	97	370	2.6	19.8	110	*215	1.8	11.5	75	*276	2.4	14.8	104
LHJ FAMILY GRP COMBO(GROSS)	3582	1792	4.7	50.0	105	799	5.6	22.3	124	443	3.6	12.4	80	550	4.9	15.4	108
LIFE	4817	2567	6.8	53.3	112	1005	7.0	20.9	116	836	6.8	17.4	113	726	6.4	15.1	106
L.A. TIMES HOME MAGAZINE	1465	762	2.0	52.0	109	210	1.5	14.3	80	283	2.3	19.3	125	269	2.4	18.4	129
MADEMOISELLE	460	*255	0.7	55.4	116	**104	0.7	22.6	126	**83	0.7	18.0	117	**67	0.6	14.6	102
MC CALL'S	1764	745	2.0	42.2	89	*199	1.4	11.3	63	*202	1.7	11.5	74	344	3.0	19.5	137
MC CALL'S/WRK MOTHER (GROSS)	2062	960	2.5	46.6	98	339	2.4	16.4	91	221	1.8	10.7	70	400	3.5	19.4	136
MECHANIX ILLUSTRATED	3625	1920	5.1	53.0	111	598	4.2	16.5	92	629	5.1	17.4	113	693	6.1	19.1	134
METROPOLITAN HOME	495	*279	0.7	56.4	118	**116	0.8	23.4	130	**77	0.6	15.6	101	**87	0.8	17.6	123
MONEY	3017	1765	4.7	58.5	123	537	3.8	17.8	99	534	4.4	17.7	115	694	6.1	23.0	161
MOTHER EARTH NEWS	1203	749	2.0	62.3	131	*242	1.7	20.1	112	*221	1.8	18.4	119	285	2.5	23.7	166
MS.	*257	**175	0.5	68.1	143	**84	0.6	32.7	182	**54	0.4	21.0	136	**36	0.3	14.0	98
NATIONAL ENQUIRER	6921	3221	8.5	46.5	98	1321	9.3	19.1	106	912	7.5	13.2	85	988	8.7	14.3	100
NATIONAL GEOGRAPHIC	11626	6345	16.8	54.6	115	2011	14.1	17.3	96	2017	16.5	17.3	113	2317	20.5	19.9	140
NATIONAL SUNDAY MAGAZINE PKG	49424	25007	66.2	50.6	106	9307	65.2	18.8	105	8022	65.6	16.2	105	7678	68.0	15.5	109
NATURAL HISTORY	753	431	1.1	57.2	120	**165	1.2	21.9	122	*157	1.3	20.8	135	**109	1.0	14.5	102
NEW WOMAN	*296	**163	0.4	55.1	116	**113	0.8	38.2	212	**3	0.0	1.0	7	**47	0.4	15.9	111
NEW YORK INCLUDING CUE	541	314	0.8	58.0	122	**104	0.7	19.2	107	*94	0.8	17.4	113	*116	1.0	21.4	150
THE NEW YORKER	1078	599	1.6	55.6	117	*219	1.5	20.3	113	*187	1.5	17.3	113	*193	1.7	17.9	126
NEWSWEEK	9602	5132	13.6	53.4	112	1806	12.7	18.8	105	1758	14.4	18.3	119	1568	13.9	16.3	115
THE N.Y. TIMES DAILY EDITION	1376	811	2.1	58.9	124	208	1.5	15.1	84	235	1.9	17.1	111	369	3.3	26.8	188
THE N.Y. TIMES MAGAZINE	2110	1212	3.2	57.4	121	286	2.0	13.6	75	423	3.5	20.0	130	503	4.5	23.8	167
OMNI	1927	1177	3.1	61.1	128	511	3.6	26.5	147	265	2.2	13.8	89	401	3.6	20.8	146
ON CABLE	911	548	1.5	60.2	126	*315	2.2	34.6	192	*78	0.6	8.6	56	*155	1.4	17.0	119
1001 HOME IDEAS	927	527	1.4	56.9	119	*207	1.5	22.3	124	*187	1.5	20.2	131	*132	1.2	14.2	100
ORGANIC GARDENING	1430	619	1.6	43.3	91	*245	1.7	17.1	95	*190	1.6	13.3	86	*184	1.6	12.9	90
OUTDOOR LIFE	4064	1968	5.2	48.4	102	768	5.4	18.9	105	647	5.3	15.9	103	553	4.9	13.6	95
PARADE MAGAZINE	24538	12146	32.2	49.5	104	4472	31.3	18.2	101	3999	32.7	16.3	106	3675	32.5	15.0	105

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	37779	100.0	47.7	100	14266	100.0	18.0	100	12220	100.0	15.4	100	11294	100.0	14.2	100
PARENTS	1126	689	1.8	61.2	128	263	1.8	23.4	130	*137	1.1	12.2	79	*289	2.6	25.7	180
PENTHOUSE	4157	2686	7.1	64.6	136	1156	8.1	27.8	155	738	6.0	17.8	115	791	7.0	19.0	134
PEOPLE	7591	4078	10.8	53.7	113	1571	11.0	20.7	115	1267	10.4	16.7	108	1240	11.0	16.3	115
PLAYBOY	8379	5173	13.7	61.7	130	2150	15.1	25.7	143	1470	12.0	17.5	114	1552	13.7	18.5	130
POPULAR HOT RODDING	2110	1235	3.3	58.5	123	570	4.0	27.0	150	344	2.8	16.3	106	320	2.8	15.2	106
POPULAR MECHANICS	4850	2450	6.5	50.5	106	790	5.5	16.3	91	904	7.4	18.6	121	756	6.7	15.6	109
POPULAR SCIENCE	3397	1775	4.7	52.3	110	563	3.9	16.6	92	578	4.7	17.0	110	634	5.6	18.7	131
PREVENTION	1720	691	1.8	40.2	84	*261	1.8	15.2	84	*152	1.2	8.8	57	278	2.5	16.2	113
PSYCHOLOGY TODAY	1344	812	2.1	60.4	127	*318	2.2	23.7	131	*158	1.3	11.8	76	*336	3.0	25.0	175
READER'S DIGEST	16016	7329	19.4	45.8	96	2672	18.7	16.7	93	2293	18.8	14.3	93	2364	20.9	14.8	104
REDBOOK	1121	537	1.4	47.9	101	*160	1.1	14.3	79	*206	1.7	18.4	119	*171	1.5	15.3	107
ROAD & TRACK	2161	1360	3.6	62.9	132	419	2.9	19.4	108	532	4.4	24.6	160	409	3.6	18.9	133
ROLLING STONE	1948	1429	3.8	73.4	154	641	4.5	32.9	183	358	2.9	18.4	119	430	3.8	22.1	155
RUNNER'S WORLD	899	496	1.3	55.2	116	**178	1.2	19.8	110	**130	1.1	14.5	94	*188	1.7	20.9	147
SATURDAY EVENING POST	841	381	1.0	45.3	95	*168	1.2	20.0	111	**70	0.6	8.3	54	*143	1.3	17.0	119
SCIENCE 84	841	502	1.3	59.7	125	**179	1.3	21.3	118	**132	1.1	15.7	102	*191	1.7	22.7	159
SCIENCE DIGEST	1194	616	1.6	51.6	108	*226	1.6	18.9	105	*132	1.1	11.1	72	*258	2.3	21.6	152
SCIENTIFIC AMERICAN	1379	909	2.4	65.9	138	*256	1.8	18.6	103	302	2.5	21.9	142	350	3.1	25.4	178
SELF	436	*236	0.6	54.1	114	**174	1.2	39.9	222	**38	0.3	8.7	57	**25	0.2	5.7	40
SEVENTEEN	614	*329	0.9	53.6	112	**162	1.1	26.4	147	**74	0.6	12.1	78	**92	0.8	15.0	105
SKI	910	615	1.6	67.6	142	*221	1.5	24.3	135	*225	1.8	24.7	160	*169	1.5	18.6	130
SMITHSONIAN	2937	1802	4.8	61.4	129	525	3.7	17.9	99	578	4.7	19.7	128	699	6.2	23.8	167
SOAP OPERA DIGEST	545	*297	0.8	54.5	114	**144	1.0	26.4	147	**48	0.4	8.8	57	**104	0.9	19.1	134
SOUTHERN LIVING	2054	1001	2.6	48.7	102	*307	2.2	14.9	83	332	2.7	16.2	105	362	3.2	17.6	124
SPORT	2799	1547	4.1	55.3	116	670	4.7	23.9	133	428	3.5	15.3	99	449	4.0	16.0	113
THE SPORTING NEWS	1938	1054	2.8	54.4	114	469	3.3	24.2	134	334	2.7	17.2	112	*251	2.2	13.0	91
SPORTS AFIELD	3125	1606	4.3	51.4	108	751	5.3	24.0	134	394	3.2	12.6	82	461	4.1	14.8	104
SPORTS ILLUSTRATED	11159	6200	16.4	55.6	117	2330	16.3	20.9	116	1894	15.5	17.0	110	1976	17.5	17.7	124
STAR	4095	1921	5.1	46.9	98	938	6.6	22.9	127	587	4.8	14.3	93	395	3.5	9.6	68
SUNDAY	25169	13055	34.6	51.9	109	4816	33.8	19.1	106	4413	36.1	17.5	114	3826	33.9	15.2	107
SUNSET	1294	835	2.2	64.5	135	*296	2.1	22.9	127	*203	1.7	15.7	102	*335	3.0	25.9	182
TV GUIDE	18508	9006	23.8	48.7	102	3410	23.9	18.4	102	2870	23.5	15.5	101	2726	24.1	14.7	103
TENNIS	645	408	1.1	63.3	133	*211	1.5	32.7	182	**119	1.0	18.4	120	**78	0.7	12.1	85
TIME	12124	6425	17.0	53.0	111	2253	15.8	18.6	103	2248	18.4	18.5	120	1924	17.0	15.9	111
TOWN & COUNTRY	493	319	0.8	64.7	136	**103	0.7	20.9	116	**96	0.8	19.5	126	**120	1.1	24.3	171
TRAVEL & LEISURE	1122	587	1.6	52.3	110	*255	1.8	22.7	126	*177	1.4	15.8	102	*156	1.4	13.9	98
TRUE STORY	690	*280	0.7	40.6	85	**145	1.0	21.0	117	**54	0.4	7.8	51	**81	0.7	11.7	82
U.S.NEWS & WORLD REPORT	6571	3204	8.5	48.8	102	1018	7.1	15.5	86	1207	9.9	18.4	119	979	8.7	14.9	105
USA TODAY	3120	1826	4.8	58.5	123	722	5.1	23.1	129	481	3.9	15.4	100	623	5.5	20.0	140
US	1315	667	1.8	50.7	106	*270	1.9	20.5	114	*190	1.6	14.4	94	*206	1.8	15.7	110
VOGUE	632	358	0.9	56.6	119	**164	1.1	25.9	144	**92	0.8	14.6	94	**102	0.9	16.1	113
WALL STREET JOURNAL	4247	2375	6.3	55.9	117	606	4.2	14.3	79	770	6.3	18.1	118	999	8.8	23.5	165
WEIGHT WATCHERS	398	*177	0.5	44.5	93	**51	0.4	12.8	71	**60	0.5	15.1	98	**66	0.6	16.6	116
WOMAN'S DAY	1139	588	1.6	51.6	108	*216	1.5	19.0	105	**117	1.0	10.3	67	*255	2.3	22.4	157
WORKING MOTHER	*298	*215	0.6	72.1	151	**140	1.0	47.0	261	**19	0.2	6.4	41	**56	0.5	18.8	132
WORKING WOMAN	327	*192	0.5	58.7	123	**129	0.9	39.4	219	**31	0.3	9.5	61	**32	0.3	9.8	69
WORLD TENNIS	397	*265	0.7	66.8	140	**155	1.1	39.0	217	**50	0.4	12.6	82	**60	0.5	15.1	106
ZIFF-DAVIS MAG NETWK (GROSS)	9635	5724	15.2	59.4	125	2469	17.3	25.6	142	1627	13.3	16.9	110	1628	14.4	16.9	119
BLAIR INSERTS	43762	22383	59.2	51.1	107	8131	57.0	18.6	103	7229	59.2	16.5	107	7023	62.2	16.0	113
DAILY NEWSPAPERS																	
READ ANY	52459	25611	67.8	48.8	102	9412	66.0	17.9	100	8234	67.4	15.7	102	7965	70.5	15.2	107
READ ONE	41891	20345	53.9	48.6	102	7616	53.4	18.2	101	6484	53.1	15.5	100	6245	55.3	14.9	105
READ TWO OR MORE	10568	5266	13.9	49.8	105	1797	12.6	17.0	94	1750	14.3	16.6	107	1720	15.2	16.3	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	26197	69.3	50.4	106	9588	67.2	18.5	103	8448	69.1	16.3	106	8160	72.3	15.7	110
READ ONE	44561	22123	58.6	49.6	104	8360	58.6	18.8	104	6963	57.0	15.6	101	6800	60.2	15.3	107
READ TWO OR MORE	7368	4074	10.8	55.3	116	1228	8.6	16.7	93	1485	12.2	20.2	131	1361	12.1	18.5	130
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.47				30.33				32.12				32.17			
30 DAY REACH	71522	34487	91.3	48.2	101	12859	90.1	18.0	100	11145	91.2	15.6	101	10483	92.8	14.7	103
50 SHWG - 30 DAY AV FREQ	15.55	16.45				15.85				16.90				16.70			
30 DAY REACH	68168	32999	87.3	48.4	102	12289	86.1	18.0	100	10602	86.8	15.6	101	10108	89.5	14.8	104
25 SHWG - 30 DAY AV FREQ	8.43	8.89				8.60				9.04				9.09			
30 DAY REACH	62898	30551	80.9	48.6	102	11316	79.3	18.0	100	9940	81.3	15.8	103	9295	82.3	14.8	104
CABLE TV: HOME WIRED	31664	16085	42.6	50.8	107	6095	42.7	19.2	107	4636	37.9	14.6	95	5354	47.4	16.9	119
HOME NOT WIRED	47599	21695	57.4	45.6	96	8171	57.3	17.2	95	7584	62.1	15.9	103	5940	52.6	12.5	88
HAVE PAY CABLE	17139	9096	24.1	53.1	111	3454	24.2	20.2	112	2470	20.2	14.4	93	3173	28.1	18.5	130

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES		79263	37779	100.0	47.7	100	14266	100.0	18.0	100	12220	100.0	15.4	100	11294	100.0	14.2	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	23724	62.8	49.8	105	8773	61.5	18.4	102	7800	63.8	16.4	106	7161	63.4	15.0	106
10:00 AM - 3:00 PM		29926	15119	40.0	50.5	106	5786	40.6	19.3	107	4821	39.5	16.1	104	4512	40.0	15.1	106
3:00 PM - 7:00 PM		37666	19371	51.3	51.4	108	7235	50.7	19.2	107	6215	50.9	16.5	107	5922	52.4	15.7	110
7:00 PM - MIDNIGHT		18909	9739	25.8	51.5	108	3986	27.9	21.1	117	3013	24.7	15.9	103	2740	24.3	14.5	102
MIDNIGHT - 6:00 AM		11822	6245	16.5	52.8	111	2645	18.5	22.4	124	1913	15.7	16.2	105	1687	14.9	14.3	100
6:00 AM - MIDNIGHT		63254	31406	83.1	49.7	104	11826	82.9	18.7	104	10151	83.1	16.0	104	9429	83.5	14.9	105
ENTIRE DAY		64057	31793	84.2	49.6	104	12011	84.2	18.8	104	10303	84.3	16.1	104	9480	83.9	14.8	104
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	8534	22.6	51.4	108	2922	20.5	17.6	98	2908	23.8	17.5	114	2704	23.9	16.3	114
ALL NEWS		3542	1735	4.6	49.0	103	582	4.1	16.4	91	620	5.1	17.5	114	533	4.7	15.0	106
AOR/PROGRESSIVE		7465	4176	11.1	55.9	117	1633	11.4	21.9	122	1328	10.9	17.8	115	1215	10.8	16.3	114
BEAUTIFUL MUSIC		5061	2412	6.4	47.7	100	746	5.2	14.7	82	911	7.5	18.0	117	755	6.7	14.9	105
BLACK		1914	825	2.2	43.1	90	352	2.5	18.4	102	*255	2.1	13.3	86	*218	1.9	11.4	80
CLASSICAL		2304	1244	3.3	54.0	113	345	2.4	15.0	83	575	4.7	25.0	162	325	2.9	14.1	99
CHR/ROCK		10663	5837	15.5	54.7	115	2254	15.8	21.1	117	1827	15.0	17.1	111	1756	15.5	16.5	116
COUNTRY		13919	6509	17.2	46.8	98	2550	17.9	18.3	102	2046	16.7	14.7	95	1913	16.9	13.7	96
GOLDEN OLDIES		2040	1034	2.7	50.7	106	466	3.3	22.8	127	349	2.9	17.1	111	219	1.9	10.7	75
MOR/NOSTALGIA		5105	2726	7.2	53.4	112	886	6.2	17.4	96	834	6.8	16.3	106	1006	8.9	19.7	138
NEWS/TALK		4764	2351	6.2	49.3	104	867	6.1	18.2	101	763	6.2	16.0	104	721	6.4	15.1	106
RELIGIOUS		2164	866	2.3	40.0	84	388	2.7	17.9	100	*230	1.9	10.6	69	248	2.2	11.5	80
SOFT ROCK		623	371	1.0	59.6	125	*178	1.2	28.6	159	**81	0.7	13.0	84	**112	1.0	18.0	126
URBAN CONTEMPORARY		1331	669	1.8	50.3	105	393	2.8	29.5	164	*175	1.4	13.1	85	**101	0.9	7.6	53
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	1762	4.7	55.3	116	698	4.9	21.9	122	587	4.8	18.4	120	477	4.2	15.0	105
ABC DIRECTION		2724	1434	3.8	52.6	110	564	4.0	20.7	115	349	2.9	12.8	83	521	4.6	19.1	134
ABC ENTERTAINMENT		5256	2506	6.6	47.7	100	886	6.2	16.9	94	912	7.5	17.4	113	708	6.3	13.5	95
ABC FM		2263	1201	3.2	53.1	111	524	3.7	23.2	129	392	3.2	17.3	112	285	2.5	12.6	88
ABC INFORMATION		5618	2679	7.1	47.7	100	1052	7.4	18.7	104	939	7.7	16.7	108	688	6.1	12.2	86
ABC ROCK		2857	1527	4.0	53.4	112	689	4.8	24.1	134	460	3.8	16.1	104	379	3.4	13.3	93
CBS		5953	2837	7.5	47.7	100	982	6.9	16.5	92	883	7.2	14.8	96	972	8.6	16.3	115
MUTUAL		4979	2264	6.0	45.5	95	805	5.6	16.2	90	798	6.5	16.0	104	661	5.9	13.3	93
NBC		7279	3558	9.4	48.9	103	1283	9.0	17.6	98	1228	10.0	16.9	109	1047	9.3	14.4	101
RADIORADIO		2389	1276	3.4	53.4	112	502	3.5	21.0	117	353	2.9	14.8	96	422	3.7	17.7	124
RKO ONE		2583	1467	3.9	56.8	119	602	4.2	23.3	129	397	3.2	15.4	100	468	4.1	18.1	127
RKO TWO		3674	1773	4.7	48.3	101	752	5.3	20.5	114	544	4.5	14.8	96	477	4.2	13.0	91
THE SOURCE		3514	1793	4.7	51.0	107	647	4.5	18.4	102	596	4.9	17.0	110	550	4.9	15.7	110
NON-WIRED : BLAIR		9864	4738	12.5	48.0	101	1954	13.7	19.8	110	1305	10.7	13.2	86	1476	13.1	15.0	105
INTERNET		13522	6850	18.1	50.7	106	2702	18.9	20.0	111	2215	18.1	16.4	106	1932	17.1	14.3	100
KATZ RADIO GROUP		19321	9654	25.6	50.0	105	3552	24.9	18.4	102	3341	27.3	17.3	112	2761	24.4	14.3	100
SUPERNET		10739	6022	15.9	56.1	118	2261	15.8	21.1	117	1760	14.4	16.4	106	2002	17.7	18.6	131
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	2209	5.8	43.3	91	886	6.2	17.4	96	694	5.7	13.6	88	629	5.6	12.3	86
WKDAY 9:00 AM - 1:00 PM		5383	2333	6.2	43.3	91	918	6.4	17.1	95	792	6.5	14.7	95	622	5.5	11.6	81
WKDAY 1:00 PM - 4:30 PM		6469	2759	7.3	42.6	89	1077	7.5	16.6	93	1019	8.3	15.8	102	663	5.9	10.2	72
WKDAY 4:30 PM - 7:30 PM		19661	8977	23.8	45.7	96	3586	25.1	18.2	101	2954	24.2	15.0	97	2437	21.6	12.4	87
WKDAY 7:30 PM - 8:00 PM		27579	12601	33.4	45.7	96	4981	34.9	18.1	100	4224	34.6	15.3	99	3396	30.1	12.3	86
WKDAY 11:00 PM - 11:30 PM		22964	11011	29.1	47.9	101	4304	30.2	18.7	104	3560	29.1	15.5	101	3147	27.9	13.7	96
WKDAY 11:30 PM - 1:00 AM		8158	3899	10.3	47.8	100	1611	11.3	19.7	110	1224	10.0	15.0	97	1064	9.4	13.0	92
M-SAT 8-11 PM+SUN 7-11 PM		30140	14195	37.6	47.1	99	5354	37.5	17.8	99	4694	38.4	15.6	101	4148	36.7	13.8	97
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	791	2.1	38.6	81	269	1.9	13.1	73	261	2.1	12.7	83	261	2.3	12.7	89
ANOTHER WORLD	N	1214	476	1.3	39.2	82	187	1.3	15.4	86	201	1.6	16.6	107	*88	0.8	7.2	51
AS THE WORLD TURNS	C	1740	830	2.2	47.7	100	297	2.1	17.1	95	372	3.0	21.4	139	162	1.4	9.3	65
CAPITOL	C	1016	512	1.4	50.4	106	*125	0.9	12.3	68	305	2.5	30.0	195	*83	0.7	8.2	57
CBS MORN. NEWS 1	C	1203	471	1.2	39.2	82	152	1.1	12.6	70	157	1.3	13.1	85	162	1.4	13.5	95
CBS MORN. NEWS 2	C	773	320	0.8	41.4	87	*91	0.6	11.8	65	*128	1.0	16.6	107	101	0.9	13.1	92
DAYS OF OUR LIVES	N	1629	692	1.8	42.5	89	249	1.7	15.3	85	259	2.1	15.9	103	184	1.6	11.3	79
FACTS OF LIFE - DAYTIME	N	961	438	1.2	45.6	96	139	1.0	14.5	80	187	1.5	19.5	126	*112	1.0	11.7	82
FAMILY FEUD	A	1390	503	1.3	36.2	76	191	1.3	13.7	76	220	1.8	15.8	103	92	0.8	6.6	46
GENERAL HOSPITAL	A	1463	554	1.5	37.9	79	202	1.4	13.8	77	210	1.7	14.4	93	143	1.3	9.8	69
GOOD MORNING, AMERICA-730	A	1705	735	1.9	43.1	90	273	1.9	16.0	89	254	2.1	14.9	97	209	1.9	12.3	86
GOOD MORNING, AMERICA-830	A	889	355	0.9	39.9	84	128	0.9	14.4	80	112	0.9	12.6	82	114	1.0	12.8	90
GUIDING LIGHT	C	1754	816	2.2	46.5	98	297	2.1	16.9	94	343	2.8	19.6	127	176	1.6	10.0	70
ONE LIFE TO LIVE	A	1100	393	1.0	35.7	75	141	1.0	12.8	71	128	1.0	11.6	75	123	1.1	11.2	78
PRESS YOUR LUCK	C	1222	640	1.7	52.4	110	273	1.9	22.3	124	223	1.8	18.2	118	144	1.3	11.8	83
PRICE IS RIGHT 1	C	2692	1108	2.9	41.2	86	472	3.3	17.5	97	302	2.5	11.2	73	334	3.0	12.4	87
PRICE IS RIGHT 2	C	2764	1193	3.2	43.2	91	469	3.3	17.0	94	331	2.7	12.0	78	393	3.5	14.2	100
RYAN'S HOPE	A	880	341	0.9	38.8	81	*153	1.1	17.4	97	*85	0.7	9.7	63	*103	0.9	11.7	82
SALE OF THE CENTURY	N	926	399	1.1	43.1	90	170	1.2	18.4	102	122	1.0	13.2	85	107	0.9	11.6	81
SEARCH FOR TOMORROW	N	359	129	0.3	35.9	75	*71	0.5	19.8	110	**40	0.3	11.1	72	**18	0.2	5.0	35
TODAY SHOW 1	N	1890	763	2.0	40.4	85	260	1.8	13.8	76	254	2.1	13.4	87	249	2.2	13.2	92
TODAY SHOW 2	N	1344	478	1.3	35.6	75	244	1.7	18.2	101	138	1.1	10.3	67	97	0.9	7.2	51
$25,000 PYRAMID	C	1462	701	1.9	47.9	101	288	2.0	19.7	109	195	1.6	13.3	87	217	1.9	14.8	104
WHEEL OF FORTUNE	N	1497	697	1.8	46.6	98	278	1.9	18.6	103	229	1.9	15.3	99	190	1.7	12.7	89
YOUNG AND THE RESTLESS	C	1954	909	2.4	46.5	98	370	2.6	18.9	105	385	3.2	19.7	128	154	1.4	7.9	55
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	1319	3.5	47.9	100	457	3.2	16.6	92	491	4.0	17.8	116	372	3.3	13.5	95
NBA PLAYOFF GAME -1	C	3881	1915	5.1	49.3	104	755	5.3	19.5	108	642	5.3	16.5	107	518	4.6	13.3	94
NBC MAJOR LEAGUE PRE-GAME	N	2805	1247	3.3	44.5	93	514	3.6	18.3	102	421	3.4	15.0	97	313	2.8	11.2	78
SPORTSWORLD - SUN	N	2041	905	2.4	44.3	93	362	2.5	17.7	99	310	2.5	15.2	99	232	2.1	11.4	80
SUNDAY MORNING	C	2555	1300	3.4	50.9	107	471	3.3	18.4	102	485	4.0	19.0	123	344	3.0	13.5	94

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(MALES)

			ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	37779	100.0	47.7	100	14266	100.0	18.0	100	12220	100.0	15.4	100	11294	100.0	14.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	10592	28.0	43.6	91	4060	28.5	16.7	93	3396	27.8	14.0	91	3135	27.8	12.9	90
NETWORK AFFILIATES - LATE		17197	8020	21.2	46.6	98	3124	21.9	18.2	101	2543	20.8	14.8	96	2353	20.8	13.7	96
INDEPENDENTS - LATE		2887	1405	3.7	48.7	102	540	3.8	18.7	104	427	3.5	14.8	96	439	3.9	15.2	107
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	5094	13.5	45.1	95	2067	14.5	18.3	102	1648	13.5	14.6	95	1379	12.2	12.2	86
ABC MONDAY NIGHT MOVIE	A	4379	2088	5.5	47.7	100	781	5.5	17.8	99	656	5.4	15.0	97	651	5.8	14.9	104
ABC SUNDAY NIGHT MOVIE	A	9910	4658	12.3	47.0	99	1731	12.1	17.5	97	1524	12.5	15.4	100	1403	12.4	14.2	99
ABC WORLD NEWS TONIGHT	A	6212	2854	7.6	45.9	96	992	7.0	16.0	89	1080	8.8	17.4	113	781	6.9	12.6	88
AFTERMASH	C	4575	2052	5.4	44.9	94	776	5.4	17.0	94	727	5.9	15.9	103	550	4.9	12.0	84
ALICE	C	6777	3085	8.2	45.5	96	1077	7.5	15.9	88	1154	9.4	17.0	110	853	7.6	12.6	88
AMERICAN PARADE	C	4868	2047	5.4	42.1	88	772	5.4	15.9	88	651	5.3	13.4	87	623	5.5	12.8	90
BENSON	A	7593	3369	8.9	44.4	93	1394	9.8	18.4	102	1112	9.1	14.6	95	863	7.6	11.4	80
BLUE THUNDER	A	6036	2972	7.9	49.2	103	1278	9.0	21.2	118	921	7.5	15.3	99	773	6.8	12.8	90
CAGNEY & LACEY	C	7698	3829	10.1	49.7	104	1464	10.3	19.0	106	1275	10.4	16.6	107	1091	9.7	14.2	99
CBS EVENING NEWS-DEAN	C	4066	1793	4.7	44.1	93	688	4.8	16.9	94	546	4.5	13.4	87	560	5.0	13.8	97
CBS EVENING NEWS-RATHER	C	8092	3547	9.4	43.8	92	1584	11.1	19.6	109	992	8.1	12.3	80	971	8.6	12.0	84
CBS SAT. NEWS-SCHIEFFER	C	4795	1884	5.0	39.3	82	830	5.8	17.3	96	535	4.4	11.2	72	518	4.6	10.8	76
CBS SATURDAY NIGHT MOVIE	C	6034	2697	7.1	44.7	94	1052	7.4	17.4	97	876	7.2	14.5	94	769	6.8	12.7	89
CBS WEDNESDAY NIGHT MOVIE	C	4993	2255	6.0	45.2	95	831	5.8	16.6	92	752	6.2	15.1	98	672	6.0	13.5	94
CHEERS	N	6976	3650	9.7	52.3	110	1344	9.4	19.3	107	1395	11.4	20.0	130	911	8.1	13.1	92
DALLAS	C	13575	5678	15.0	41.8	88	2266	15.9	16.7	93	1871	15.3	13.8	89	1541	13.6	11.4	80
DIFF'RENT STROKES	N	3684	1542	4.1	41.9	88	554	3.9	15.0	84	497	4.1	13.5	88	491	4.3	13.3	94
DOUBLE TROUBLE	N	4462	2180	5.8	48.9	103	725	5.1	16.2	90	818	6.7	18.3	119	637	5.6	14.3	100
DUCK FACTORY	N	4810	2531	6.7	52.6	110	915	6.4	19.0	106	882	7.2	18.3	119	735	6.5	15.3	107
DUKES OF HAZZARD	C	5951	2639	7.0	44.3	93	1025	7.2	17.2	96	746	6.1	12.5	81	867	7.7	14.6	102
DYNASTY	A	11325	5051	13.4	44.6	94	1904	13.3	16.8	93	1606	13.1	14.2	92	1541	13.6	13.6	95
FACTS OF LIFE	N	4512	1943	5.1	43.1	90	595	4.2	13.2	73	762	6.2	16.9	110	586	5.2	13.0	91
FALCON CREST	C	9215	4017	10.6	43.6	91	1497	10.5	16.2	90	1373	11.2	14.9	97	1147	10.2	12.4	87
FALL GUY	A	8604	4009	10.6	46.6	98	1467	10.3	17.1	95	1419	11.6	16.5	107	1124	10.0	13.1	92
FAMILY TIES	N	4179	1925	5.1	46.1	97	712	5.0	17.0	95	785	6.4	18.8	122	428	3.8	10.2	72
FANTASY ISLAND	A	4781	2404	6.4	50.3	105	753	5.3	15.7	88	964	7.9	20.2	131	687	6.1	14.4	101
FOULUPS,BLEEPS & BLUNDERS	A	6697	3454	9.1	51.6	108	1292	9.1	19.3	107	1129	9.2	16.9	109	1032	9.1	15.4	108
FOUR SEASONS	C	3873	1697	4.5	43.8	92	656	4.6	16.9	94	626	5.1	16.2	105	415	3.7	10.7	75
GIMME A BREAK	N	4310	1771	4.7	41.1	86	585	4.1	13.6	75	744	6.1	17.3	112	442	3.9	10.3	72
HART TO HART	A	5751	2418	6.4	42.0	88	940	6.6	16.3	91	775	6.3	13.5	87	703	6.2	12.2	86
HILL STREET BLUES	N	8568	4471	11.8	52.2	109	1707	12.0	19.9	111	1510	12.4	17.6	114	1254	11.1	14.6	103
HOTEL	A	8801	3779	10.0	42.9	90	1397	9.8	15.9	88	1262	10.3	14.3	93	1119	9.9	12.7	89
JEFFERSONS	C	6978	3085	8.2	44.2	93	1165	8.2	16.7	93	1037	8.5	14.9	96	883	7.8	12.7	89
JENNIFER SLEPT HERE	N	3021	1417	3.8	46.9	98	574	4.0	19.0	106	428	3.5	14.2	92	416	3.7	13.8	97
KATE & ALLIE	C	6811	3361	8.9	49.3	104	1092	7.7	16.0	89	1245	10.2	18.3	119	1024	9.1	15.0	106
KNIGHT RIDER	N	5256	2566	6.8	48.8	102	818	5.7	15.6	86	1005	8.2	19.1	124	743	6.6	14.1	99
LOVE BOAT	A	7174	3254	8.6	45.4	95	1124	7.9	15.7	87	1147	9.4	16.0	104	983	8.7	13.7	96
MAGNUM PI	C	10438	5119	13.5	49.0	103	2165	15.2	20.7	115	1407	11.5	13.5	87	1547	13.7	14.8	104
MAMA'S FAMILY	N	3488	1522	4.0	43.6	92	599	4.2	17.2	95	472	3.9	13.5	88	451	4.0	12.9	91
MASTER, THE	N	4127	2093	5.5	50.7	106	802	5.6	19.4	108	804	6.6	19.5	126	487	4.3	11.8	83
MATT HOUSTON	A	5978	2842	7.5	47.5	100	1030	7.2	17.2	96	1029	8.4	17.2	112	784	6.9	13.1	92
NBC MONDAY NIGHT MOVIE	N	10446	5139	13.6	49.2	103	1836	12.9	17.6	98	1673	13.7	16.0	104	1630	14.4	15.6	110
NBC NIGHTLY NEWS	N	5571	2560	6.8	46.0	96	1077	7.5	19.3	107	738	6.0	13.2	86	746	6.6	13.4	94
NBC NIGHTLY NEWS-SAT	N	3675	1460	3.9	39.7	83	562	3.9	15.3	85	522	4.3	14.2	92	376	3.3	10.2	72
NBC NIGHTLY NEWS-SUN	N	2905	1206	3.2	41.5	87	357	2.5	12.3	68	484	4.0	16.7	108	365	3.2	12.6	88
NBC SUNDAY NIGHT MOVIE	N	8352	4108	10.9	49.2	103	1722	12.1	20.6	115	1388	11.4	16.6	108	999	8.8	12.0	84
NEWHART	C	6864	3419	9.1	49.8	105	1194	8.4	17.4	97	1275	10.4	18.6	120	950	8.4	13.8	97
ONE DAY AT A TIME	C	3866	1723	4.6	44.6	94	611	4.3	15.8	88	602	4.9	15.6	101	511	4.5	13.2	93
PEOPLE ARE FUNNY	N	3956	1838	4.9	46.5	97	797	5.6	20.1	112	540	4.4	13.7	89	501	4.4	12.7	89
REAL PEOPLE	N	6305	2750	7.3	43.6	92	958	6.7	15.2	84	974	8.0	15.4	100	818	7.2	13.0	91
REMINGTON STEELE	N	5884	2936	7.8	49.9	105	1068	7.5	18.2	101	1060	8.7	18.0	117	808	7.2	13.7	96
RIPLEY'S BELIEVE IT - NOT	A	5706	2960	7.8	51.9	109	1046	7.3	18.3	102	1027	8.4	18.0	117	888	7.9	15.6	109
RIPTIDE	N	6202	2814	7.4	45.4	95	1106	7.8	17.8	99	891	7.3	14.4	93	817	7.2	13.2	92
SCARECROW & MRS. KING	C	6513	3059	8.1	47.0	99	1050	7.4	16.1	90	963	7.9	14.8	96	1046	9.3	16.1	113
SIMON & SIMON	C	8593	4077	10.8	47.4	100	1587	11.1	18.5	103	1186	9.7	13.8	90	1303	11.5	15.2	106
60 MINUTES	C	13342	6148	16.3	46.1	97	2430	17.0	18.2	101	1908	15.6	14.3	93	1811	16.0	13.6	95
ST. ELSEWHERE	N	6029	2956	7.8	49.0	103	1069	7.5	17.7	99	978	8.0	16.2	105	909	8.0	15.1	106
THREE'S COMPANY	A	8565	4221	11.2	49.3	103	1396	9.8	16.3	91	1502	12.3	17.5	114	1323	11.7	15.4	108
T.J. HOOKER	A	7400	3298	8.7	44.6	94	1218	8.5	16.5	91	1131	9.3	15.3	99	949	8.4	12.8	90
TONIGHT SHOW	N	2433	1178	3.1	48.4	102	492	3.4	20.2	112	333	2.7	13.7	89	353	3.1	14.5	102
TRAPPER JOHN, M.D.	C	5958	2591	6.9	43.5	91	829	5.8	13.9	77	1017	8.3	17.1	111	745	6.6	12.5	88
TV BLOOPERS & PRAC. JOKES	N	9086	4248	11.2	46.8	98	1728	12.1	19.0	106	1426	11.7	15.7	102	1094	9.7	12.0	85
20/20	A	8306	3570	9.4	43.0	90	1333	9.3	16.0	89	1143	9.4	13.8	89	1094	9.7	13.2	92
WEBSTER	A	6788	3102	8.2	45.7	96	1227	8.6	18.1	100	1136	9.3	16.7	109	740	6.6	10.9	77
WORLD NEWS - SUN	A	2036	998	2.6	49.0	103	408	2.9	20.0	111	318	2.6	15.6	101	271	2.4	13.3	93
YELLOW ROSE	N	3174	1307	3.5	41.2	86	537	3.8	16.9	94	382	3.1	12.0	78	387	3.4	12.2	86
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	8663	22.9	53.1	111	3233	22.7	19.8	110	3137	25.7	19.2	125	2293	20.3	14.1	99
BASKETBALL - COLLEGE GAMES		10054	5478	14.5	54.5	114	2127	14.9	21.2	118	1840	15.1	18.3	119	1512	13.4	15.0	106
BASKETBALL - PRO GAMES		8248	4667	12.4	56.6	119	1864	13.1	22.6	126	1540	12.6	18.7	121	1263	11.2	15.3	107
BOWLING		5356	2598	6.9	48.5	102	1102	7.7	20.6	114	787	6.4	14.7	95	709	6.3	13.2	93
BOXING		11255	6412	17.0	57.0	120	2800	19.6	24.9	138	1927	15.8	17.1	111	1685	14.9	15.0	105
FOOTBALL - COLLEGE GAMES		14647	8250	21.8	56.3	118	3111	21.8	21.2	118	2801	22.9	19.1	124	2338	20.7	16.0	112
FOOTBALL - PRO GAMES		23581	14012	37.1	59.4	125	5314	37.2	22.5	125	4779	39.1	20.3	131	3919	34.7	16.6	117
GOLF		6145	3421	9.1	55.7	117	1069	7.5	17.4	97	1207	9.9	19.6	127	1146	10.1	18.6	131
POST-SEASON COLL. FOOTBALL		12828	7558	20.0	58.9	124	2825	19.8	22.0	122	2555	20.9	19.9	129	2178	19.3	17.0	119
POST-SEASON PRO FOOTBALL		15397	9060	24.0	58.8	123	3481	24.4	22.6	126	2834	23.2	18.4	119	2745	24.3	17.8	125
TENNIS		3483	1878	5.0	53.9	113	573	4.0	16.5	91	553	4.5	15.9	103	752	6.7	21.6	152
WRESTLING - PROFESSIONAL		6023	3142	8.3	52.2	109	1390	9.7	23.1	128	944	7.7	15.7	102	808	7.2	13.4	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL FEMALES	88464	21648	100.0	24.5	100	4225	100.0	4.8	100	5687	100.0	6.4	100	11737	100.0	13.3	100
FEMALE HOMEMAKERS	80986	18805	86.9	23.2	95	3788	89.7	4.7	98	4849	85.3	6.0	93	10168	86.6	12.6	95
EMPLOYED MOTHERS	18702	5113	23.6	27.3	112	860	20.4	4.6	96	1289	22.7	6.9	107	2964	25.3	15.8	119
18 - 24	14726	5573	25.7	37.8	155	1330	31.5	9.0	189	1432	25.2	9.7	151	2812	24.0	19.1	144
25 - 34	20202	6340	29.3	31.4	128	1100	26.0	5.4	114	1617	28.4	8.0	125	3623	30.9	17.9	135
35 - 44	14781	3551	16.4	24.0	98	846	20.0	5.7	120	726	12.8	4.9	76	1979	16.9	13.4	101
45 - 54	11449	2221	10.3	19.4	79	*297	7.0	2.6	54	660	11.6	5.8	90	1264	10.8	11.0	83
55 - 64	11846	2108	9.7	17.8	73	*305	7.2	2.6	54	624	11.0	5.3	82	1179	10.0	10.0	75
65 OR OLDER	15459	1856	8.6	12.0	49	*348	8.2	2.3	47	628	11.0	4.1	63	880	7.5	5.7	43
18 - 34	34928	11913	55.0	34.1	139	2430	57.5	7.0	146	3049	53.6	8.7	136	6434	54.8	18.4	139
18 - 49	55154	16692	77.1	30.3	124	3435	81.3	6.2	130	4190	73.7	7.6	118	9067	77.3	16.4	124
25 - 54	46433	12111	55.9	26.1	107	2242	53.1	4.8	101	3003	52.8	6.5	101	6866	58.5	14.8	111
35 - 49	20226	4779	22.1	23.6	97	1005	23.8	5.0	104	1141	20.1	5.6	88	2632	22.4	13.0	98
50 OR OLDER	33310	4957	22.9	14.9	61	790	18.7	2.4	50	1497	26.3	4.5	70	2670	22.7	8.0	60
GRADUATED COLLEGE	12110	3427	15.8	28.3	116	*302	7.1	2.5	52	987	17.4	8.2	127	2138	18.2	17.7	133
ATTENDED COLLEGE	15309	4176	19.3	27.3	111	646	15.3	4.2	88	914	16.1	6.0	93	2616	22.3	17.1	129
GRADUATED HIGH SCHOOL	36912	9659	44.6	26.2	107	2078	49.2	5.6	118	2602	45.8	7.0	110	4978	42.4	13.5	102
DID NOT GRADUATE HIGH SCHOOL	24134	4387	20.3	18.2	74	1199	28.4	5.0	104	1183	20.8	4.9	76	2005	17.1	8.3	63
EMPLOYED FULL-TIME	35457	10410	48.1	29.4	120	1748	41.4	4.9	103	2743	48.2	7.7	120	5919	50.4	16.7	126
EMPLOYED PART-TIME	8514	2596	12.0	30.5	125	*373	8.8	4.4	92	662	11.6	7.8	121	1561	13.3	18.3	138
NOT EMPLOYED	44494	8642	39.9	19.4	79	2104	49.8	4.7	99	2282	40.1	5.1	80	4256	36.3	9.6	72
PROFESSIONAL/MANAGER	10811	3300	15.2	30.5	125	**300	7.1	2.8	58	878	15.4	8.1	126	2122	18.1	19.6	148
TECH/CLERICAL/SALES	19640	5684	26.3	28.9	118	820	19.4	4.2	87	1414	24.9	7.2	112	3450	29.4	17.6	132
PRECISION/CRAFT	1023	*375	1.7	36.7	150	**184	4.4	18.0	377	**83	1.5	8.1	126	**108	0.9	10.6	80
OTHER EMPLOYED	12498	3647	16.8	29.2	119	816	19.3	6.5	137	1031	18.1	8.2	128	1800	15.3	14.4	109
SINGLE	15995	5839	27.0	36.5	149	1310	31.0	8.2	171	1613	28.4	10.1	157	2916	24.8	18.2	137
MARRIED	51689	11352	52.4	22.0	90	1945	46.0	3.8	79	2719	47.8	5.3	82	6688	57.0	12.9	98
DIVORCED/SEPARATED/WIDOWED	20780	4458	20.6	21.5	88	970	23.0	4.7	98	1355	23.8	6.5	101	2133	18.2	10.3	77
PARENTS	33922	8708	40.2	25.7	105	1781	42.2	5.3	110	2106	37.0	6.2	97	4821	41.1	14.2	107
WHITE	76422	19024	87.9	24.9	102	3544	83.9	4.6	97	4895	86.1	6.4	100	10586	90.2	13.9	104
BLACK	10066	2185	10.1	21.7	89	576	13.6	5.7	120	729	12.8	7.2	113	880	7.5	8.7	66
OTHER	1976	**440	2.0	22.3	91	**105	2.5	5.3	111	**64	1.1	3.2	50	**271	2.3	13.7	103
NORTHEAST-CENSUS	19803	5018	23.2	25.3	104	890	21.1	4.5	94	1419	25.0	7.2	111	2709	23.1	13.7	103
NORTH CENTRAL	22181	6191	28.6	27.9	114	1001	23.7	4.5	94	1660	29.2	7.5	116	3530	30.1	15.9	120
SOUTH	30082	5629	26.0	18.7	76	1170	27.7	3.9	81	1673	29.4	5.6	87	2785	23.7	9.3	70
WEST	16398	4811	22.2	29.3	120	1164	27.6	7.1	149	935	16.4	5.7	89	2713	23.1	16.5	125
NORTHEAST-MKTG.	20163	5015	23.2	24.9	102	955	22.6	4.7	99	1331	23.4	6.6	103	2729	23.3	13.5	102
EAST CENTRAL	13054	3370	15.6	25.8	105	566	13.4	4.3	91	1036	18.2	7.9	123	1769	15.1	13.6	102
WEST CENTRAL	14993	4326	20.0	28.9	118	665	15.7	4.4	93	1085	19.1	7.2	113	2576	21.9	17.2	129
SOUTH	25785	4699	21.7	18.2	74	970	23.0	3.8	79	1453	25.5	5.6	88	2276	19.4	8.8	67
PACIFIC	14470	4238	19.6	29.3	120	1069	25.3	7.4	155	782	13.8	5.4	84	2388	20.3	16.5	124
COUNTY SIZE A	36705	9882	45.6	26.9	110	2088	49.4	5.7	119	2458	43.2	6.7	104	5337	45.5	14.5	110
COUNTY SIZE B	26819	6389	29.5	23.8	97	1269	30.0	4.7	99	2006	35.3	7.5	116	3114	26.5	11.6	88
COUNTY SIZE C	13597	3256	15.0	23.9	98	*523	12.4	3.8	81	718	12.6	5.3	82	2015	17.2	14.8	112
COUNTY SIZE D	11344	2121	9.8	18.7	76	*345	8.2	3.0	64	*505	8.9	4.5	69	1271	10.8	11.2	84
METRO CENTRAL CITY	26825	6882	31.8	25.7	105	1521	36.0	5.7	119	1886	33.2	7.0	109	3476	29.6	13.0	98
METRO SUBURBAN	39912	10191	47.1	25.5	104	1986	47.0	5.0	104	2685	47.2	6.7	105	5521	47.0	13.8	104
NON METRO	21728	4575	21.1	21.1	86	719	17.0	3.3	69	1117	19.6	5.1	80	2739	23.3	12.6	95
TOP 5 ADI'S	20847	5830	26.9	28.0	114	1131	26.8	5.4	114	1398	24.6	6.7	104	3302	28.1	15.8	119
TOP 10 ADI'S	28719	7078	32.7	24.6	101	1397	33.1	4.9	102	1808	31.8	6.3	98	3873	33.0	13.5	102
TOP 20 ADI'S	40904	10653	49.2	26.0	106	2270	53.7	5.5	116	2741	48.2	6.7	104	5643	48.1	13.8	104
HSHLD INC. $50,000 OR MORE	7931	1975	9.1	24.9	102	**255	6.0	3.2	67	*377	6.6	4.8	74	1342	11.4	16.9	128
$40,000 OR MORE	15233	4358	20.1	28.6	117	*471	11.1	3.1	65	1127	19.8	7.4	115	2761	23.5	18.1	137
$30,000 OR MORE	28333	7507	34.7	26.5	108	1044	24.7	3.7	77	1858	32.7	6.6	102	4605	39.2	16.3	123
$25,000 OR MORE	36417	9484	43.8	26.0	106	1351	32.0	3.7	78	2362	41.5	6.5	101	5772	49.2	15.8	119
$20,000 - $24,999	9943	2771	12.8	27.9	114	*475	11.2	4.8	100	764	13.4	7.7	120	1532	13.1	15.4	116
$15,000 - $19,999	9211	2489	11.5	27.0	110	*577	13.7	6.3	131	500	8.8	5.4	84	1412	12.0	15.3	116
$10,000 - $14,999	13477	3316	15.3	24.6	101	803	19.0	6.0	125	866	15.2	6.4	100	1648	14.0	12.2	92
UNDER $10,000	19418	3588	16.6	18.5	76	1019	24.1	5.2	110	1196	21.0	6.2	96	1373	11.7	7.1	53
HOUSEHOLD OF 1 PERSON	11987	2346	10.8	19.6	80	455	10.8	3.8	79	666	11.7	5.6	86	1225	10.4	10.2	77
2 PEOPLE	27046	6628	30.6	24.5	100	1336	31.6	4.9	103	1917	33.7	7.1	110	3376	28.8	12.5	94
3 OR 4 PEOPLE	34251	8458	39.1	24.7	101	1566	37.1	4.6	96	2095	36.8	6.1	95	4797	40.9	14.0	106
5 OR MORE PEOPLE	15180	4217	19.5	27.8	114	868	20.5	5.7	120	1009	17.7	6.6	103	2340	19.9	15.4	116
NO CHILD IN HSHLD	49819	11288	52.1	22.7	93	2111	50.0	4.2	89	3202	56.3	6.4	100	5976	50.9	12.0	90
CHILD(REN) UNDER 2 YRS	6045	1800	8.3	29.8	122	*364	8.6	6.0	126	*378	6.6	6.3	97	1058	9.0	17.5	132
2 - 5 YEARS	15233	4137	19.1	27.2	111	914	21.6	6.0	126	976	17.2	6.4	100	2247	19.1	14.8	111
6 - 11 YEARS	16260	4234	19.6	26.0	106	975	23.1	6.0	126	1030	18.1	6.3	99	2228	19.0	13.7	103
12 - 17 YEARS	19173	5191	24.0	27.1	111	975	23.1	5.1	106	1331	23.4	6.9	108	2885	24.6	15.0	113
RESIDENCE OWNED	61371	13285	61.4	21.6	88	1922	45.5	3.1	66	3587	63.1	5.8	91	7776	66.3	12.7	95
VALUE: $50,000 OR MORE	35355	8222	38.0	23.3	95	1032	24.4	2.9	61	2146	37.7	6.1	94	5044	43.0	14.3	108
VALUE: UNDER $50,000	26016	5064	23.4	19.5	80	891	21.1	3.4	72	1441	25.3	5.5	86	2732	23.3	10.5	79

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		'000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES		88464	21648	100.0	24.5	100	4225	100.0	4.8	100	5687	100.0	6.4	100	11737	100.0	13.3	100
MAGAZINES	QUINTILE 1	17988	5051	23.3	28.1	115	821	19.4	4.6	96	1331	23.4	7.4	115	2898	24.7	16.1	121
	QUINTILE 2	19446	5316	24.6	27.3	112	928	22.0	4.8	100	1414	24.9	7.3	113	2974	25.3	15.3	115
	QUINTILE 3	14626	3890	18.0	26.6	109	563	13.3	3.8	81	948	16.7	6.5	101	2379	20.3	16.3	123
	QUINTILE 4	16014	3702	17.1	23.1	94	918	21.7	5.7	120	920	16.2	5.7	89	1864	15.9	11.6	88
	QUINTILE 5	20389	3690	17.0	18.1	74	995	23.6	4.9	102	1074	18.9	5.3	82	1621	13.8	8.0	60
NEWSPAPERS	QUINTILE 1	13830	3586	16.6	25.9	106	591	14.0	4.3	89	929	16.3	6.7	104	2066	17.6	14.9	113
	QUINTILE 2	26350	6310	29.1	23.9	98	980	23.2	3.7	78	1736	30.5	6.6	102	3594	30.6	13.6	103
	QUINTILE 3	12415	3377	15.6	27.2	111	702	16.6	5.7	118	901	15.8	7.3	113	1774	15.1	14.3	108
	QUINTILE 4	21911	5595	25.8	25.5	104	1109	26.2	5.1	106	1450	25.5	6.6	103	3035	25.9	13.9	104
	QUINTILE 5	13960	2780	12.8	19.9	81	842	19.9	6.0	126	671	11.8	4.8	75	1267	10.8	9.1	68
OUTDOOR	QUINTILE 1	16810	5002	23.1	29.8	122	950	22.5	5.7	118	1352	23.8	8.0	125	2700	23.0	16.1	121
	QUINTILE 2	17101	4476	20.7	26.2	107	820	19.4	4.8	100	1070	18.8	6.3	97	2585	22.0	15.1	114
	QUINTILE 3	17579	4574	21.1	26.0	106	966	22.9	5.5	115	1210	21.3	6.9	107	2398	20.4	13.6	103
	QUINTILE 4	18343	4231	19.5	23.1	94	840	19.9	4.6	96	1071	18.8	5.8	91	2321	19.8	12.7	95
	QUINTILE 5	18631	3366	15.5	18.1	74	649	15.4	3.5	73	985	17.3	5.3	82	1733	14.8	9.3	70
RADIO-DRIVE TIME	QUINTILE 1	17390	4322	20.0	24.9	102	522	12.4	3.0	63	1371	24.1	7.9	123	2429	20.7	14.0	105
	QUINTILE 2	16591	4317	19.9	26.0	106	840	19.9	5.1	106	1008	17.7	6.1	95	2469	21.0	14.9	112
	QUINTILE 3	16910	4557	21.1	26.9	110	980	23.2	5.8	121	1052	18.5	6.2	97	2525	21.5	14.9	113
	QUINTILE 4	18002	4511	20.8	25.1	102	1059	25.1	5.9	123	1143	20.1	6.3	99	2309	19.7	12.8	97
	QUINTILE 5	19572	3941	18.2	20.1	82	824	19.5	4.2	88	1113	19.6	5.7	88	2005	17.1	10.2	77
RADIO-MID-DAY	TERCILE 1	23248	5920	27.3	25.5	104	1051	24.9	4.5	95	1484	26.1	6.4	99	3385	28.8	14.6	110
	TERCILE 2	23667	5862	27.1	24.8	101	1188	28.1	5.0	105	1464	25.7	6.2	96	3210	27.3	13.6	102
	TERCILE 3	41549	9867	45.6	23.7	97	1986	47.0	4.8	100	2739	48.2	6.6	103	5141	43.8	12.4	93
RADIO-TOTAL	QUINTILE 1	17786	4360	20.1	24.5	100	584	13.8	3.3	69	1291	22.7	7.3	113	2485	21.2	14.0	105
	QUINTILE 2	17316	4664	21.5	26.9	110	879	20.8	5.1	106	1219	21.4	7.0	110	2566	21.9	14.8	112
	QUINTILE 3	18428	4874	22.5	26.4	108	1128	26.7	6.1	128	1189	20.9	6.5	100	2557	21.8	13.9	105
	QUINTILE 4	17669	4450	20.6	25.2	103	933	22.1	5.3	111	1039	18.3	5.9	91	2478	21.1	14.0	106
	QUINTILE 5	17265	3301	15.2	19.1	78	701	16.6	4.1	85	949	16.7	5.5	86	1651	14.1	9.6	72
TV-PRIME TIME	QUINTILE 1	17416	4058	18.7	23.3	95	804	19.0	4.6	97	1150	20.2	6.6	103	2104	17.9	12.1	91
	QUINTILE 2	17413	4291	19.8	24.6	101	1088	25.8	6.2	131	1173	20.6	6.7	105	2031	17.3	11.7	88
	QUINTILE 3	17943	4662	21.5	26.0	106	715	16.9	4.0	83	1253	22.0	7.0	109	2694	23.0	15.0	113
	QUINTILE 4	18442	4512	20.8	24.5	100	804	19.0	4.4	91	1122	19.7	6.1	95	2586	22.0	14.0	106
	QUINTILE 5	17250	4126	19.1	23.9	98	815	19.3	4.7	99	990	17.4	5.7	89	2321	19.8	13.5	101
TV-DAYTIME	TERCILE 1	29966	6700	30.9	22.4	91	1604	38.0	5.4	112	1728	30.4	5.8	90	3368	28.7	11.2	85
	TERCILE 2	29480	7415	34.3	25.2	103	1382	32.7	4.7	98	1882	33.1	6.4	99	4151	35.4	14.1	106
	TERCILE 3	29018	7533	34.8	26.0	106	1239	29.3	4.3	89	2078	36.5	7.2	111	4217	35.9	14.5	110
TV-TOTAL	QUINTILE 1	17740	4044	18.7	22.8	93	1000	23.7	5.6	118	1129	19.9	6.4	99	1914	16.3	10.8	81
	QUINTILE 2	17674	4047	18.7	22.9	94	770	18.2	4.4	91	1088	19.1	6.2	96	2189	18.7	12.4	93
	QUINTILE 3	17730	4354	20.1	24.6	100	826	19.6	4.7	98	1052	18.5	5.9	92	2476	21.1	14.0	105
	QUINTILE 4	17563	4939	22.8	28.1	115	833	19.7	4.7	99	1288	22.6	7.3	114	2818	24.0	16.0	121
	QUINTILE 5	17757	4265	19.7	24.0	98	795	18.8	4.5	94	1131	19.9	6.4	99	2339	19.9	13.2	99
MAGAZINES-NEWSPAPERS: DUAL		23278	6311	29.2	27.1	111	944	22.3	4.1	85	1971	34.7	8.5	132	3396	28.9	14.6	110
	MAGAZINE IMPERATIVE	21634	6001	27.7	27.7	113	1116	26.4	5.2	108	1238	21.8	5.7	89	3647	31.1	16.9	127
	NEWSPAPER IMPERATIVE	23455	5347	24.7	22.8	93	1038	24.6	4.4	93	1218	21.4	5.2	81	3092	26.3	13.2	99
MAGAZINES-OUTDOOR: DUAL		17482	5464	25.2	31.3	128	801	19.0	4.6	96	1478	26.0	8.5	132	3185	27.1	18.2	137
	MAGAZINE IMPERATIVE	28830	6992	32.3	24.3	99	1199	28.4	4.2	87	1796	31.6	6.2	97	3997	34.1	13.9	104
	OUTDOOR IMPERATIVE	26119	6314	29.2	24.2	99	1523	36.0	5.8	122	1567	27.6	6.0	93	3224	27.5	12.3	93
MAGAZINES-RADIO: DUAL		20162	5635	26.0	27.9	114	885	20.9	4.4	92	1622	28.5	8.0	125	3128	26.7	15.5	117
	MAGAZINE IMPERATIVE	26292	6923	32.0	26.3	108	1209	28.6	4.6	96	1636	28.8	6.2	97	4078	34.7	15.5	117
	RADIO IMPERATIVE	25308	5934	27.4	23.4	96	1227	29.0	4.8	102	1537	27.0	6.1	94	3170	27.0	12.5	94
MAGAZINES-TELEVISION: DUAL		17312	4549	21.0	26.3	107	896	21.2	5.2	108	1248	21.9	7.2	112	2406	20.5	13.9	105
	MAGAZINE IMPERATIVE	29099	8273	38.2	28.4	116	1216	28.8	4.2	87	2112	37.1	7.3	113	4945	42.1	17.0	128
	TELEVISION IMPERATIVE	27505	5578	25.8	20.3	83	1285	30.4	4.7	98	1447	25.4	5.3	82	2846	24.2	10.3	78
NEWSPAPERS-OUTDOOR: DUAL		18628	5496	25.4	29.5	121	842	19.9	4.5	95	1408	24.8	7.6	118	3247	27.7	17.4	131
	NEWSPAPER IMPERATIVE	29178	6334	29.3	21.7	89	1186	28.1	4.1	85	1753	30.8	6.0	93	3395	28.9	11.6	88
	OUTDOOR IMPERATIVE	25260	6699	30.9	26.5	108	1590	37.6	6.3	132	1712	30.1	6.8	105	3397	28.9	13.4	101
NEWSPAPERS-RADIO: DUAL		19246	5050	23.3	26.2	107	847	20.0	4.4	92	1608	28.3	8.4	130	2594	22.1	13.5	102
	NEWSPAPER IMPERATIVE	28155	6903	31.9	24.5	100	1215	28.8	4.3	90	1644	28.9	5.8	91	4044	34.5	14.4	108
	RADIO IMPERATIVE	25308	6496	30.0	25.7	105	1313	31.1	5.2	109	1625	28.6	6.4	100	3558	30.3	14.1	106
NEWSPAPERS-TELEVISION: DUAL		18615	4561	21.1	24.5	100	872	20.6	4.7	98	1155	20.3	6.2	97	2534	21.6	13.6	103
	NEWSPAPER IMPERATIVE	29207	7537	34.8	25.8	105	1063	25.2	3.6	76	2100	36.9	7.2	112	4374	37.3	15.0	113
	TELEVISION IMPERATIVE	25472	5881	27.2	23.1	94	1431	33.9	5.6	118	1549	27.2	6.1	95	2901	24.7	11.4	86
OUTDOOR-RADIO: DUAL		17292	5040	23.3	29.1	119	842	19.9	4.9	102	1497	26.3	8.7	135	2700	23.0	15.6	118
	OUTDOOR IMPERATIVE	26915	7049	32.6	26.2	107	1487	35.2	5.5	116	1715	30.2	6.4	99	3847	32.8	14.3	108
	RADIO IMPERATIVE	28938	6685	30.9	23.1	94	1271	30.1	4.4	92	1712	30.1	5.9	92	3703	31.5	12.8	96
OUTDOOR-TELEVISION: DUAL		16112	4318	19.9	26.8	110	936	22.2	5.8	122	918	16.1	5.7	89	2464	21.0	15.3	115
	OUTDOOR IMPERATIVE	28228	8088	37.4	28.7	117	1438	34.0	5.1	107	2205	38.8	7.8	122	4445	37.9	15.7	119
	TELEVISION IMPERATIVE	30024	6265	28.9	20.9	85	1306	30.9	4.3	91	1798	31.6	6.0	93	3162	26.9	10.5	79
RADIO-TELEVISION: DUAL		17803	4365	20.2	24.5	100	872	20.6	4.9	103	1103	19.4	6.2	96	2390	20.4	13.4	101
	RADIO IMPERATIVE	28338	7468	34.5	26.4	108	1239	29.3	4.4	92	2054	36.1	7.2	113	4175	35.6	14.7	111
	TELEVISION IMPERATIVE	28445	6359	29.4	22.4	91	1467	34.7	5.2	108	1679	29.5	5.9	92	3213	27.4	11.3	85

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALES	88464	21648	100.0	24.5	100	4225	100.0	4.8	100	5687	100.0	6.4	100	11737	100.0	13.3	100
ATLANTIC MONTHLY	415	*112	0.5	27.0	110	**14	0.3	3.4	71	**32	0.6	7.7	120	**66	0.6	15.9	120
BARRON'S	522	*201	0.9	38.5	157	**46	1.1	8.8	185	**29	0.5	5.6	86	**126	1.1	24.1	182
BETTER HOMES & GARDENS	17429	4116	19.0	23.6	97	753	17.8	4.3	90	974	17.1	5.6	87	2390	20.4	13.7	103
BON APPETIT	2772	631	2.9	22.8	93	**82	1.9	3.0	62	*152	2.7	5.5	85	397	3.4	14.3	108
BUSINESS WEEK	1469	472	2.2	32.1	131	**28	0.7	1.9	40	**66	1.2	4.5	70	378	3.2	25.7	194
CAR AND DRIVER	397	**78	0.4	19.6	80	**10	0.2	2.5	53	**29	0.5	7.3	114	**39	0.3	9.8	74
CBS MAGAZINE NETWORK (GROSS)	1633	507	2.3	31.0	127	**79	1.9	4.8	101	*152	2.7	9.3	145	*276	2.4	16.9	127
CHANGING TIMES	1554	479	2.2	30.8	126	**83	2.0	5.3	112	**126	2.2	8.1	126	270	2.3	17.4	131
COLONIAL HOMES	1304	297	1.4	22.8	93	**54	1.3	4.1	87	**63	1.1	4.8	75	*181	1.5	13.9	105
CONDE NAST MAG. PKG. (GROSS)	17858	5806	26.8	32.5	133	993	23.5	5.6	116	1554	27.3	8.7	135	3259	27.8	18.2	138
CONSUMERS DIGEST	1406	396	1.8	28.2	115	**59	1.4	4.2	88	**127	2.2	9.0	141	*210	1.8	14.9	113
COSMOPOLITAN	8815	2873	13.3	32.6	133	571	13.5	6.5	136	887	15.6	10.1	157	1415	12.1	16.1	121
COUNTRY LIVING	2636	710	3.3	26.9	110	**117	2.8	4.4	93	**146	2.6	5.5	86	447	3.8	17.0	128
CUISINE	1554	401	1.9	25.8	105	**73	1.7	4.7	98	*156	2.7	10.0	156	*172	1.5	11.1	83
CYCLE WORLD	469	**171	0.8	36.5	149	**34	0.8	7.2	152	**40	0.7	8.5	133	**97	0.8	20.7	156
DCI:CREATIVE IDEAS FOR LIV	2631	605	2.8	23.0	94	**130	3.1	4.9	103	*243	4.3	9.2	144	*231	2.0	8.8	66
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1430	6.6	20.2	83	*238	5.6	3.4	71	432	7.6	6.1	95	760	6.5	10.8	81
DISCOVER	998	248	1.1	24.8	102	**74	1.8	7.4	155	**73	1.3	7.3	114	**100	0.9	10.0	76
EBONY	4289	1115	5.2	26.0	106	333	7.9	7.8	163	348	6.1	8.1	126	435	3.7	10.1	76
ESQUIRE	1176	289	1.3	24.6	100	**81	1.9	6.9	144	**77	1.4	6.5	102	*131	1.1	11.1	84
ESSENCE	2392	550	2.5	23.0	94	*133	3.1	5.6	116	*193	3.4	8.1	126	*224	1.9	9.4	71
FAMILY CIRCLE	17209	4073	18.8	23.7	97	609	14.4	3.5	74	1068	18.8	6.2	97	2397	20.4	13.9	105
THE FAMILY HANDYMAN	1184	374	1.7	31.6	129	**53	1.3	4.5	94	**137	2.4	11.6	180	*184	1.6	15.5	117
FAMILY WEEKLY	12391	3203	14.8	25.8	106	480	11.4	3.9	81	945	16.6	7.6	119	1779	15.2	14.4	108
FIELD & STREAM	2438	695	3.2	28.5	116	**126	3.0	5.2	108	*203	3.6	8.3	130	366	3.1	15.0	113
FOOD & WINE	614	*188	0.9	30.6	125	**48	1.1	7.8	164	**44	0.8	7.2	111	**95	0.8	15.5	117
FORBES	813	*272	1.3	33.5	137	**28	0.7	3.4	72	**30	0.5	3.7	57	*214	1.8	26.3	198
FORTUNE	1083	356	1.6	32.9	134	**24	0.6	2.2	46	**51	0.9	4.7	73	*281	2.4	25.9	196
GENTLEMEN'S QUARTERLY	1197	495	2.3	41.4	169	**100	2.4	8.4	175	**94	1.7	7.9	122	*301	2.6	25.1	190
GLAMOUR	6625	2231	10.3	33.7	138	365	8.6	5.5	115	568	10.0	8.6	133	1298	11.1	19.6	148
GOLF DIGEST	707	*249	1.2	35.2	144	**51	1.2	7.2	151	**75	1.3	10.6	165	**123	1.0	17.4	131
GOLF DIGEST/TENNIS (GROSS)	1316	494	2.3	37.5	153	**72	1.7	5.5	115	**141	2.5	10.7	167	*281	2.4	21.4	161
GOLF MAGAZINE	469	**154	0.7	32.8	134	**8	0.2	1.7	36	**33	0.6	7.0	109	**113	1.0	24.1	182
GOLF MAGAZINE/SKI (GROSS)	1060	335	1.5	31.6	129	**37	0.9	3.5	73	**59	1.0	5.6	87	*239	2.0	22.5	170
GOOD HOUSEKEEPING	17784	4328	20.0	24.3	99	627	14.8	3.5	74	1180	20.7	6.6	103	2520	21.5	14.2	107
HARPER'S BAZAAR	2931	816	3.8	27.8	114	*132	3.1	4.5	94	*241	4.2	8.2	128	443	3.8	15.1	114
HEALTH	2199	616	2.8	28.0	114	**98	2.3	4.5	93	*203	3.6	9.2	144	*315	2.7	14.3	108
HEARST MAG CORP. BUY (GROSS)	49148	13082	60.4	26.6	109	2198	52.0	4.5	94	3580	63.0	7.3	113	7304	62.2	14.9	112
HEARST MAN POWER (GROSS)	2113	626	2.9	29.6	121	**120	2.8	5.7	119	*150	2.6	7.1	110	356	3.0	16.8	127
HEARST WOMAN POWER (GROSS)	35062	9333	43.1	26.6	109	1558	36.9	4.4	93	2624	46.1	7.5	116	5152	43.9	14.7	111
HOUSE BEAUTIFUL	3865	997	4.6	25.8	105	*194	4.6	5.0	105	280	4.9	7.2	113	523	4.5	13.5	102
INC.	315	**102	0.5	32.4	132	**15	0.4	4.8	100	**23	0.4	7.3	114	**64	0.5	20.3	153
JET	3690	987	4.6	26.7	109	260	6.2	7.0	148	288	5.1	7.8	121	438	3.7	11.9	89
LADIES' HOME JOURNAL	12930	3169	14.6	24.5	100	544	12.9	4.2	88	918	16.1	7.1	110	1707	14.5	13.2	100
LHJ FAMILY GRP COMBO(GROSS)	18161	4579	21.2	25.2	103	767	18.2	4.2	88	1366	24.0	7.5	117	2446	20.8	13.5	102
LIFE	5065	1545	7.1	30.5	125	322	7.6	6.4	133	336	5.9	6.6	103	887	7.6	17.5	132
L.A. TIMES HOME MAGAZINE	1310	387	1.8	29.5	121	**15	0.4	1.1	24	**84	1.5	6.4	100	288	2.5	22.0	166
MADEMOISELLE	3759	1314	6.1	35.0	143	*179	4.2	4.8	100	416	7.3	11.1	172	718	6.1	19.1	144
MC CALL'S	14658	3605	16.7	24.6	101	614	14.5	4.2	88	999	17.6	6.8	106	1993	17.0	13.6	102
MC CALL'S/WRK MOTHER (GROSS)	15857	3844	17.8	24.2	99	657	15.6	4.1	87	1055	18.6	6.7	103	2132	18.2	13.4	101
MECHANIX ILLUSTRATED	809	*249	1.2	30.8	126	**44	1.0	5.4	114	**111	2.0	13.7	213	**94	0.8	11.6	88
METROPOLITAN HOME	1009	279	1.3	27.7	113	**20	0.5	2.0	42	**101	1.8	10.0	156	*158	1.3	15.7	118
MONEY	1707	494	2.3	28.9	118	**44	1.0	2.6	54	**100	1.8	5.9	91	*350	3.0	20.5	155
MOTHER EARTH NEWS	1123	371	1.7	33.0	135	**62	1.5	5.5	116	**105	1.8	9.3	145	*204	1.7	18.2	137
MS.	932	288	1.3	30.9	126	**49	1.2	5.3	110	**121	2.1	13.0	202	*119	1.0	12.8	96
NATIONAL ENQUIRER	11971	2925	13.5	24.4	100	674	16.0	5.6	118	752	13.2	6.3	98	1499	12.8	12.5	94
NATIONAL GEOGRAPHIC	10503	2945	13.6	28.0	115	428	10.1	4.1	85	766	13.5	7.3	113	1751	14.9	16.7	126
NATIONAL SUNDAY MAGAZINE PKG	54325	13792	63.7	25.4	104	2510	59.4	4.6	97	3801	66.8	7.0	109	7480	63.7	13.8	104
NATURAL HISTORY	626	*188	0.9	30.0	123	**22	0.5	3.5	74	**42	0.7	6.7	104	**124	1.1	19.8	149
NEW WOMAN	1992	461	2.1	23.1	95	**84	2.0	4.2	88	**93	1.6	4.7	73	285	2.4	14.3	108
NEW YORK INCLUDING CUE	547	*150	0.7	27.4	112	**25	0.6	4.6	96	**48	0.8	8.8	137	**77	0.7	14.1	106
THE NEW YORKER	1380	408	1.9	29.6	121	**52	1.2	3.8	79	**105	1.8	7.6	118	251	2.1	18.2	137
NEWSWEEK	6925	1783	8.2	25.7	105	336	8.0	4.9	102	425	7.5	6.1	95	1022	8.7	14.8	111
THE N.Y. TIMES DAILY EDITION	1363	361	1.7	26.5	108	**48	1.1	3.5	74	**84	1.5	6.2	96	*229	2.0	16.8	127
THE N.Y. TIMES MAGAZINE	2333	729	3.4	31.2	128	**79	1.9	3.4	71	*195	3.4	8.4	130	456	3.9	19.5	147
OMNI	872	*262	1.2	30.0	123	**76	1.8	8.7	182	**51	0.9	5.8	91	*135	1.2	15.5	117
ON CABLE	1298	297	1.4	22.9	94	**63	1.5	4.9	102	**58	1.0	4.5	70	*176	1.5	13.6	102
1001 HOME IDEAS	3032	795	3.7	26.2	107	**125	3.0	4.1	86	*245	4.3	8.1	126	425	3.6	14.0	106
ORGANIC GARDENING	1680	343	1.6	20.4	83	**76	1.8	4.5	95	**58	1.0	3.5	54	*209	1.8	12.4	94
OUTDOOR LIFE	960	323	1.5	33.6	137	**69	1.6	7.2	150	**96	1.7	10.0	156	*158	1.3	16.5	124
PARADE MAGAZINE	26755	6924	32.0	25.9	106	1357	32.1	5.1	106	1978	34.8	7.4	115	3590	30.6	13.4	101

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL FEMALES	88464	21648	100.0	24.5	100	4225	100.0	4.8	100	5687	100.0	6.4	100	11737	100.0	13.3	100
PARENTS	4173	1263	5.8	30.3	124	*210	5.0	5.0	105	301	5.3	7.2	112	752	6.4	18.0	136
PENTHOUSE	973	505	2.3	51.9	212	**146	3.5	15.0	314	**94	1.7	9.7	150	*265	2.3	27.2	205
PEOPLE	13479	4004	18.5	29.7	121	762	18.0	5.7	118	1035	18.2	7.7	119	2207	18.8	16.4	123
PLAYBOY	2183	707	3.3	32.4	132	*158	3.7	7.2	152	*149	2.6	6.8	106	400	3.4	18.3	138
POPULAR HOT RODDING	388	**158	0.7	40.7	166	**26	0.6	6.7	140	**31	0.5	8.0	124	**100	0.9	25.8	194
POPULAR MECHANICS	1037	*265	1.2	25.6	104	**34	0.8	3.3	69	**84	1.5	8.1	126	**147	1.3	14.2	107
POPULAR SCIENCE	920	*272	1.3	29.6	121	**13	0.3	1.4	30	**58	1.0	6.3	98	*201	1.7	21.8	165
PREVENTION	4071	672	3.1	16.5	67	**56	1.3	1.4	29	*185	3.3	4.5	71	432	3.7	10.6	80
PSYCHOLOGY TODAY	1940	429	2.0	22.1	90	**89	2.1	4.6	96	*130	2.3	6.7	104	*210	1.8	10.8	82
READER'S DIGEST	24031	5681	26.2	23.6	97	932	22.1	3.9	81	1499	26.4	6.2	97	3251	27.7	13.5	102
REDBOOK	8464	2132	9.8	25.2	103	359	8.5	4.2	89	556	9.8	6.6	102	1217	10.4	14.4	108
ROAD & TRACK	429	**120	0.6	28.0	114	**2	0.0	0.5	10	**52	0.9	12.1	189	**66	0.6	15.4	116
ROLLING STONE	1355	631	2.9	46.6	190	*226	5.3	16.7	349	*163	2.9	12.0	187	*242	2.1	17.9	135
RUNNER'S WORLD	329	**79	0.4	24.0	98	**8	0.2	2.4	51	**17	0.3	5.2	80	**54	0.5	16.4	124
SATURDAY EVENING POST	1268	328	1.5	25.9	106	**54	1.3	4.3	89	**148	2.6	11.7	182	*126	1.1	9.9	75
SCIENCE 84	702	*274	1.3	39.0	160	**22	0.5	3.1	66	**40	0.7	5.7	89	*212	1.8	30.2	228
SCIENCE DIGEST	553	*193	0.9	34.9	143	**59	1.4	10.7	223	**24	0.4	4.3	68	**110	0.9	19.9	150
SCIENTIFIC AMERICAN	615	*201	0.9	32.7	134	**25	0.6	4.1	85	**76	1.3	12.4	192	**99	0.8	16.1	121
SELF	2683	959	4.4	35.7	146	*197	4.7	7.3	154	*228	4.0	8.5	132	534	4.5	19.9	150
SEVENTEEN	3309	1136	5.2	34.3	140	*255	6.0	7.7	161	*270	4.7	8.2	127	611	5.2	18.5	139
SKI	591	*181	0.8	30.6	125	**29	0.7	4.9	103	**27	0.5	4.6	71	*126	1.1	21.3	161
SMITHSONIAN	3039	704	3.3	23.2	95	**86	2.0	2.8	59	*178	3.1	5.9	91	440	3.7	14.5	109
SOAP OPERA DIGEST	3683	1013	4.7	27.5	112	290	6.9	7.9	165	*248	4.4	6.7	105	476	4.1	12.9	97
SOUTHERN LIVING	4434	826	3.8	18.6	76	**107	2.5	2.4	51	*189	3.3	4.3	66	529	4.5	11.9	90
SPORT	701	*176	0.8	25.1	103	**29	0.7	4.1	87	**44	0.8	6.3	98	**103	0.9	14.7	111
THE SPORTING NEWS	518	**213	1.0	41.1	168	**78	1.8	15.1	315	**37	0.7	7.1	111	**98	0.8	18.9	143
SPORTS AFIELD	523	*168	0.8	32.1	131	**28	0.7	5.4	112	**42	0.7	8.0	125	**99	0.8	18.9	143
SPORTS ILLUSTRATED	3325	1088	5.0	32.7	134	*206	4.9	6.2	130	*186	3.3	5.6	87	695	5.9	20.9	158
STAR	8567	2466	11.4	28.8	118	547	12.9	6.4	134	729	12.8	8.5	132	1190	10.1	13.9	105
SUNDAY	27630	6951	32.1	25.2	103	1362	32.2	4.9	103	1942	34.1	7.0	109	3647	31.1	13.2	99
SUNSET	2219	577	2.7	26.0	106	**126	3.0	5.7	119	**61	1.1	2.7	43	391	3.3	17.6	133
TV GUIDE	24258	6550	30.3	27.0	110	1244	29.4	5.1	107	1497	26.3	6.2	96	3810	32.5	15.7	118
TENNIS	609	*246	1.1	40.4	165	**21	0.5	3.4	72	**66	1.2	10.8	169	*159	1.4	26.1	197
TIME	9929	2844	13.1	28.6	117	501	11.9	5.0	106	751	13.2	7.6	118	1591	13.6	16.0	121
TOWN & COUNTRY	1062	277	1.3	26.1	107	**16	0.4	1.5	32	**68	1.2	6.4	100	*193	1.6	18.2	137
TRAVEL & LEISURE	1051	285	1.3	27.1	111	**22	0.5	2.1	44	**93	1.6	8.8	138	*170	1.4	16.2	122
TRUE STORY	3946	1042	4.8	26.4	108	*223	5.3	5.7	118	361	6.3	9.1	142	458	3.9	11.6	87
U.S.NEWS & WORLD REPORT	3782	790	3.6	20.9	85	**104	2.5	2.7	58	*255	4.5	6.7	105	431	3.7	11.4	86
USA TODAY	1874	529	2.4	28.2	115	**96	2.3	5.1	107	*151	2.7	8.1	125	282	2.4	15.0	113
US	2213	702	3.2	31.7	130	**85	2.0	3.8	80	*255	4.5	11.5	179	362	3.1	16.4	123
VOGUE	4792	1303	6.0	27.2	111	*252	6.0	5.3	110	341	6.0	7.1	111	709	6.0	14.8	112
WALL STREET JOURNAL	2045	619	2.9	30.3	124	**114	2.7	5.6	117	*149	2.6	7.3	113	356	3.0	17.4	131
WEIGHT WATCHERS	2364	555	2.6	23.5	96	**62	1.5	2.6	55	*197	3.5	8.3	130	297	2.5	12.6	95
WOMAN'S DAY	15182	3472	16.0	22.9	93	561	13.3	3.7	77	792	13.9	5.2	81	2119	18.1	14.0	105
WORKING MOTHER	1198	*239	1.1	19.9	82	**43	1.0	3.6	75	**56	1.0	4.7	73	*139	1.2	11.6	87
WORKING WOMAN	1523	527	2.4	34.6	141	**70	1.7	4.6	96	*155	2.7	10.2	158	301	2.6	19.8	149
WORLD TENNIS	*183	**60	0.3	32.8	134	**18	0.4	9.8	206	**17	0.3	9.3	145	**26	0.2	14.2	107
ZIFF-DAVIS MAG NETWK (GROSS)	2776	582	2.7	21.0	86	**64	1.5	2.3	48	*204	3.6	7.3	114	314	2.7	11.3	85
BLAIR INSERTS	47909	12280	56.7	25.6	105	2196	52.0	4.6	96	3392	59.6	7.1	110	6692	57.0	14.0	105
DAILY NEWSPAPERS																	
READ ANY	56731	13955	64.5	24.6	101	2392	56.6	4.2	88	3638	64.0	6.4	100	7925	67.5	14.0	105
READ ONE	47696	11661	53.9	24.4	100	2056	48.7	4.3	90	2997	52.7	6.3	98	6609	56.3	13.9	104
READ TWO OR MORE	9034	2293	10.6	25.4	104	336	8.0	3.7	78	641	11.3	7.1	110	1316	11.2	14.6	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	14740	68.1	25.5	104	2597	61.5	4.5	94	3970	69.8	6.9	107	8173	69.6	14.2	107
READ ONE	50513	12707	58.7	25.2	103	2298	54.4	4.5	95	3413	60.0	6.8	105	6996	59.6	13.8	104
READ TWO OR MORE	7219	2032	9.4	28.1	115	299	7.1	4.1	87	557	9.8	7.7	120	1177	10.0	16.3	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.15				30.98				32.65				30.50			
30 DAY REACH	78184	19757	91.3	25.3	103	3861	91.4	4.9	103	5140	90.4	6.6	102	10756	91.6	13.8	104
50 SHWG - 30 DAY AV FREQ	14.80	16.24				16.21				17.05				15.87			
30 DAY REACH	74239	19012	87.8	25.6	105	3701	87.6	5.0	104	4935	86.8	6.6	103	10376	88.4	14.0	105
25 SHWG - 30 DAY AV FREQ	8.05	8.61				8.55				9.23				8.35			
30 DAY REACH	68254	17987	83.1	26.4	108	3502	82.9	5.1	107	4608	81.0	6.8	105	9878	84.2	14.5	109
CABLE TV: HOME WIRED	35215	9164	42.3	26.0	106	1466	34.7	4.2	87	2544	44.7	7.2	112	5154	43.9	14.6	110
HOME NOT WIRED	53250	12485	57.7	23.4	96	2759	65.3	5.2	108	3143	55.3	5.9	92	6583	56.1	12.4	93
HAVE PAY CABLE	17885	5096	23.5	28.5	116	733	17.3	4.1	86	1468	25.8	8.2	128	2895	24.7	16.2	122

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	21648	100.0	24.5	100	4225	100.0	4.8	100	5687	100.0	6.4	100	11737	100.0	13.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	12413	57.3	25.9	106	2076	49.1	4.3	91	3317	58.3	6.9	108	7020	59.8	14.6	110
10:00 AM - 3:00 PM	33674	8496	39.2	25.2	103	1568	37.1	4.7	97	2164	38.1	6.4	100	4764	40.6	14.1	107
3:00 PM - 7:00 PM	34431	9247	42.7	26.9	110	1560	36.9	4.5	95	2433	42.8	7.1	110	5254	44.8	15.3	115
7:00 PM - MIDNIGHT	17761	5135	23.7	28.9	118	905	21.4	5.1	107	1470	25.8	8.3	129	2760	23.5	15.5	117
MIDNIGHT - 6:00 AM	10087	2678	12.4	26.5	108	436	10.3	4.3	91	750	13.2	7.4	116	1493	12.7	14.8	112
6:00 AM - MIDNIGHT	64318	16748	77.4	26.0	106	3014	71.3	4.7	98	4410	77.5	6.9	107	9324	79.4	14.5	109
ENTIRE DAY	65181	16918	78.2	26.0	106	3046	72.1	4.7	98	4457	78.4	6.8	106	9415	80.2	14.4	109
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	4719	21.8	27.1	111	791	18.7	4.5	95	1159	20.4	6.7	104	2769	23.6	15.9	120
ALL NEWS	2520	757	3.5	30.0	123	**104	2.5	4.1	86	*164	2.9	6.5	101	489	4.2	19.4	146
AOR/PROGRESSIVE	4419	1637	7.6	37.0	151	328	7.8	7.4	155	411	7.2	9.3	145	899	7.7	20.3	153
BEAUTIFUL MUSIC	6119	1559	7.2	25.5	104	*218	5.2	3.6	75	412	7.2	6.7	105	929	7.9	15.2	114
BLACK	2623	724	3.3	27.6	113	*159	3.8	6.1	127	213	3.7	8.1	126	351	3.0	13.4	101
CLASSICAL	1553	473	2.2	30.5	124	**100	2.4	6.4	135	**83	1.5	5.3	83	290	2.5	18.7	141
CHR/ROCK	11282	3609	16.7	32.0	131	520	12.3	4.6	97	982	17.3	8.7	135	2107	18.0	18.7	141
COUNTRY	13343	3005	13.9	22.5	92	526	12.4	3.9	83	682	12.0	5.1	80	1797	15.3	13.5	102
GOLDEN OLDIES	1299	364	1.7	28.0	115	**76	1.8	5.9	123	**104	1.8	8.0	125	*183	1.6	14.1	106
MOR/NOSTALGIA	5241	1137	5.3	21.7	89	*198	4.7	3.8	79	292	5.1	5.6	87	647	5.5	12.3	93
NEWS/TALK	4165	951	4.4	22.8	93	**99	2.3	2.4	50	370	6.5	8.9	138	482	4.1	11.6	87
RELIGIOUS	3324	548	2.5	16.5	67	**144	3.4	4.3	91	**132	2.3	4.0	62	272	2.3	8.2	62
SOFT ROCK	609	*151	0.7	24.8	101	**43	1.0	7.1	148	**52	0.9	8.5	133	**57	0.5	9.4	71
URBAN CONTEMPORARY	1853	522	2.4	28.2	115	*134	3.2	7.2	151	*172	3.0	9.3	144	*217	1.8	11.7	88
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1084	5.0	29.1	119	*173	4.1	4.6	97	364	6.4	9.8	152	547	4.7	14.7	111
ABC DIRECTION	2488	549	2.5	22.1	90	*156	3.7	6.3	131	**96	1.7	3.9	60	297	2.5	11.9	90
ABC ENTERTAINMENT	5129	1225	5.7	23.9	98	*178	4.2	3.5	73	*197	3.5	3.8	60	849	7.2	16.6	125
ABC FM	2498	697	3.2	27.9	114	**107	2.5	4.3	90	*224	3.9	9.0	139	367	3.1	14.7	111
ABC INFORMATION	5721	1318	6.1	23.0	94	*152	3.6	2.7	56	390	6.9	6.8	106	776	6.6	13.6	102
ABC ROCK	2021	814	3.8	40.3	165	**156	3.7	7.7	162	*223	3.9	11.0	172	435	3.7	21.5	162
CBS	4756	1184	5.5	24.9	102	*115	2.7	2.4	51	390	6.9	8.2	128	678	5.8	14.3	107
MUTUAL	5272	1423	6.6	27.0	110	*258	6.1	4.9	102	412	7.2	7.8	122	752	6.4	14.3	108
NBC	4964	1046	4.8	21.1	86	*116	2.7	2.3	49	*274	4.8	5.5	86	656	5.6	13.2	100
RADIORADIO	2218	668	3.1	30.1	123	*193	4.6	8.7	182	*160	2.8	7.2	112	316	2.7	14.2	107
RKO ONE	2565	710	3.3	27.7	113	**70	1.7	2.7	57	*251	4.4	9.8	152	390	3.3	15.2	115
RKO TWO	3640	943	4.4	25.9	106	*121	2.9	3.3	70	*246	4.3	6.8	105	577	4.9	15.9	119
THE SOURCE	2467	912	4.2	37.0	151	*123	2.9	5.0	104	*242	4.3	9.8	153	546	4.7	22.1	167
NON-WIRED : BLAIR	9466	2372	11.0	25.1	102	403	9.5	4.3	89	613	10.8	6.5	101	1356	11.6	14.3	108
INTERNET	13616	3718	17.2	27.3	112	695	16.4	5.1	107	1151	20.2	8.5	131	1872	15.9	13.7	104
KATZ RADIO GROUP	16998	4835	22.3	28.4	116	724	17.1	4.3	89	1248	21.9	7.3	114	2862	24.4	16.8	127
SUPERNET	11622	2943	13.6	25.3	103	546	12.9	4.7	98	744	13.1	6.4	100	1654	14.1	14.2	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	2126	9.8	22.6	92	444	10.5	4.7	99	566	10.0	6.0	93	1116	9.5	11.8	89
WKDAY 9:00 AM - 1:00 PM	13304	3031	14.0	22.8	93	710	16.8	5.3	112	752	13.2	5.7	88	1570	13.4	11.8	89
WKDAY 1:00 PM - 4:30 PM	17591	3988	18.4	22.7	93	924	21.9	5.3	110	1071	18.8	6.1	95	1993	17.0	11.3	85
WKDAY 4:30 PM - 7:30 PM	24418	5540	25.6	22.7	93	1195	28.3	4.9	102	1475	25.9	6.0	94	2870	24.5	11.8	89
WKDAY 7:30 PM - 8:00 PM	34400	7763	35.9	22.6	92	1599	37.8	4.6	97	2114	37.2	6.1	96	4050	34.5	11.8	89
WKDAY 11:00 PM - 11:30 PM	26120	6264	28.9	24.0	98	1282	30.3	4.9	103	1817	32.0	7.0	108	3164	27.0	12.1	91
WKDAY 11:30 PM - 1:00 AM	8402	2181	10.1	26.0	106	535	12.7	6.4	133	501	8.8	6.0	93	1145	9.8	13.6	103
M-SAT 8-11 PM+SUN 7-11 PM	36828	8956	41.4	24.3	99	1792	42.4	4.9	102	2426	42.7	6.6	102	4739	40.4	12.9	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	1868	8.6	25.9	106	419	9.9	5.8	121	432	7.6	6.0	93	1017	8.7	14.1	106
ANOTHER WORLD N	4924	945	4.4	19.2	78	211	5.0	4.3	90	324	5.7	6.6	102	410	3.5	8.3	63
AS THE WORLD TURNS C	5966	1359	6.3	22.8	93	276	6.5	4.6	97	397	7.0	6.7	104	686	5.8	11.5	87
CAPITOL C	3672	880	4.1	24.0	98	150	3.6	4.1	86	256	4.5	7.0	108	474	4.0	12.9	97
CBS MORN. NEWS 1 C	1590	379	1.8	23.8	97	*56	1.3	3.5	74	108	1.9	6.8	106	215	1.8	13.5	102
CBS MORN. NEWS 2 C	1298	288	1.3	22.2	91	**34	0.8	2.6	55	*67	1.2	5.2	80	187	1.6	14.4	109
DAYS OF OUR LIVES N	6389	1380	6.4	21.6	88	339	8.0	5.3	111	350	6.2	5.5	85	691	5.9	10.8	82
FACTS OF LIFE - DAYTIME N	2526	545	2.5	21.6	88	117	2.8	4.6	97	179	3.1	7.1	110	249	2.1	9.9	74
FAMILY FEUD A	3427	753	3.5	22.0	90	168	4.0	4.9	103	170	3.0	5.0	77	416	3.5	12.1	91
GENERAL HOSPITAL A	6870	1605	7.4	23.4	95	407	9.6	5.9	124	348	6.1	5.1	79	851	7.3	12.4	93
GOOD MORNING, AMERICA-730 A	3767	831	3.8	22.1	90	139	3.3	3.7	77	236	4.1	6.3	97	456	3.9	12.1	91
GOOD MORNING, AMERICA-830 A	3076	715	3.3	23.2	95	124	2.9	4.0	84	177	3.1	5.8	90	414	3.5	13.5	101
GUIDING LIGHT C	5789	1327	6.1	22.9	94	298	7.1	5.1	108	360	6.3	6.2	97	669	5.7	11.6	87
ONE LIFE TO LIVE A	4918	1113	5.1	22.6	92	364	8.6	7.4	155	242	4.3	4.9	77	507	4.3	10.3	78
PRESS YOUR LUCK C	2367	515	2.4	21.8	89	119	2.8	5.0	105	*94	1.7	4.0	62	301	2.6	12.7	96
PRICE IS RIGHT 1 C	4727	953	4.4	20.2	82	220	5.2	4.7	97	252	4.4	5.3	83	481	4.1	10.2	77
PRICE IS RIGHT 2 C	5511	1172	5.4	21.3	87	250	5.9	4.5	95	351	6.2	6.4	99	571	4.9	10.4	78
RYAN'S HOPE A	3479	926	4.3	26.6	109	227	5.4	6.5	137	186	3.3	5.3	83	514	4.4	14.8	111
SALE OF THE CENTURY N	2823	501	2.3	17.7	73	145	3.4	5.1	108	155	2.7	5.5	85	201	1.7	7.1	54
SEARCH FOR TOMORROW N	2525	554	2.6	21.9	90	*168	4.0	6.7	139	*104	1.8	4.1	64	283	2.4	11.2	84
TODAY SHOW 1 N	2979	630	2.9	21.1	86	130	3.1	4.4	91	138	2.4	4.6	72	362	3.1	12.2	92
TODAY SHOW 2 N	2792	536	2.5	19.2	78	112	2.7	4.0	84	150	2.6	5.4	84	274	2.3	9.8	74
$25,000 PYRAMID C	2899	536	2.5	18.5	76	*132	3.1	4.6	95	*101	1.8	3.5	54	303	2.6	10.5	79
WHEEL OF FORTUNE N	4689	943	4.4	20.1	82	223	5.3	4.8	100	281	4.9	6.0	93	438	3.7	9.3	70
YOUNG AND THE RESTLESS C	6231	1452	6.7	23.3	95	334	7.9	5.4	112	392	6.9	6.3	98	726	6.2	11.7	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	518	2.4	26.3	107	*85	2.0	4.3	90	*104	1.8	5.3	82	330	2.8	16.7	126
NBA PLAYOFF GAME -1 C	1246	344	1.6	27.6	113	**43	1.0	3.5	72	*125	2.2	10.0	156	*176	1.5	14.1	106
NBC MAJOR LEAGUE PRE-GAME N	1140	*192	0.9	16.8	69	**23	0.5	2.0	42	**51	0.9	4.5	70	**119	1.0	10.4	79
SPORTSWORLD - SUN N	1328	322	1.5	24.2	99	**37	0.9	2.8	58	**103	1.8	7.8	121	*182	1.6	13.7	103
SUNDAY MORNING C	1645	332	1.5	20.2	82	**79	1.9	4.8	101	*66	1.2	4.0	62	*188	1.6	11.4	86

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	21648	100.0	24.5	100	4225	100.0	4.8	100	5687	100.0	6.4	100	11737	100.0	13.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	5844	27.0	20.9	85	1150	27.2	4.1	86	1617	28.4	5.8	90	3078	26.2	11.0	83
NETWORK AFFILIATES - LATE		21966	5128	23.7	23.3	95	1005	23.8	4.6	96	1485	26.1	6.8	105	2639	22.5	12.0	91
INDEPENDENTS - LATE		2247	613	2.8	27.3	111	111	2.6	4.9	103	156	2.7	6.9	108	347	3.0	15.4	116
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	2876	13.3	25.0	102	605	14.3	5.2	110	659	11.6	5.7	89	1612	13.7	14.0	105
ABC MONDAY NIGHT MOVIE	A	6879	1635	7.6	23.8	97	382	9.0	5.6	116	395	6.9	5.7	89	858	7.3	12.5	94
ABC SUNDAY NIGHT MOVIE	A	13690	3530	16.3	25.8	105	693	16.4	5.1	106	897	15.8	6.6	102	1940	16.5	14.2	107
ABC WORLD NEWS TONIGHT	A	6589	1507	7.0	22.9	93	326	7.7	4.9	104	436	7.7	6.6	103	745	6.3	11.3	85
AFTERMASH	C	6391	1626	7.5	25.4	104	*360	8.5	5.6	118	454	8.0	7.1	111	812	6.9	12.7	96
ALICE	C	10273	2501	11.6	24.3	99	518	12.3	5.0	106	633	11.1	6.2	96	1350	11.5	13.1	99
AMERICAN PARADE	C	7130	1367	6.3	19.2	78	*183	4.3	2.6	54	393	6.9	5.5	86	791	6.7	11.1	84
BENSON	A	11665	2655	12.3	22.8	93	499	11.8	4.3	90	644	11.3	5.5	86	1512	12.9	13.0	98
BLUE THUNDER	A	5442	1278	5.9	23.5	96	286	6.8	5.3	110	351	6.2	6.4	100	641	5.5	11.8	89
CAGNEY & LACEY	C	10565	2596	12.0	24.6	100	523	12.4	5.0	104	604	10.6	5.7	89	1468	12.5	13.9	105
CBS EVENING NEWS-DEAN	C	3668	726	3.4	19.8	81	*178	4.2	4.9	102	*223	3.9	6.1	95	325	2.8	8.9	67
CBS EVENING NEWS-RATHER	C	7561	1561	7.2	20.6	84	287	6.8	3.8	79	418	7.4	5.5	86	856	7.3	11.3	85
CBS SAT. NEWS-SCHIEFFER	C	3948	868	4.0	22.0	90	*225	5.3	5.7	119	176	3.1	4.5	69	467	4.0	11.8	89
CBS SATURDAY NIGHT MOVIE	C	5966	1461	6.7	24.5	100	364	8.6	6.1	128	402	7.1	6.7	105	695	5.9	11.6	88
CBS WEDNESDAY NIGHT MOVIE	C	6529	1629	7.5	25.0	102	276	6.5	4.2	89	521	9.2	8.0	124	832	7.1	12.7	96
CHEERS	N	9842	2614	12.1	26.6	109	464	11.0	4.7	99	576	10.1	5.9	91	1574	13.4	16.0	121
DALLAS	C	23935	5543	25.6	23.2	95	1048	24.8	4.4	92	1443	25.4	6.0	94	3051	26.0	12.7	96
DIFF'RENT STROKES	N	7574	1691	7.8	22.3	91	294	7.0	3.9	81	488	8.6	6.4	100	908	7.7	12.0	90
DOUBLE TROUBLE	N	7786	1869	8.6	24.0	98	395	9.3	5.1	106	493	8.7	6.3	98	981	8.4	12.6	95
DUCK FACTORY	N	6290	1623	7.5	25.8	105	262	6.2	4.2	87	368	6.5	5.9	91	993	8.5	15.8	119
DUKES OF HAZZARD	C	6402	1321	6.1	20.6	84	287	6.8	4.5	94	421	7.4	6.6	102	614	5.2	9.6	72
DYNASTY	A	21955	5514	25.5	25.1	103	1187	28.1	5.4	113	1624	28.6	7.4	115	2703	23.0	12.3	93
FACTS OF LIFE	N	8898	2140	9.9	24.1	98	433	10.2	4.9	102	531	9.3	6.0	93	1177	10.0	13.2	100
FALCON CREST	C	21877	5186	24.0	23.7	97	921	21.8	4.2	88	1396	24.5	6.4	99	2869	24.4	13.1	99
FALL GUY	A	10045	2379	11.0	23.7	97	524	12.4	5.2	109	594	10.4	5.9	92	1260	10.7	12.5	95
FAMILY TIES	N	8922	1997	9.2	22.4	91	395	9.3	4.4	93	445	7.8	5.0	78	1157	9.9	13.0	98
FANTASY ISLAND	A	8288	1760	8.1	21.2	87	400	9.5	4.8	101	500	8.8	6.0	94	860	7.3	10.4	78
FOULUPS,BLEEPS & BLUNDERS	A	9891	2459	11.4	24.9	102	511	12.1	5.2	108	728	12.8	7.4	114	1220	10.4	12.3	93
FOUR SEASONS	C	5429	1342	6.2	24.7	101	*288	6.8	5.3	111	*363	6.4	6.7	104	691	5.9	12.7	96
GIMME A BREAK	N	9646	1888	8.7	19.6	80	442	10.5	4.6	96	473	8.3	4.9	76	972	8.3	10.1	76
HART TO HART	A	9983	2510	11.6	25.1	103	494	11.7	4.9	104	617	10.8	6.2	96	1400	11.9	14.0	106
HILL STREET BLUES	N	9688	2772	12.8	28.6	117	481	11.4	5.0	104	730	12.8	7.5	117	1562	13.3	16.1	122
HOTEL	A	15435	3620	16.7	23.5	96	816	19.3	5.3	111	1117	19.6	7.2	113	1687	14.4	10.9	82
JEFFERSONS	C	10031	2621	12.1	26.1	107	526	12.4	5.2	110	750	13.2	7.5	116	1344	11.5	13.4	101
JENNIFER SLEPT HERE	N	6376	1462	6.8	22.9	94	292	6.9	4.6	96	407	7.2	6.4	99	763	6.5	12.0	90
KATE & ALLIE	C	9951	2543	11.7	25.6	104	455	10.8	4.6	96	621	10.9	6.2	97	1467	12.5	14.7	111
KNIGHT RIDER	N	7908	2054	9.5	26.0	106	384	9.1	4.9	102	509	9.0	6.4	100	1162	9.9	14.7	111
LOVE BOAT	A	13226	2758	12.7	20.9	85	567	13.4	4.3	90	749	13.2	5.7	88	1442	12.3	10.9	82
MAGNUM PI	C	12105	2946	13.6	24.3	99	655	15.5	5.4	113	729	12.8	6.0	94	1562	13.3	12.9	97
MAMA'S FAMILY	N	6364	1434	6.6	22.5	92	261	6.2	4.1	86	338	5.9	5.3	83	835	7.1	13.1	99
MASTER, THE	N	3955	975	4.5	24.7	101	*240	5.7	6.1	127	*202	3.6	5.1	79	533	4.5	13.5	102
MATT HOUSTON	A	6903	1737	8.0	25.2	103	469	11.1	6.8	142	398	7.0	5.8	90	870	7.4	12.6	95
NBC MONDAY NIGHT MOVIE	N	13443	3615	16.7	26.9	110	687	16.3	5.1	107	835	14.7	6.2	97	2093	17.8	15.6	117
NBC NIGHTLY NEWS	N	5585	1033	4.8	18.5	76	189	4.5	3.4	71	242	4.3	4.3	67	602	5.1	10.8	81
NBC NIGHTLY NEWS-SAT	N	3688	755	3.5	20.5	84	*151	3.6	4.1	86	*234	4.1	6.3	99	371	3.2	10.1	76
NBC NIGHTLY NEWS-SUN	N	3310	654	3.0	19.8	81	*94	2.2	2.8	59	*152	2.7	4.6	71	409	3.5	12.4	93
NBC SUNDAY NIGHT MOVIE	N	9238	2609	12.1	28.2	115	572	13.5	6.2	130	739	13.0	8.0	124	1299	11.1	14.1	106
NEWHART	C	9876	2437	11.3	24.7	101	423	10.0	4.3	90	598	10.5	6.1	94	1417	12.1	14.3	108
ONE DAY AT A TIME	C	7954	1908	8.8	24.0	98	493	11.7	6.2	130	472	8.3	5.9	92	943	8.0	11.9	89
PEOPLE ARE FUNNY	N	5182	1156	5.3	22.3	91	*216	5.1	4.2	87	272	4.8	5.2	82	668	5.7	12.9	97
REAL PEOPLE	N	9674	2088	9.6	21.6	88	378	8.9	3.9	82	586	10.3	6.1	94	1124	9.6	11.6	88
REMINGTON STEELE	N	8511	2014	9.3	23.7	97	467	11.1	5.5	115	506	8.9	5.9	92	1041	8.9	12.2	92
RIPLEY'S BELIEVE IT - NOT	A	5656	1515	7.0	26.8	109	307	7.3	5.4	114	392	6.9	6.9	108	817	7.0	14.4	109
RIPTIDE	N	7718	1768	8.2	22.9	94	364	8.6	4.7	99	463	8.1	6.0	93	940	8.0	12.2	92
SCARECROW & MRS. KING	C	11058	2504	11.6	22.6	93	452	10.7	4.1	86	606	10.7	5.5	85	1446	12.3	13.1	99
SIMON & SIMON	C	11615	2937	13.6	25.3	103	654	15.5	5.6	118	685	12.0	5.9	92	1598	13.6	13.8	104
60 MINUTES	C	14326	2985	13.8	20.8	85	477	11.3	3.3	70	814	14.3	5.7	88	1695	14.4	11.8	89
ST. ELSEWHERE	N	7670	1940	9.0	25.3	103	391	9.3	5.1	107	505	8.9	6.6	102	1044	8.9	13.6	103
THREE'S COMPANY	A	12068	3000	13.9	24.9	102	609	14.4	5.0	106	951	16.7	7.9	123	1439	12.3	11.9	90
T.J. HOOKER	A	9735	2167	10.0	22.3	91	552	13.1	5.7	119	490	8.6	5.0	78	1126	9.6	11.6	87
TONIGHT SHOW	N	2531	613	2.8	24.2	99	113	2.7	4.5	93	158	2.8	6.2	97	342	2.9	13.5	102
TRAPPER JOHN, M.D.	C	10374	2518	11.6	24.3	99	573	13.6	5.5	116	703	12.4	6.8	105	1241	10.6	12.0	90
TV BLOOPERS & PRAC. JOKES	N	9795	2500	11.5	25.5	104	458	10.8	4.7	98	696	12.2	7.1	111	1346	11.5	13.7	104
20/20	A	10009	2321	10.7	23.2	95	428	10.1	4.3	90	669	11.8	6.7	104	1224	10.4	12.2	92
WEBSTER	A	11934	2666	12.3	22.3	91	558	13.2	4.7	98	659	11.6	5.5	86	1449	12.3	12.1	92
WORLD NEWS - SUN	A	3291	764	3.5	23.2	95	*108	2.6	3.3	69	*207	3.6	6.3	98	449	3.8	13.6	103
YELLOW ROSE	N	5196	1086	5.0	20.9	85	324	7.7	6.2	131	251	4.4	4.8	75	511	4.4	9.8	74
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	2741	12.7	28.7	117	*501	11.9	5.2	110	884	15.5	9.3	144	1356	11.6	14.2	107
BASKETBALL - COLLEGE GAMES		4414	1455	6.7	33.0	135	**246	5.8	5.6	117	*346	6.1	7.8	122	863	7.4	19.6	147
BASKETBALL - PRO GAMES		3876	1325	6.1	34.2	140	**261	6.2	6.7	141	*354	6.2	9.1	142	709	6.0	18.3	138
BOWLING		4056	1273	5.9	31.4	128	**307	7.3	7.6	158	*283	5.0	7.0	109	683	5.8	16.8	127
BOXING		4154	1351	6.2	32.5	133	*430	10.2	10.4	217	**185	3.3	4.5	69	736	6.3	17.7	134
FOOTBALL - COLLEGE GAMES		6754	1805	8.3	26.7	109	*370	8.8	5.5	115	542	9.5	8.0	125	893	7.6	13.2	100
FOOTBALL - PRO GAMES		12364	4198	19.4	34.0	139	636	15.1	5.1	108	977	17.2	7.9	123	2585	22.0	20.9	158
GOLF		3615	1070	4.9	29.6	121	**135	3.2	3.7	78	*345	6.1	9.5	148	*591	5.0	16.3	123
POST-SEASON COLL. FOOTBALL		5296	1634	7.5	30.9	126	**233	5.5	4.4	92	491	8.6	9.3	144	910	7.8	17.2	130
POST-SEASON PRO FOOTBALL		6693	2240	10.3	33.5	137	*372	8.8	5.6	116	*457	8.0	6.8	106	1411	12.0	21.1	159
TENNIS		3281	985	4.6	30.0	123	**145	3.4	4.4	93	**195	3.4	5.9	92	645	5.5	19.7	148
WRESTLING - PROFESSIONAL		3672	1155	5.3	31.5	129	*334	7.9	9.1	190	**261	4.6	7.1	111	*560	4.8	15.3	115

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER - KINDS AND TYPES
(ADULTS)

	TOTAL U.S. '000	BOTTLED A '000	B % DOWN	C % ACROSS	D INDX	CANNED A '000	B % DOWN	C % ACROSS	D INDX	SUPER PREMIUM/PREMIUM A '000	B % DOWN	C % ACROSS	D INDX	REGULAR A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	38462	100.0	22.9	100	41473	100.0	24.7	100	10802	100.0	6.4	100	50030	100.0	29.8	100
MALES	79263	24756	64.4	31.2	136	26866	64.8	33.9	137	8476	78.5	10.7	166	31045	62.1	39.2	131
FEMALES	88464	13706	35.6	15.5	68	14607	35.2	16.5	67	2326	21.5	2.6	41	18985	37.9	21.5	72
18 - 24	28671	10128	26.3	35.3	154	9339	22.5	32.6	132	2775	25.7	9.7	150	11490	23.0	40.1	134
25 - 34	39536	11969	31.1	30.3	132	12150	29.3	30.7	124	3306	30.6	8.4	130	14848	29.7	37.6	126
35 - 44	28978	6600	17.2	22.8	99	7429	17.9	25.6	104	2101	19.5	7.3	113	8781	17.6	30.3	102
45 - 54	22345	4226	11.0	18.9	82	5222	12.6	23.4	95	1265	11.7	5.7	88	6055	12.1	27.1	91
55 - 64	22224	3532	9.2	15.9	69	4065	9.8	18.3	74	808	7.5	3.6	56	5149	10.3	23.2	78
65 OR OLDER	25973	2006	5.2	7.7	34	3268	7.9	12.6	51	548	5.1	2.1	33	3708	7.4	14.3	48
18 - 34	68207	22098	57.5	32.4	141	21489	51.8	31.5	127	6081	56.3	8.9	138	26338	52.6	38.6	129
18 - 49	108058	30940	80.4	28.6	125	31565	76.1	29.2	118	8817	81.6	8.2	127	38322	76.6	35.5	119
25 - 54	90859	22795	59.3	25.1	109	24801	59.8	27.3	110	6672	61.8	7.3	114	29683	59.3	32.7	110
35 - 49	39851	8843	23.0	22.2	97	10076	24.3	25.3	102	2736	25.3	6.9	107	11984	24.0	30.1	101
50 OR OLDER	59669	7522	19.6	12.6	55	9908	23.9	16.6	67	1986	18.4	3.3	52	11708	23.4	19.6	66
GRADUATED COLLEGE	28091	8512	22.1	30.3	132	8766	21.1	31.2	126	3297	30.5	11.7	182	10125	20.2	36.0	121
ATTENDED COLLEGE	28938	7990	20.8	27.6	120	7948	19.2	27.5	111	2329	21.6	8.0	125	9783	19.6	33.8	113
GRADUATED HIGH SCHOOL	65503	14688	38.2	22.4	98	16496	39.8	25.2	102	3587	33.2	5.5	85	20141	40.3	30.7	103
DID NOT GRADUATE HIGH SCHOOL	45195	7272	18.9	16.1	70	8263	19.9	18.3	74	1589	14.7	3.5	55	9982	20.0	22.1	74
EMPLOYED MALES	56429	19651	51.1	34.8	152	20392	49.2	36.1	146	6550	60.6	11.6	180	23922	47.8	42.4	142
EMPLOYED FEMALES	43971	8444	22.0	19.2	84	8783	21.2	20.0	81	1576	14.6	3.6	56	11334	22.7	25.8	86
EMPLOYED FULL-TIME	87773	24760	64.4	28.2	123	25895	62.4	29.5	119	7242	67.0	8.3	128	31235	62.4	35.6	119
EMPLOYED PART-TIME	12627	3334	8.7	26.4	115	3280	7.9	26.0	105	884	8.2	7.0	109	4021	8.0	31.8	107
NOT EMPLOYED	67327	10368	27.0	15.4	67	12299	29.7	18.3	74	2676	24.8	4.0	62	14775	29.5	21.9	74
PROFESSIONAL/MANAGER	25845	7473	19.4	28.9	126	8002	19.3	31.0	125	2748	25.4	10.6	165	9417	18.8	36.4	122
TECH/CLERICAL/SALES	30895	7800	20.3	25.2	110	7793	18.8	25.2	102	2307	21.4	7.5	116	9663	19.3	31.3	105
PRECISION/CRAFT	12629	4074	10.6	32.3	141	4251	10.3	33.7	136	1119	10.4	8.9	138	5138	10.3	40.7	136
OTHER EMPLOYED	31031	8747	22.7	28.2	123	9129	22.0	29.4	119	1952	18.1	6.3	98	11038	22.1	35.6	119
SINGLE	35557	12237	31.8	34.4	150	11507	27.7	32.4	131	3886	36.0	10.9	170	14105	28.2	39.7	133
MARRIED	103585	21227	55.2	20.5	89	24584	59.3	23.7	96	5555	51.4	5.4	83	29271	58.5	28.3	95
DIVORCED/SEPARATED/WIDOWED	28585	4998	13.0	17.5	76	5382	13.0	18.8	76	1361	12.6	4.8	74	6655	13.3	23.3	78
PARENTS	59295	14047	36.5	23.7	103	14890	35.9	25.1	102	3162	29.3	5.3	83	18466	36.9	31.1	104
WHITE	146081	34642	90.1	23.7	103	36458	87.9	25.0	101	9507	88.0	6.5	101	44716	89.4	30.6	103
BLACK	17974	2994	7.8	16.7	73	4066	9.8	22.6	91	914	8.5	5.1	79	4243	8.5	23.6	79
OTHER	3672	825	2.1	22.5	98	949	2.3	25.8	105	**381	3.5	10.4	161	1071	2.1	29.2	98
NORTHEAST-CENSUS	37005	10202	26.5	27.6	120	8182	19.7	22.1	89	2529	23.4	6.8	106	11486	23.0	31.0	104
NORTH CENTRAL	42642	10019	26.0	23.5	102	11855	28.6	27.8	112	2764	25.6	6.5	101	14077	28.1	33.0	111
SOUTH	56777	9728	25.3	17.1	75	12078	29.1	21.3	86	3174	29.4	5.6	87	13427	26.8	23.6	79
WEST	31303	8512	22.1	27.2	119	9358	22.6	29.9	121	2335	21.6	7.5	116	11040	22.1	35.3	118
NORTHEAST-MKTG.	38125	9960	25.9	26.1	114	8445	20.4	22.2	90	2670	24.7	7.0	109	11525	23.0	30.2	101
EAST CENTRAL	24794	6116	15.9	24.7	108	5918	14.3	23.9	97	1768	16.4	7.1	111	7521	15.0	30.3	102
WEST CENTRAL	28511	6540	17.0	22.9	100	8605	20.7	30.2	122	1660	15.4	5.8	90	9968	19.9	35.0	117
SOUTH	48953	8356	21.7	17.1	74	10492	25.3	21.4	87	2673	24.7	5.5	85	11564	23.1	23.6	79
PACIFIC	27344	7490	19.5	27.4	119	8013	19.3	29.3	119	2032	18.8	7.4	115	9451	18.9	34.6	116
COUNTY SIZE A	69301	17670	45.9	25.5	111	18191	43.9	26.2	106	5173	47.9	7.5	116	22041	44.1	31.8	107
COUNTY SIZE B	50633	11804	30.7	23.3	102	12385	29.9	24.5	99	3353	31.0	6.6	103	14932	29.8	29.5	99
COUNTY SIZE C	26259	5606	14.6	21.3	93	6359	15.3	24.2	98	1522	14.1	5.8	90	7756	15.5	29.5	99
COUNTY SIZE D	21534	3381	8.8	15.7	68	4538	10.9	21.1	85	754	7.0	3.5	54	5301	10.6	24.6	83
METRO CENTRAL CITY	50014	12148	31.6	24.3	106	13047	31.5	26.1	106	3809	35.3	7.6	118	15250	30.5	30.5	102
METRO SUBURBAN	76832	18850	49.0	24.5	107	19522	47.1	25.4	103	5098	47.2	6.6	103	24209	48.4	31.5	106
NON METRO	40881	7464	19.4	18.3	80	8904	21.5	21.8	88	1895	17.5	4.6	72	10572	21.1	25.9	87
TOP 5 ADI'S	39550	10306	26.8	26.1	114	10352	25.0	26.2	106	2605	24.1	6.6	102	12831	25.6	32.4	109
TOP 10 ADI'S	54877	13658	35.5	24.9	109	13654	32.9	24.9	101	3607	33.4	6.6	102	16899	33.8	30.8	103
TOP 20 ADI'S	77516	19507	50.7	25.2	110	20045	48.3	25.9	105	5506	51.0	7.1	110	24432	48.8	31.5	106
HSHLD INC. $50,000 OR MORE	17257	4898	12.7	28.4	124	4656	11.2	27.0	109	1642	15.2	9.5	148	5779	11.6	33.5	112
$40,000 OR MORE	33235	9407	24.5	28.3	123	9658	23.3	29.1	118	3048	28.2	9.2	142	11572	23.1	34.8	117
$30,000 OR MORE	59693	16041	41.7	26.9	117	16455	39.7	27.6	111	4972	46.0	8.3	129	20006	40.0	33.5	112
$25,000 OR MORE	76275	20322	52.8	26.6	116	20831	50.2	27.3	110	6268	58.0	8.2	128	25552	51.1	33.5	112
$20,000 - $24,999	18607	4440	11.5	23.9	104	5007	12.1	26.9	109	1234	11.4	6.6	103	5918	11.8	31.8	107
$15,000 - $19,999	17175	4197	10.9	24.4	107	4608	11.1	26.8	109	1069	9.9	6.2	97	5601	11.2	32.6	109
$10,000 - $14,999	24569	5035	13.1	20.5	89	5345	12.9	21.8	88	1215	11.2	4.9	77	6581	13.2	26.8	90
UNDER $10,000	31101	4468	11.6	14.4	63	5682	13.7	18.3	74	1016	9.4	3.3	51	6378	12.7	20.5	69
HOUSEHOLD OF 1 PERSON	19441	3651	9.5	18.8	82	4182	10.1	21.5	87	1222	11.3	6.3	98	4891	9.8	25.2	84
2 PEOPLE	51803	10410	27.1	20.1	88	12441	30.0	24.0	97	3218	29.8	6.2	96	14357	28.7	27.7	93
3 OR 4 PEOPLE	66933	16593	43.1	24.8	108	17460	42.1	26.1	105	4712	43.6	7.0	109	21090	42.2	31.5	106
5 OR MORE PEOPLE	29550	7808	20.3	26.4	115	7390	17.8	25.0	101	1650	15.3	5.6	87	9693	19.4	32.8	110
NO CHILD IN HSHLD	96587	20544	53.4	21.3	93	22891	55.2	23.7	96	6625	61.3	6.9	107	26791	53.5	27.7	93
CHILD(REN) UNDER 2 YRS	10844	2821	7.3	26.0	113	3072	7.4	28.3	115	540	5.0	5.0	77	3835	7.7	35.4	119
2 - 5 YEARS	26358	6363	16.5	24.1	105	7012	16.9	26.6	108	1299	12.0	4.9	77	8690	17.4	33.0	111
6 - 11 YEARS	30453	7316	19.0	24.0	105	7849	18.9	25.8	104	1880	17.4	6.2	96	9651	19.3	31.7	106
12 - 17 YEARS	36575	9629	25.0	26.3	115	9415	22.7	25.7	104	2187	20.2	6.0	93	12032	24.0	32.9	110
RESIDENCE OWNED	117770	24755	64.4	21.0	92	27069	65.3	23.0	93	7083	65.6	6.0	93	32973	65.9	28.0	94
VALUE: $50,000 OR MORE	70166	16309	42.4	23.2	101	17389	41.9	24.8	100	4903	45.4	7.0	109	21211	42.4	30.2	101
VALUE: UNDER $50,000	47604	8446	22.0	17.7	77	9680	23.3	20.3	82	2180	20.2	4.6	71	11762	23.5	24.7	83

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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REGULAR DOMESTIC BEER - KINDS AND TYPES
(ADULTS)

		TOTAL U.S. '000	BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	38462	100.0	22.9	100	41473	100.0	24.7	100	10802	100.0	6.4	100	50030	100.0	29.8	100
MAGAZINES	QUINTILE 1	34022	10042	26.1	29.5	129	9767	23.6	28.7	116	3428	31.7	10.1	156	11698	23.4	34.4	115
	QUINTILE 2	34800	8460	22.0	24.3	106	8652	20.9	24.9	101	2284	21.1	6.6	102	10860	21.7	31.2	105
	QUINTILE 3	30514	7139	18.6	23.4	102	8231	19.8	27.0	109	1902	17.6	6.2	97	9865	19.7	32.3	108
	QUINTILE 4	33324	7242	18.8	21.7	95	8181	19.7	24.5	99	1974	18.3	5.9	92	9767	19.5	29.3	98
	QUINTILE 5	35066	5579	14.5	15.9	69	6644	16.0	18.9	77	1215	11.2	3.5	54	7840	15.7	22.4	75
NEWSPAPERS	QUINTILE 1	29107	7728	20.1	26.6	116	7805	18.8	26.8	108	2456	22.7	8.4	131	9646	19.3	33.1	111
	QUINTILE 2	49095	11276	29.3	23.0	100	12229	29.5	24.9	101	3114	28.8	6.3	98	14774	29.5	30.1	101
	QUINTILE 3	23107	5930	15.4	25.7	112	5974	14.4	25.9	105	1690	15.6	7.3	114	7388	14.8	32.0	107
	QUINTILE 4	33556	6743	17.5	20.1	88	7755	18.7	23.1	93	1783	16.5	5.3	83	9259	18.5	27.6	93
	QUINTILE 5	32863	6785	17.6	20.6	90	7710	18.6	23.5	95	1760	16.3	5.4	83	8965	17.9	27.3	91
OUTDOOR	QUINTILE 1	33431	9434	24.5	28.2	123	9478	22.9	28.4	115	2656	24.6	7.9	123	11866	23.7	35.5	119
	QUINTILE 2	33478	8471	22.0	25.3	110	8987	21.7	26.8	109	2285	21.2	6.8	106	10819	21.6	32.3	108
	QUINTILE 3	33574	7571	19.7	22.6	98	8401	20.3	25.0	101	2454	22.7	7.3	113	9712	19.4	28.9	97
	QUINTILE 4	33935	6968	18.1	20.5	90	7738	18.7	22.8	92	1994	18.5	5.9	91	9322	18.6	27.5	92
	QUINTILE 5	33310	6018	15.6	18.1	79	6870	16.6	20.6	83	1413	13.1	4.2	66	8312	16.6	25.0	84
RADIO-DRIVE TIME	QUINTILE 1	33136	8496	22.1	25.6	112	8707	21.0	26.3	106	2241	20.7	6.8	105	10492	21.0	31.7	106
	QUINTILE 2	31658	7506	19.5	23.7	103	8424	20.3	26.6	108	1917	17.7	6.1	94	10262	20.5	32.4	109
	QUINTILE 3	32541	8386	21.8	25.8	112	8353	20.1	25.7	104	2280	21.1	7.0	109	10379	20.7	31.9	107
	QUINTILE 4	34247	8086	21.0	23.6	103	8475	20.4	24.7	100	2639	24.4	7.7	120	10086	20.2	29.5	99
	QUINTILE 5	36144	5989	15.6	16.6	72	7514	18.1	20.8	84	1726	16.0	4.8	74	8811	17.6	24.4	82
RADIO-MID-DAY	TERCILE 1	45037	11232	29.2	24.9	109	11522	27.8	25.6	103	2974	27.5	6.6	103	14178	28.3	31.5	106
	TERCILE 2	44819	10430	27.1	23.3	101	11036	26.6	24.6	100	3232	29.9	7.2	112	13306	26.6	29.7	100
	TERCILE 3	77872	16800	43.7	21.6	94	18915	45.6	24.3	98	4596	42.5	5.9	92	22547	45.1	29.0	97
RADIO-TOTAL	QUINTILE 1	33763	8711	22.6	25.8	113	8798	21.2	26.1	105	2334	21.6	6.9	107	10948	21.9	32.4	109
	QUINTILE 2	33240	8376	21.8	25.2	110	8792	21.2	26.5	107	2271	21.0	6.8	106	10349	20.7	31.1	104
	QUINTILE 3	33408	8012	20.8	24.0	105	8636	20.8	25.9	105	2020	18.7	6.0	94	10707	21.4	32.0	107
	QUINTILE 4	34792	7775	20.2	22.3	97	8464	20.4	24.3	98	2429	22.5	7.0	108	10109	20.2	29.1	97
	QUINTILE 5	32524	5588	14.5	17.2	75	6783	16.4	20.9	84	1749	16.2	5.4	83	7918	15.8	24.3	82
TV-PRIME TIME	QUINTILE 1	33090	6493	16.9	19.6	86	7879	19.0	23.8	96	1979	18.3	6.0	93	9179	18.3	27.7	93
	QUINTILE 2	33357	7850	20.4	23.5	103	8019	19.3	24.0	97	1864	17.3	5.6	87	10194	20.4	30.6	102
	QUINTILE 3	33980	8903	23.1	26.2	114	8474	20.4	24.9	101	2704	25.0	8.0	124	10286	20.6	30.3	101
	QUINTILE 4	33854	8014	20.8	23.7	103	8365	20.2	24.7	100	2153	19.9	6.4	99	10343	20.7	30.6	102
	QUINTILE 5	33444	7203	18.7	21.5	94	8736	21.1	26.1	106	2104	19.5	6.3	98	10028	20.0	30.0	101
TV-DAYTIME	TERCILE 1	49121	9132	23.7	18.6	81	10654	25.7	21.7	88	2586	23.9	5.3	82	12445	24.9	25.3	85
	TERCILE 2	48823	11176	29.1	22.9	100	11898	28.7	24.4	99	3063	28.4	6.3	97	14397	28.8	29.5	99
	TERCILE 3	69782	18154	47.2	26.0	113	18922	45.6	27.1	110	5154	47.7	7.4	115	23189	46.4	33.2	111
TV-TOTAL	QUINTILE 1	33584	6791	17.7	20.2	88	7784	18.8	23.2	94	2090	19.3	6.2	97	9071	18.1	27.0	91
	QUINTILE 2	33441	6883	17.9	20.6	90	7781	18.8	23.3	94	2140	19.8	6.4	99	9439	18.9	28.2	95
	QUINTILE 3	33505	8218	21.4	24.5	107	8390	20.2	25.0	101	2081	19.3	6.2	96	10218	20.4	30.5	102
	QUINTILE 4	33466	8939	23.2	26.7	116	8577	20.7	25.6	104	2330	21.6	7.0	108	10824	21.6	32.3	108
	QUINTILE 5	33731	7631	19.8	22.6	99	8942	21.6	26.5	107	2162	20.0	6.4	100	10480	20.9	31.1	104
MAGAZINES-NEWSPAPERS: DUAL		44503	12319	32.0	27.7	121	12209	29.4	27.4	111	3795	35.1	8.5	132	14817	29.6	33.3	112
MAGAZINE IMPERATIVE		39363	9765	25.4	24.8	108	10109	24.4	25.7	104	2856	26.4	7.3	113	12478	24.9	31.7	106
NEWSPAPER IMPERATIVE		46441	9738	25.3	21.0	91	11012	26.6	23.7	96	2629	24.3	5.7	88	13474	26.9	29.0	97
MAGAZINES-OUTDOOR: DUAL		33726	9907	25.8	29.4	128	9895	23.9	29.3	119	2990	27.7	8.9	138	12077	24.1	35.8	120
MAGAZINE IMPERATIVE		52846	12307	32.0	23.3	102	12868	31.0	24.3	98	3713	34.4	7.0	109	15555	31.1	29.4	99
OUTDOOR IMPERATIVE		52140	11722	30.5	22.5	98	13010	31.4	25.0	101	3081	28.5	5.9	92	15628	31.2	30.0	100
MAGAZINES-RADIO: DUAL		37081	10271	26.7	27.7	121	10224	24.7	27.6	112	2816	26.1	7.6	118	12500	25.0	33.7	113
MAGAZINE IMPERATIVE		49747	12121	31.5	24.4	106	12929	31.2	26.0	105	4020	37.2	8.1	125	15603	31.2	31.4	105
RADIO IMPERATIVE		49208	10980	28.5	22.3	97	12310	29.7	25.0	101	2799	25.9	5.7	88	14743	29.5	30.0	100
MAGAZINES-TELEVISION: DUAL		33103	8314	21.6	25.1	110	8267	19.9	25.0	101	2461	22.8	7.4	115	10230	20.4	30.9	104
MAGAZINE IMPERATIVE		54575	14944	38.9	27.4	119	15348	37.0	28.1	114	4375	40.5	8.0	124	18643	37.3	34.2	115
TELEVISION IMPERATIVE		53249	9572	24.9	18.0	78	11834	28.5	22.2	90	2696	25.0	5.1	79	13650	27.3	25.6	86
NEWSPAPERS-OUTDOOR: DUAL		36255	9793	25.5	27.0	118	10191	24.6	28.1	114	2899	26.8	8.0	124	12628	25.2	34.8	117
NEWSPAPER IMPERATIVE		55591	12101	31.5	21.8	95	13144	31.7	23.6	96	3565	33.0	6.4	100	15644	31.3	28.1	94
OUTDOOR IMPERATIVE		48319	12003	31.2	24.8	108	12444	30.0	25.8	104	3228	29.9	6.7	104	14996	30.0	31.0	104
NEWSPAPERS-RADIO: DUAL		37242	10161	26.4	27.3	119	10185	24.6	27.3	111	2673	24.7	7.2	111	12551	25.1	33.7	113
NEWSPAPER IMPERATIVE		54423	12313	32.0	22.6	99	13409	32.3	24.6	100	3855	35.7	7.1	110	16282	32.5	29.9	100
RADIO IMPERATIVE		46650	10918	28.4	23.4	102	11890	28.7	25.5	103	2926	27.1	6.3	97	14158	28.3	30.3	102
NEWSPAPERS-TELEVISION: DUAL		35974	8349	21.7	23.2	101	9076	21.9	25.2	102	2538	23.5	7.1	110	11027	22.0	30.7	103
NEWSPAPER IMPERATIVE		56095	14309	37.2	25.5	111	14704	35.5	26.2	106	4087	37.8	7.3	113	17985	35.9	32.1	107
TELEVISION IMPERATIVE		47170	9516	24.7	20.2	88	10704	25.8	22.7	92	2644	24.5	5.6	87	12647	25.3	26.8	90
OUTDOOR-RADIO: DUAL		33748	9290	24.2	27.5	120	9438	22.8	28.0	113	2445	22.6	7.2	112	11620	23.2	34.4	115
OUTDOOR IMPERATIVE		52785	12509	32.5	23.7	103	13612	32.8	25.8	104	3768	34.9	7.1	111	16421	32.8	31.1	104
RADIO IMPERATIVE		52882	12030	31.3	22.7	99	12770	30.8	24.1	98	3197	29.6	6.0	94	15410	30.8	29.1	98
OUTDOOR-TELEVISION: DUAL		32030	7909	20.6	24.7	108	8654	20.9	27.0	109	2410	22.3	7.5	117	10300	20.6	32.2	108
OUTDOOR IMPERATIVE		54626	15012	39.0	27.5	120	15129	36.5	27.7	112	4058	37.6	7.4	115	18528	37.0	33.9	114
TELEVISION IMPERATIVE		54874	10173	26.4	18.5	81	11693	28.2	21.3	86	2962	27.4	5.4	84	13846	27.7	25.2	85
RADIO-TELEVISION: DUAL		33386	8116	21.1	24.3	106	8427	20.3	25.2	102	2169	20.1	6.5	101	10136	20.3	30.4	102
RADIO IMPERATIVE		53810	14139	36.8	26.3	115	14290	34.5	26.6	107	3600	33.3	6.7	104	17693	35.4	32.9	110
TELEVISION IMPERATIVE		54023	10309	26.8	19.1	83	12031	29.0	22.3	90	3224	29.8	6.0	93	14360	28.7	26.6	89

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER - KINDS AND TYPES
(ADULTS)

		BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	38452	100.0	22.9	100	41473	100.0	24.7	100	10802	100.0	6.4	100	50030	100.0	29.8	100
ATLANTIC MONTHLY	867	274	0.7	31.6	138	302	0.7	34.8	141	*107	1.0	12.3	192	358	0.7	41.3	138
BARRON'S	1580	642	1.7	40.6	177	583	1.4	36.9	149	*279	2.6	17.7	274	608	1.2	38.5	129
BETTER HOMES & GARDENS	22203	4027	10.5	18.1	79	4581	11.0	20.6	83	1017	9.4	4.6	71	5546	11.1	25.0	84
BON APPETIT	3810	887	2.3	23.3	102	807	1.9	21.2	86	360	3.3	9.4	147	1014	2.0	26.6	89
BUSINESS WEEK	4663	1473	3.8	31.6	138	1590	3.8	34.1	138	464	4.3	10.0	155	1835	3.7	39.4	132
CAR AND DRIVER	3102	1264	3.3	40.7	178	1136	2.7	36.6	148	460	4.3	14.8	230	1433	2.9	46.2	155
CBS MAGAZINE NETWORK (GROSS)	7311	2669	6.9	36.5	159	2829	6.8	38.7	156	1081	10.0	14.8	230	3211	6.4	43.9	147
CHANGING TIMES	3400	907	2.4	26.7	116	998	2.4	29.4	119	320	3.0	9.4	146	1110	2.2	32.6	109
COLONIAL HOMES	1796	380	1.0	21.2	92	395	1.0	22.0	89	*139	1.3	7.7	120	492	1.0	27.4	92
CONDE NAST MAG. PKG. (GROSS)	19924	4738	12.3	23.8	104	4746	11.4	23.8	96	990	9.2	5.0	77	6105	12.2	30.6	103
CONSUMERS DIGEST	3125	788	2.0	25.2	110	812	2.0	26.0	105	327	3.0	10.5	162	980	2.0	31.4	105
COSMOPOLITAN	10577	2671	6.9	25.3	110	2558	6.2	24.2	98	554	5.1	5.2	81	3364	6.7	31.8	107
COUNTRY LIVING	3746	852	2.2	22.7	99	791	1.9	21.1	85	*195	1.8	5.2	81	1105	2.2	29.5	99
CUISINE	2214	501	1.3	22.6	99	554	1.3	25.0	101	*178	1.6	8.0	125	684	1.4	30.9	104
CYCLE WORLD	2394	726	1.9	30.3	132	856	2.1	35.8	145	*255	2.4	10.7	165	935	1.9	39.1	131
DCI:CREATIVE IDEAS FOR LIV	3068	460	1.2	15.0	65	519	1.3	16.9	68	**86	0.8	2.8	44	683	1.4	22.3	75
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1573	4.1	16.5	72	1767	4.3	18.5	75	418	3.9	4.4	68	2218	4.4	23.2	78
DISCOVER	2277	635	1.7	27.9	122	690	1.7	30.3	123	*306	2.8	13.4	209	817	1.6	35.9	120
EBONY	7187	1309	3.4	18.2	79	1778	4.3	24.7	100	378	3.5	5.3	82	1879	3.8	26.1	88
ESQUIRE	2560	649	1.7	25.4	111	732	1.8	28.6	116	249	2.3	9.7	151	836	1.7	32.7	109
ESSENCE	3242	414	1.1	12.8	56	779	1.9	24.0	97	**126	1.2	3.9	60	743	1.5	22.9	77
FAMILY CIRCLE	19639	3372	8.8	17.2	75	3560	8.6	18.1	73	774	7.2	3.9	61	4597	9.2	23.4	78
THE FAMILY HANDYMAN	3540	1074	2.8	30.3	132	1136	2.7	32.1	130	388	3.6	11.0	170	1337	2.7	37.8	127
FAMILY WEEKLY	23924	5812	15.1	24.3	106	6352	15.3	26.6	107	1441	13.3	6.0	94	7536	15.1	31.5	106
FIELD & STREAM	9883	2823	7.3	28.6	125	3263	7.9	33.0	134	793	7.3	8.0	125	3727	7.4	37.7	126
FOOD & WINE	1030	336	0.9	32.6	142	300	0.7	29.1	118	*173	1.6	16.8	261	359	0.7	34.9	117
FORBES	2679	934	2.4	34.9	152	985	2.4	36.8	149	250	2.3	9.3	145	1157	2.3	43.2	145
FORTUNE	2931	1112	2.9	37.9	165	1117	2.7	38.1	154	359	3.3	12.2	190	1280	2.6	43.7	146
GENTLEMEN'S QUARTERLY	3481	1320	3.4	37.9	165	1273	3.1	36.6	148	412	3.8	11.8	184	1514	3.0	43.5	146
GLAMOUR	7163	1740	4.5	24.3	106	1728	4.2	24.1	98	316	2.9	4.4	69	2266	4.5	31.6	106
GOLF DIGEST	2355	803	2.1	34.1	149	951	2.3	40.4	163	280	2.6	11.9	185	1025	2.0	43.5	146
GOLF DIGEST/TENNIS (GROSS)	3610	1192	3.1	33.0	144	1367	3.3	37.9	153	402	3.7	11.1	173	1569	3.1	43.5	146
GOLF MAGAZINE	2046	761	2.0	37.2	162	776	1.9	37.9	153	248	2.3	12.1	188	932	1.9	45.6	153
GOLF MAGAZINE/SKI (GROSS)	3547	1270	3.3	35.8	156	1310	3.2	36.9	149	458	4.2	12.9	200	1647	3.3	46.4	156
GOOD HOUSEKEEPING	20353	3361	8.7	16.5	72	3847	9.3	18.9	76	702	6.5	3.4	54	4758	9.5	23.4	78
HARPER'S BAZAAR	3362	613	1.6	18.2	80	811	2.0	24.1	98	**159	1.5	4.7	73	930	1.9	27.7	93
HEALTH	2987	591	1.5	19.8	86	681	1.6	22.8	92	*214	2.0	7.2	111	749	1.5	25.1	84
HEARST MAG CORP. BUY (GROSS)	67928	14764	38.4	21.7	95	15649	37.7	23.0	93	3556	32.9	5.2	81	19475	38.9	28.7	96
HEARST MAN POWER (GROSS)	11282	3677	9.6	32.6	142	3695	8.9	32.8	132	1041	9.6	9.2	143	4405	8.8	39.0	131
HEARST WOMAN POWER (GROSS)	40514	7733	20.1	19.1	83	8240	19.9	20.3	82	1546	14.3	3.8	59	10514	21.0	26.0	87
HOUSE BEAUTIFUL	4885	926	2.4	19.0	83	995	2.4	20.4	82	272	2.5	5.6	86	1190	2.4	24.4	82
INC.	1308	486	1.3	37.2	162	492	1.2	37.6	152	*151	1.4	11.5	179	599	1.2	45.8	154
JET	6498	1367	3.6	21.0	92	1825	4.4	28.1	114	409	3.8	6.3	98	1832	3.7	28.2	95
LADIES' HOME JOURNAL	14797	2428	6.3	16.4	72	2865	6.9	19.4	78	490	4.5	3.3	51	3464	6.9	23.4	78
LHJ FAMILY GRP COMBO(GROSS)	21743	3909	10.2	18.0	78	4437	10.7	20.4	83	945	8.7	4.3	67	5321	10.6	24.5	82
LIFE	9881	2863	7.4	29.0	126	2696	6.5	27.3	110	1060	9.8	10.7	167	3355	6.7	34.0	114
L.A. TIMES HOME MAGAZINE	2775	910	2.4	32.8	143	867	2.1	31.2	126	317	2.9	11.4	177	978	2.0	35.2	118
MADEMOISELLE	4219	1095	2.8	26.0	113	933	2.2	22.1	89	*223	2.1	5.3	82	1348	2.7	32.0	107
MC CALL'S	16422	2650	6.9	16.1	70	3048	7.3	18.6	75	584	5.4	3.6	55	3764	7.5	22.9	77
MC CALL'S/WRK MOTHER (GROSS)	17919	2931	7.6	16.4	71	3387	8.2	18.9	76	665	6.2	3.7	58	4185	8.4	23.4	78
MECHANIX ILLUSTRATED	4433	1399	3.6	31.6	138	1512	3.6	34.1	138	394	3.6	8.9	138	1820	3.6	41.1	138
METROPOLITAN HOME	1504	401	1.0	26.7	116	405	1.0	26.9	109	**98	0.9	6.5	101	474	0.9	31.5	106
MONEY	4723	1605	4.2	34.0	148	1651	4.0	35.0	141	509	4.7	10.8	167	1972	3.9	41.8	140
MOTHER EARTH NEWS	2325	832	2.2	35.8	156	818	2.0	35.2	142	306	2.8	13.2	204	1026	2.1	44.1	148
MS.	1189	235	0.6	19.8	86	373	0.9	31.4	127	**116	1.1	9.8	151	353	0.7	29.7	100
NATIONAL ENQUIRER	18892	3808	9.9	20.2	88	4159	10.0	22.0	89	983	9.1	5.2	81	5271	10.5	27.9	94
NATIONAL GEOGRAPHIC	22129	6195	16.1	28.0	122	6561	15.8	29.6	120	2072	19.2	9.4	145	7907	15.8	35.7	120
NATIONAL SUNDAY MAGAZINE PKG	103750	25519	66.3	24.6	107	26888	64.8	25.9	105	7441	68.9	7.2	111	32529	65.0	31.4	105
NATURAL HISTORY	1379	383	1.0	27.8	121	463	1.1	33.6	136	**158	1.5	11.5	178	496	1.0	36.0	121
NEW WOMAN	2289	357	0.9	15.6	68	430	1.0	18.8	76	**63	0.6	2.8	43	512	1.0	22.4	75
NEW YORK INCLUDING CUE	1088	278	0.7	25.6	111	322	0.8	29.6	120	*86	0.8	7.9	123	381	0.8	35.0	117
THE NEW YORKER	2459	659	1.7	26.8	117	782	1.9	31.8	129	*246	2.3	10.0	155	908	1.8	36.9	124
NEWSWEEK	16527	4798	12.5	29.0	127	4956	11.9	30.0	121	1690	15.6	10.2	159	5797	11.6	35.1	118
THE N.Y. TIMES DAILY EDITION	2739	895	2.3	32.7	142	776	1.9	28.3	115	283	2.6	10.3	160	972	1.9	35.5	119
THE N.Y. TIMES MAGAZINE	4443	1514	3.9	34.1	149	1253	3.0	28.2	114	537	5.0	12.1	188	1595	3.2	35.9	120
OMNI	2799	1092	2.8	39.0	170	1064	2.6	38.0	154	432	4.0	15.4	240	1334	2.7	47.7	160
ON CABLE	2209	580	1.5	26.3	114	453	1.1	20.5	83	*196	1.8	8.9	138	609	1.2	27.6	92
1001 HOME IDEAS	3959	890	2.3	22.5	98	892	2.2	22.5	91	*241	2.2	6.1	95	1108	2.2	28.0	94
ORGANIC GARDENING	3111	600	1.6	19.3	84	568	1.4	18.3	74	*202	1.9	6.5	101	802	1.6	25.8	86
OUTDOOR LIFE	5024	1535	4.0	30.6	133	1665	4.0	33.1	134	440	4.1	8.8	136	1979	4.0	39.4	132
PARADE MAGAZINE	51292	12470	32.4	24.3	106	12919	31.2	25.2	102	3852	35.7	7.5	117	15651	31.3	30.5	102

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REGULAR DOMESTIC BEER - KINDS AND TYPES
(ADULTS)

	TOTAL U.S. '000	BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	38462	100.0	22.9	100	41473	100.0	24.7	100	10802	100.0	6.4	100	50030	100.0	29.8	100
PARENTS	5298	1234	3.2	23.3	102	1433	3.5	27.0	109	252	2.3	4.8	74	1724	3.4	32.5	109
PENTHOUSE	5129	2259	5.9	44.0	192	2149	5.2	41.9	169	709	6.6	13.8	215	2551	5.1	49.7	167
PEOPLE	21070	5480	14.2	26.0	113	5716	13.8	27.1	110	1639	15.2	7.8	121	6874	13.7	32.6	109
PLAYBOY	10562	4181	10.9	39.6	173	3985	9.6	37.7	153	1403	13.0	13.3	206	4898	9.8	46.4	155
POPULAR HOT RODDING	2498	969	2.5	38.8	169	945	2.3	37.8	153	*314	2.9	12.6	195	1104	2.2	44.2	148
POPULAR MECHANICS	5887	1851	4.8	31.4	137	1855	4.5	31.5	127	481	4.5	8.2	127	2278	4.6	38.7	130
POPULAR SCIENCE	4317	1342	3.5	31.1	136	1438	3.5	33.3	135	462	4.3	10.7	166	1709	3.4	39.6	133
PREVENTION	5792	856	2.2	14.8	64	949	2.3	16.4	66	*204	1.9	3.5	55	1172	2.3	20.2	68
PSYCHOLOGY TODAY	3284	791	2.1	24.1	105	807	1.9	24.6	99	288	2.7	8.8	136	1041	2.1	31.7	106
READER'S DIGEST	40046	8100	21.1	20.2	88	9149	22.1	22.8	92	2026	18.8	5.1	79	11182	22.4	27.9	94
REDBOOK	9584	1701	4.4	17.7	77	1835	4.4	19.1	77	290	2.7	3.0	47	2393	4.8	25.0	84
ROAD & TRACK	2590	1173	3.0	45.3	198	1037	2.5	40.0	162	453	4.2	17.5	272	1265	2.5	48.8	164
ROLLING STONE	3302	1612	4.2	48.8	213	1386	3.3	42.0	170	694	6.4	21.0	326	1712	3.4	51.8	174
RUNNER'S WORLD	1229	383	1.0	31.2	136	468	1.1	38.1	154	**211	2.0	17.2	267	481	1.0	39.1	131
SATURDAY EVENING POST	2110	390	1.0	18.5	81	474	1.1	22.5	91	*142	1.3	6.7	104	587	1.2	27.8	93
SCIENCE 84	1543	564	1.5	36.6	159	575	1.4	37.3	151	*204	1.9	13.2	205	622	1.2	40.3	135
SCIENCE DIGEST	1747	591	1.5	33.8	148	545	1.3	31.2	126	*175	1.6	10.0	156	679	1.4	38.9	130
SCIENTIFIC AMERICAN	1994	759	2.0	38.1	166	880	2.1	44.1	178	*260	2.4	13.0	202	965	1.9	48.4	162
SELF	3119	782	2.0	25.1	109	952	2.3	30.5	123	*136	1.3	4.4	68	1057	2.1	33.9	114
SEVENTEEN	3923	898	2.3	22.9	100	1043	2.5	26.6	108	**132	1.2	3.4	52	1255	2.5	32.0	107
SKI	1501	509	1.3	33.9	148	533	1.3	35.5	144	*210	1.9	14.0	217	715	1.4	47.6	160
SMITHSONIAN	5976	1809	4.7	30.3	132	1773	4.3	29.7	120	739	6.8	12.4	192	2180	4.4	36.5	122
SOAP OPERA DIGEST	4228	758	2.0	17.9	78	932	2.2	22.0	89	*219	2.0	5.2	80	1030	2.1	24.4	82
SOUTHERN LIVING	6488	1113	2.9	17.2	75	1248	3.0	19.2	78	332	3.1	5.1	79	1535	3.1	23.7	79
SPORT	3500	1258	3.3	35.9	157	1260	3.0	36.0	146	418	3.9	11.9	185	1339	2.7	38.3	128
THE SPORTING NEWS	2456	997	2.6	40.6	177	945	2.3	38.5	156	224	2.1	9.1	142	1126	2.3	45.8	154
SPORTS AFIELD	3648	1235	3.2	33.9	148	1295	3.1	35.5	144	386	3.6	10.6	164	1448	2.9	39.7	133
SPORTS ILLUSTRATED	14484	5047	13.1	34.8	152	5310	12.8	36.7	148	1706	15.8	11.8	183	5963	11.9	41.2	138
STAR	12661	2861	7.4	22.6	99	2693	6.5	21.3	86	640	5.9	5.1	78	3632	7.3	28.7	96
SUNDAY	52799	13024	33.9	24.7	108	13691	33.0	25.9	105	3728	34.5	7.1	110	16997	34.0	32.2	108
SUNSET	3513	840	2.2	23.9	104	1203	2.9	34.2	138	*349	3.2	9.9	154	1205	2.4	34.3	115
TV GUIDE	42766	9984	26.0	23.3	102	10866	26.2	25.4	103	2791	25.8	6.5	101	13152	26.3	30.8	103
TENNIS	1254	389	1.0	31.0	135	416	1.0	33.2	134	**122	1.1	9.7	151	544	1.1	43.4	145
TIME	22054	6209	16.1	28.2	123	6497	15.7	29.5	119	2384	22.1	10.8	168	7581	15.2	34.4	115
TOWN & COUNTRY	1555	380	1.0	24.4	107	434	1.0	27.9	113	*144	1.3	9.3	144	516	1.0	33.2	111
TRAVEL & LEISURE	2173	597	1.6	27.5	120	647	1.6	29.8	120	227	2.1	10.4	162	727	1.5	33.5	112
TRUE STORY	4636	808	2.1	17.4	76	809	2.0	17.5	71	**167	1.5	3.6	56	1028	2.1	22.2	74
U.S.NEWS & WORLD REPORT	10353	2626	6.8	25.4	111	2916	7.0	28.2	114	914	8.5	8.8	137	3443	6.9	33.3	111
USA TODAY	4994	1603	4.2	32.1	140	1631	3.9	32.7	132	588	5.4	11.8	183	1843	3.7	36.9	124
US	3528	988	2.6	28.0	122	928	2.2	26.3	106	*303	2.8	8.6	133	1116	2.2	31.6	106
VOGUE	5424	1121	2.9	20.7	90	1134	2.7	20.9	85	315	2.9	5.8	90	1433	2.9	26.4	89
WALL STREET JOURNAL	6292	2092	5.4	33.2	145	2149	5.2	34.2	138	770	7.1	12.2	190	2498	5.0	39.7	133
WEIGHT WATCHERS	2762	562	1.5	20.3	89	461	1.1	16.7	68	**69	0.6	2.5	39	632	1.3	22.9	77
WOMAN'S DAY	16320	2523	6.6	15.5	67	2777	6.7	17.0	69	430	4.0	2.6	41	3596	7.2	22.0	74
WORKING MOTHER	1496	*281	0.7	18.8	82	339	0.8	22.7	92	**81	0.7	5.4	84	421	0.8	28.1	94
WORKING WOMAN	1851	471	1.2	25.4	111	393	0.9	21.2	86	**115	1.1	6.2	96	550	1.1	29.7	100
WORLD TENNIS	580	**156	0.4	26.9	117	*234	0.6	40.3	163	**62	0.6	10.7	166	*292	0.6	50.3	169
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4343	11.3	35.0	153	4453	10.7	35.9	145	1680	15.6	13.5	210	5174	10.3	41.7	140
BLAIR INSERTS	91671	22986	59.8	25.1	109	23889	57.6	26.1	105	6984	64.7	7.6	118	29000	58.0	31.6	106
DAILY NEWSPAPERS																	
READ ANY	109190	25752	67.0	23.6	103	27433	66.1	25.1	102	7425	68.7	6.8	106	33380	66.7	30.6	102
READ ONE	89587	20583	53.5	23.0	100	22204	53.5	24.8	100	5835	54.0	6.5	101	27016	54.0	30.2	101
READ TWO OR MORE	19602	5170	13.4	26.4	115	5229	12.6	26.7	108	1591	14.7	8.1	126	6364	12.7	32.5	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	26894	69.9	24.5	107	28287	68.2	25.8	104	7871	72.9	7.2	111	34369	68.7	31.3	105
READ ONE	95074	22704	59.0	23.9	104	24163	58.3	25.4	103	6724	62.2	7.1	110	29191	58.3	30.7	103
READ TWO OR MORE	14588	4190	10.9	28.7	125	4124	9.9	28.3	114	1147	10.6	7.9	122	5178	10.3	35.5	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.33				31.19				32.15				31.83			
30 DAY REACH	149706	35232	91.6	23.5	103	37994	91.6	25.4	103	10042	93.0	6.7	104	45613	91.2	30.5	102
50 SHWG - 30 DAY AV FREQ	15.16	16.84				16.40				16.65				16.66			
30 DAY REACH	142406	33857	88.0	23.8	104	36197	87.3	25.4	103	9698	89.8	6.8	106	43651	87.2	30.7	103
25 SHWG - 30 DAY AV FREQ	8.23	9.01				8.82				8.94				8.95			
30 DAY REACH	131152	31666	82.3	24.1	105	33720	81.3	25.7	104	9036	83.7	6.9	107	40723	81.4	31.1	104
CABLE TV: HOME WIRED	66879	16613	43.2	24.8	108	17025	41.1	25.5	103	4980	46.1	7.4	116	20826	41.6	31.1	104
HOME NOT WIRED	100848	21849	56.8	21.7	94	24449	59.0	24.2	98	5822	53.9	5.8	90	29205	58.4	29.0	97
HAVE PAY CABLE	35024	9941	25.8	28.4	124	9115	22.0	26.0	105	2964	27.4	8.5	131	11581	23.1	33.1	111

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REGULAR DOMESTIC BEER - KINDS AND TYPES
(ADULTS)

		BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	38462	100.0	22.9	100	41473	100.0	24.7	100	10802	100.0	6.4	100	50030	100.0	29.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	24188	62.9	25.3	110	25076	60.5	26.2	106	6645	61.5	6.9	108	30643	61.2	32.0	107
10:00 AM - 3:00 PM	63599	15507	40.3	24.4	106	16249	39.2	25.5	103	4466	41.3	7.0	109	19726	39.4	31.0	104
3:00 PM - 7:00 PM	72097	19374	50.4	26.9	117	19853	47.9	27.5	111	5302	49.1	7.4	114	24312	48.6	33.7	113
7:00 PM - MIDNIGHT	36670	10407	27.1	28.4	124	10177	24.5	27.8	112	2949	27.3	8.0	125	12447	24.9	33.9	114
MIDNIGHT - 6:00 AM	21908	5870	15.3	26.8	117	6286	15.2	28.7	116	1579	14.6	7.2	112	7679	15.3	35.1	118
6:00 AM - MIDNIGHT	127571	31861	82.8	25.0	109	33420	80.6	26.2	106	8992	83.2	7.0	109	40613	81.2	31.8	107
ENTIRE DAY	129239	32200	83.7	24.9	109	33820	81.5	26.2	106	9077	84.0	7.0	109	41092	82.1	31.8	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9125	23.7	26.8	117	9039	21.8	26.6	107	2638	24.4	7.8	120	11385	22.8	33.5	112
ALL NEWS	6062	1670	4.3	27.5	120	1809	4.4	29.8	121	523	4.8	8.6	134	2132	4.3	35.2	118
AOR/PROGRESSIVE	11884	4289	11.2	36.1	157	3939	9.5	33.1	134	1466	13.6	12.3	192	4949	9.9	41.6	140
BEAUTIFUL MUSIC	11180	2645	6.9	23.7	103	2506	6.0	22.4	91	940	8.7	8.4	131	3131	6.3	28.0	94
BLACK	4538	901	2.3	19.9	87	1081	2.6	23.8	96	*246	2.3	5.4	84	1249	2.5	27.5	92
CLASSICAL	3857	1210	3.1	31.4	137	1157	2.8	30.0	121	363	3.4	9.4	146	1453	2.9	37.7	126
CHR/ROCK	21946	6819	17.7	31.1	135	6531	15.7	29.8	120	1729	16.0	7.9	122	8214	16.4	37.4	125
COUNTRY	27262	5853	15.2	21.5	94	6798	16.4	24.9	101	1399	13.0	5.1	80	7971	15.9	29.2	98
GOLDEN OLDIES	3339	898	2.3	26.9	117	903	2.2	27.0	109	*261	2.4	7.8	121	1149	2.3	34.4	115
MOR/NOSTALGIA	10346	2336	6.1	22.6	98	2765	6.7	26.7	108	847	7.8	8.2	127	3126	6.2	30.2	101
NEWS/TALK	8929	2119	5.5	23.7	103	2405	5.8	26.9	109	539	5.0	6.0	94	2829	5.7	31.7	106
RELIGIOUS	5488	904	2.4	16.5	72	1030	2.5	18.8	76	306	2.8	5.6	87	1140	2.3	20.8	70
SOFT ROCK	1232	386	1.0	31.3	137	386	0.9	31.3	127	*127	1.2	10.3	160	440	0.9	35.7	120
URBAN CONTEMPORARY	3184	736	1.9	23.1	101	789	1.9	24.8	100	*199	1.8	6.3	97	938	1.9	29.5	99
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2048	5.3	29.6	129	1876	4.5	27.1	110	595	5.5	8.6	134	2473	4.9	35.8	120
ABC DIRECTION	5212	1365	3.5	26.2	114	1308	3.2	25.1	101	290	2.7	5.6	86	1737	3.5	33.3	112
ABC ENTERTAINMENT	10385	2179	5.7	21.0	92	2699	6.5	26.0	105	677	6.3	6.5	101	3080	6.2	29.7	99
ABC FM	4762	1139	3.0	23.9	104	1414	3.4	29.7	120	354	3.3	7.4	115	1519	3.0	31.9	107
ABC INFORMATION	11339	2550	6.6	22.5	98	2889	7.0	25.5	103	569	5.3	5.0	78	3494	7.0	30.8	103
ABC ROCK	4878	1760	4.6	36.1	157	1580	3.8	32.4	131	530	4.9	10.9	169	1935	3.9	39.7	133
CBS	10709	2476	6.4	23.1	101	2945	7.1	27.5	111	945	8.7	8.8	137	3432	6.9	32.0	107
MUTUAL	10251	2265	5.9	22.1	96	2756	6.6	26.9	109	694	6.4	6.8	105	3135	6.3	30.6	103
NBC	12243	3064	8.0	25.0	109	2992	7.2	24.4	99	773	7.2	6.3	98	3784	7.6	30.9	104
RADIORADIO	4606	1329	3.5	28.9	126	1356	3.3	29.4	119	300	2.8	6.5	101	1723	3.4	37.4	125
RKO ONE	5148	1426	3.7	27.7	121	1658	4.0	32.2	130	530	4.9	10.3	160	1766	3.5	34.3	115
RKO TWO	7313	1838	4.8	25.1	110	1955	4.7	26.7	108	605	5.6	8.3	128	2199	4.4	30.1	101
THE SOURCE	5981	1872	4.9	31.3	136	1813	4.4	30.3	123	448	4.1	7.5	116	2345	4.7	39.2	131
NON-WIRED : BLAIR	19329	4793	12.5	24.8	108	4982	12.0	25.8	104	1282	11.9	6.6	103	6117	12.2	31.6	106
INTERNET	27139	7236	18.8	26.7	116	7163	17.3	26.4	107	2093	19.4	7.7	120	8904	17.8	32.8	110
KATZ RADIO GROUP	36319	9500	24.7	26.2	114	9965	24.0	27.4	111	2947	27.3	8.1	126	11989	24.0	33.0	111
SUPERNET	22361	6075	15.8	27.2	118	6284	15.2	28.1	114	1766	16.3	7.9	123	7381	14.8	33.0	111
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2700	7.0	18.6	81	3026	7.3	20.8	84	705	6.5	4.9	75	3734	7.5	25.7	86
WKDAY 9:00 AM - 1:00 PM	18688	3367	8.8	18.0	79	3717	9.0	19.9	80	877	8.1	4.7	73	4549	9.1	24.3	82
WKDAY 1:00 PM - 4:30 PM	24061	4234	11.0	17.6	77	4733	11.4	19.7	80	1111	10.3	4.6	72	5698	11.4	23.7	79
WKDAY 4:30 PM - 7:30 PM	44079	9294	24.2	21.1	92	10080	24.3	22.9	92	2780	25.7	6.3	98	12039	24.1	27.3	92
WKDAY 7:30 PM - 8:00 PM	61979	12802	33.3	20.7	90	14256	34.4	23.0	93	3642	33.7	5.9	91	16926	33.8	27.3	92
WKDAY 11:00 PM - 11:30 PM	49084	10924	28.4	22.3	97	12024	29.0	24.5	99	3137	29.0	6.4	99	14453	28.9	29.4	99
WKDAY 11:30 PM - 1:00 AM	16560	3862	10.0	23.3	102	4207	10.1	25.4	103	1161	10.7	7.0	109	5031	10.1	30.4	102
M-SAT 8-11 PM+SUN 7-11 PM	66967	14825	38.5	22.1	97	16027	38.6	23.9	97	4119	38.1	6.2	96	19408	38.8	29.0	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1718	4.5	18.5	81	1860	4.5	20.1	81	324	3.0	3.5	54	2315	4.6	25.0	84
ANOTHER WORLD N	6138	827	2.2	13.5	59	921	2.2	15.0	61	237	2.2	3.9	60	1188	2.4	19.4	65
AS THE WORLD TURNS C	7707	1395	3.6	18.1	79	1595	3.8	20.7	84	433	4.0	5.6	87	1869	3.7	24.3	81
CAPITOL C	4688	957	2.5	20.4	89	939	2.3	20.0	81	213	2.0	4.5	71	1147	2.3	24.5	82
CBS MORN. NEWS 1 C	2792	486	1.3	17.4	76	614	1.5	22.0	89	130	1.2	4.7	72	726	1.5	26.0	87
CBS MORN. NEWS 2 C	2071	306	0.8	14.8	64	417	1.0	20.1	81	66	0.6	3.2	49	529	1.1	25.5	86
DAYS OF OUR LIVES N	8018	1194	3.1	14.9	65	1452	3.5	18.1	73	311	2.9	3.9	60	1794	3.6	22.4	75
FACTS OF LIFE - DAYTIME N	3487	634	1.6	18.2	79	644	1.6	18.5	75	214	2.0	6.1	95	753	1.5	21.6	72
FAMILY FEUD A	4817	797	2.1	16.5	72	806	1.9	16.7	68	201	1.9	4.2	65	1014	2.0	21.1	71
GENERAL HOSPITAL A	8333	1300	3.4	15.6	68	1517	3.7	18.2	74	273	2.5	3.3	51	1839	3.7	22.1	74
GOOD MORNING, AMERICA-730 A	5472	973	2.5	17.8	78	1067	2.6	19.5	79	213	2.0	3.9	60	1365	2.7	24.9	84
GOOD MORNING, AMERICA-830 A	3965	678	1.8	17.1	75	717	1.7	18.1	73	136	1.3	3.4	53	953	1.9	24.0	81
GUIDING LIGHT C	7542	1453	3.8	19.3	84	1521	3.7	20.2	82	424	3.9	5.6	87	1798	3.6	23.8	80
ONE LIFE TO LIVE A	6018	907	2.4	15.1	66	1041	2.5	17.3	70	193	1.8	3.2	50	1264	2.5	21.0	70
PRESS YOUR LUCK C	3589	671	1.7	18.7	82	811	2.0	22.6	91	196	1.8	5.5	85	934	1.9	26.0	87
PRICE IS RIGHT 1 C	7418	1210	3.1	16.3	71	1480	3.6	20.0	81	271	2.5	3.7	57	1735	3.5	23.4	78
PRICE IS RIGHT 2 C	8276	1430	3.7	17.3	75	1653	4.0	20.0	81	321	3.0	3.9	60	2004	4.0	24.2	81
RYAN'S HOPE A	4358	795	2.1	18.2	80	888	2.1	20.4	82	192	1.8	4.4	68	1101	2.2	25.3	85
SALE OF THE CENTURY N	3749	532	1.4	14.2	62	672	1.6	17.9	72	202	1.9	5.4	84	752	1.5	20.1	67
SEARCH FOR TOMORROW N	2884	499	1.3	17.3	75	429	1.0	14.9	60	*90	0.8	3.1	48	614	1.2	21.3	71
TODAY SHOW 1 N	4869	900	2.3	18.5	81	887	2.1	18.2	74	299	2.8	6.1	95	1192	2.4	24.5	82
TODAY SHOW 2 N	4135	624	1.6	15.1	66	651	1.6	15.7	64	228	2.1	5.5	86	844	1.7	20.4	68
$25,000 PYRAMID C	4361	734	1.9	16.8	73	860	2.1	19.7	80	255	2.4	5.8	91	1036	2.1	23.8	80
WHEEL OF FORTUNE N	6187	979	2.5	15.8	69	1161	2.8	18.8	76	267	2.5	4.3	67	1403	2.8	22.7	76
YOUNG AND THE RESTLESS C	8186	1528	4.0	18.7	81	1655	4.0	20.2	82	419	3.9	5.1	79	2044	4.1	25.0	84
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1228	3.2	26.0	113	1258	3.0	26.6	108	408	3.8	8.6	134	1498	3.0	31.7	106
NBA PLAYOFF GAME -1 C	5127	1552	4.0	30.3	132	1670	4.0	32.6	132	427	4.0	8.3	129	1906	3.8	37.2	125
NBC MAJOR LEAGUE PRE-GAME N	3945	991	2.6	25.1	110	1040	2.5	26.4	107	*295	2.7	7.5	116	1219	2.4	30.9	104
SPORTSWORLD - SUN N	3370	773	2.0	22.9	100	845	2.0	25.1	101	178	1.6	5.3	82	1029	2.1	30.5	102
SUNDAY MORNING C	4200	1010	2.6	24.0	105	1192	2.9	28.4	115	354	3.3	8.4	131	1313	2.6	31.3	105

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER - KINDS AND TYPES
(ADULTS)

		TOTAL U.S. '000	BOTTLED				CANNED				SUPER PREMIUM/PREMIUM				REGULAR			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	38462	100.0	22.9	100	41473	100.0	24.7	100	10802	100.0	6.4	100	50030	100.0	29.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	10303	26.8	19.7	86	11535	27.8	22.1	89	3058	28.3	5.8	91	13673	27.3	26.1	88
NETWORK AFFILIATES - LATE		39164	8197	21.3	20.9	91	9164	22.1	23.4	95	2270	21.0	5.8	90	11019	22.0	28.1	94
INDEPENDENTS - LATE		5133	1298	3.4	25.3	110	1455	3.5	28.3	115	402	3.7	7.8	122	1661	3.3	32.4	108
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	4949	12.9	21.7	95	5519	13.3	24.2	98	1283	11.9	5.6	87	6692	13.4	29.3	98
ABC MONDAY NIGHT MOVIE	A	11258	2296	6.0	20.4	89	2639	6.4	23.4	95	663	6.1	5.9	91	3090	6.2	27.4	92
ABC SUNDAY NIGHT MOVIE	A	23600	5230	13.6	22.2	97	5493	13.2	23.3	94	1360	12.6	5.8	89	6785	13.6	28.8	96
ABC WORLD NEWS TONIGHT	A	12801	2786	7.2	21.8	95	2931	7.1	22.9	93	939	8.7	7.3	114	3629	7.3	28.3	95
AFTERMASH	C	10966	2437	6.3	22.2	97	2494	6.0	22.7	92	627	5.8	5.7	89	3213	6.4	29.3	98
ALICE	C	17050	3460	9.0	20.3	88	3829	9.2	22.5	91	897	8.3	5.3	82	4710	9.4	27.6	93
AMERICAN PARADE	C	11998	2005	5.2	16.7	73	2463	5.9	20.5	83	722	6.7	6.0	93	2769	5.5	23.1	77
BENSON	A	19258	3575	9.3	18.6	81	4069	9.8	21.1	85	904	8.4	4.7	73	5059	10.1	26.3	88
BLUE THUNDER	A	11478	2489	6.5	21.7	95	3041	7.3	26.5	107	642	5.9	5.6	87	3643	7.3	31.7	106
CAGNEY & LACEY	C	18263	4308	11.2	23.6	103	4418	10.7	24.2	98	1059	9.8	5.8	90	5469	10.9	29.9	100
CBS EVENING NEWS-DEAN	C	7733	1594	4.1	20.6	90	1747	4.2	22.6	91	527	4.9	6.8	106	2014	4.0	26.0	87
CBS EVENING NEWS-RATHER	C	15653	3143	8.2	20.1	88	3592	8.7	22.9	93	1096	10.1	7.0	109	4111	8.2	26.3	88
CBS SAT. NEWS-SCHIEFFER	C	8744	1721	4.5	19.7	86	2041	4.9	23.3	94	576	5.3	6.6	102	2390	4.8	27.3	92
CBS SATURDAY NIGHT MOVIE	C	12000	2730	7.1	22.8	99	2882	6.9	24.0	97	727	6.7	6.1	94	3558	7.1	29.6	99
CBS WEDNESDAY NIGHT MOVIE	C	11522	2415	6.3	21.0	91	2657	6.4	23.1	93	582	5.4	5.1	78	3286	6.6	28.5	96
CHEERS	N	16818	4268	11.1	25.4	111	4336	10.5	25.8	104	1170	10.8	7.0	108	5420	10.8	32.2	108
DALLAS	C	37510	7012	18.2	18.7	82	7728	18.6	20.6	83	1627	15.1	4.3	67	9518	19.0	25.4	85
DIFF'RENT STROKES	N	11258	2069	5.4	18.4	80	2233	5.4	19.8	80	466	4.3	4.1	64	2633	5.3	23.4	78
DOUBLE TROUBLE	N	12248	2700	7.0	22.0	96	2768	6.7	22.6	91	643	6.0	5.2	82	3544	7.1	28.9	97
DUCK FACTORY	N	11100	2632	6.8	23.7	103	2852	6.9	25.7	104	682	6.3	6.1	95	3493	7.0	31.5	105
DUKES OF HAZZARD	C	12353	2476	6.4	20.0	87	2848	6.9	23.1	93	691	6.4	5.6	87	3461	6.9	28.0	94
DYNASTY	A	33279	6586	17.1	19.8	86	7190	17.3	21.6	87	1608	14.9	4.8	75	8829	17.6	26.5	89
FACTS OF LIFE	N	13410	2611	6.8	19.5	85	2788	6.7	20.8	84	543	5.0	4.0	63	3580	7.2	26.7	90
FALCON CREST	C	31093	5655	14.7	18.2	79	6320	15.2	20.3	82	1376	12.7	4.4	69	7692	15.4	24.7	83
FALL GUY	A	18649	4144	10.8	22.2	97	4477	10.8	24.0	97	1089	10.1	5.8	91	5412	10.8	29.0	97
FAMILY TIES	N	13101	2467	6.4	18.8	82	2773	6.7	21.2	86	564	5.2	4.3	67	3411	6.8	26.0	87
FANTASY ISLAND	A	13069	2498	6.5	19.1	83	2930	7.1	22.4	91	657	6.1	5.0	78	3527	7.0	27.0	90
FOULUPS,BLEEPS & BLUNDERS	A	16588	4074	10.6	24.6	107	3951	9.5	23.8	96	1039	9.6	6.3	97	4975	9.9	30.0	101
FOUR SEASONS	C	9302	1887	4.9	20.3	88	2165	5.2	23.3	94	600	5.6	6.5	100	2551	5.1	27.4	92
GIMME A BREAK	N	13955	2221	5.8	15.9	69	2621	6.3	18.8	76	547	5.1	3.9	61	3199	6.4	22.9	77
HART TO HART	A	15735	3067	8.0	19.5	85	3566	8.6	22.7	92	825	7.6	5.2	81	4160	8.3	26.4	89
HILL STREET BLUES	N	18257	4711	12.2	25.8	113	4978	12.0	27.3	110	1301	12.0	7.1	111	5941	11.9	32.5	109
HOTEL	A	24236	4471	11.6	18.4	80	5134	12.4	21.2	86	1157	10.7	4.8	74	6130	12.3	25.3	85
JEFFERSONS	C	17010	3399	8.8	20.0	87	3958	9.5	23.3	94	943	8.7	5.5	86	4775	9.5	28.1	94
JENNIFER SLEPT HERE	N	9397	1863	4.8	19.8	86	1962	4.7	20.9	84	528	4.9	5.6	87	2387	4.8	25.4	85
KATE & ALLIE	C	16762	3830	10.0	22.8	100	3864	9.3	23.1	93	846	7.8	5.0	78	5063	10.1	30.2	101
KNIGHT RIDER	N	13164	2945	7.7	22.4	98	3223	7.8	24.5	99	701	6.5	5.3	83	3867	7.7	29.4	98
LOVE BOAT	A	20400	3791	9.9	18.6	81	4038	9.7	19.8	80	895	8.3	4.4	68	5083	10.2	24.9	84
MAGNUM PI	C	22543	5270	13.7	23.4	102	5544	13.4	24.6	99	1517	14.0	6.7	104	6876	13.7	30.5	102
MAMA'S FAMILY	N	9852	1762	4.6	17.9	78	2077	5.0	21.1	85	610	5.6	6.2	96	2401	4.8	24.4	82
MASTER, THE	N	8082	1972	5.1	24.4	106	2017	4.9	25.0	101	502	4.6	6.2	96	2522	5.0	31.2	105
MATT HOUSTON	A	12881	2893	7.5	22.5	98	3035	7.3	23.6	95	683	6.3	5.3	82	3937	7.9	30.6	102
NBC MONDAY NIGHT MOVIE	N	23889	5861	15.2	24.5	107	6020	14.5	25.2	102	1464	13.6	6.1	95	7511	15.0	31.4	105
NBC NIGHTLY NEWS	N	11156	2350	6.1	21.1	92	2556	6.2	22.9	93	714	6.6	6.4	99	2993	6.0	26.8	90
NBC NIGHTLY NEWS-SAT	N	7363	1454	3.8	19.7	86	1553	3.7	21.1	85	379	3.5	5.1	80	1938	3.9	26.3	88
NBC NIGHTLY NEWS-SUN	N	6214	1267	3.3	20.4	89	1261	3.0	20.3	82	347	3.2	5.6	87	1671	3.3	26.9	90
NBC SUNDAY NIGHT MOVIE	N	17590	4345	11.3	24.7	108	4857	11.7	27.6	112	1246	11.5	7.1	110	5831	11.7	33.1	111
NEWHART	C	16740	3851	10.0	23.0	100	3879	9.4	23.2	94	1022	9.5	6.1	95	4907	9.8	29.3	98
ONE DAY AT A TIME	C	11820	2307	6.0	19.5	85	2474	6.0	20.9	85	503	4.7	4.3	66	3057	6.1	25.9	87
PEOPLE ARE FUNNY	N	9138	1782	4.6	19.5	85	2179	5.3	23.8	96	564	5.2	6.2	96	2461	4.9	26.9	90
REAL PEOPLE	N	15979	3059	8.0	19.1	83	3360	8.1	21.0	85	883	8.2	5.5	86	4066	8.1	25.4	85
REMINGTON STEELE	N	14395	3079	8.0	21.4	93	3373	8.1	23.4	95	741	6.9	5.1	80	4191	8.4	29.1	98
RIPLEY'S BELIEVE IT - NOT	A	11362	2891	7.5	25.4	111	3031	7.3	26.7	108	789	7.3	6.9	108	3912	7.8	34.4	115
RIPTIDE	N	13920	2852	7.4	20.5	89	3200	7.7	23.0	93	618	5.7	4.4	69	3968	7.9	28.5	96
SCARECROW & MRS. KING	C	17571	3605	9.4	20.5	89	3733	9.0	21.2	86	880	8.1	5.0	78	4652	9.3	26.5	89
SIMON & SIMON	C	20208	4466	11.6	22.1	96	4951	11.9	24.5	99	1088	10.1	5.4	84	5983	12.0	29.6	99
60 MINUTES	C	27668	5728	14.9	20.7	90	6619	16.0	23.9	97	1970	18.2	7.1	111	7511	15.0	27.1	91
ST. ELSEWHERE	N	13699	3214	8.4	23.5	102	3601	8.7	26.3	106	1002	9.3	7.3	114	4033	8.1	29.4	99
THREE'S COMPANY	A	20632	4449	11.6	21.6	94	5117	12.3	24.8	100	1254	11.6	6.1	94	6061	12.1	29.4	98
T.J. HOOKER	A	17136	3328	8.7	19.4	85	3735	9.0	21.8	88	921	8.5	5.4	83	4441	8.9	25.9	87
TONIGHT SHOW	N	4963	1215	3.2	24.5	107	1229	3.0	24.8	100	436	4.0	8.8	136	1471	2.9	29.6	99
TRAPPER JOHN, M.D.	C	16332	3156	8.2	19.3	84	3550	8.6	21.7	88	724	6.7	4.4	69	4416	8.8	27.0	91
TV BLOOPERS & PRAC. JOKES	N	18881	4236	11.0	22.4	98	4849	11.7	25.7	104	1338	12.4	7.1	110	5885	11.8	31.2	104
20/20	A	18315	3622	9.4	19.8	86	4055	9.8	22.1	90	1125	10.4	6.1	95	4954	9.9	27.0	91
WEBSTER	A	18722	3372	8.8	18.0	79	3942	9.5	21.1	85	880	8.1	4.7	73	4936	9.9	26.4	88
WORLD NEWS - SUN	A	5327	1089	2.8	20.4	89	1257	3.0	23.6	95	268	2.5	5.0	78	1560	3.1	29.3	98
YELLOW ROSE	N	8370	1333	3.5	15.9	69	1750	4.2	20.9	85	430	4.0	5.1	80	1912	3.8	22.8	77
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	7574	19.7	29.3	128	7990	19.3	30.9	125	2401	22.2	9.3	144	9490	19.0	36.7	123
BASKETBALL - COLLEGE GAMES		14468	4927	12.8	34.1	149	5008	12.1	34.6	140	1640	15.2	11.3	176	5867	11.7	40.6	136
BASKETBALL - PRO GAMES		12124	3897	10.1	32.1	140	4345	10.5	35.8	145	1286	11.9	10.6	165	5026	10.0	41.5	139
BOWLING		9412	2170	5.6	23.1	101	2797	6.7	29.7	120	602	5.6	6.4	99	3368	6.7	35.8	120
BOXING		15409	4596	11.9	29.8	130	5708	13.8	37.0	150	1619	15.0	10.5	163	6258	12.5	40.6	136
FOOTBALL - COLLEGE GAMES		21400	6555	17.0	30.6	134	7421	17.9	34.7	140	2449	22.7	11.4	178	8307	16.6	38.8	130
FOOTBALL - PRO GAMES		35944	12312	32.0	34.3	149	13338	32.2	37.1	150	3932	36.4	10.9	170	15393	30.8	42.8	144
GOLF		9759	2986	7.8	30.6	133	3336	8.0	34.2	138	1219	11.3	12.5	194	3738	7.5	38.3	128
POST-SEASON COLL. FOOTBALL		18123	6113	15.9	33.7	147	6969	16.8	38.5	156	2281	21.1	12.6	195	7576	15.1	41.8	140
POST-SEASON PRO FOOTBALL		22091	7690	20.0	34.8	152	8302	20.0	37.6	152	2723	25.2	12.3	191	9405	18.8	42.6	143
TENNIS		6764	1917	5.0	28.3	124	2139	5.2	31.6	128	813	7.5	12.0	187	2275	4.5	33.6	113
WRESTLING - PROFESSIONAL		9695	2795	7.3	28.8	126	3112	7.5	32.1	130	662	6.1	6.8	106	3538	7.1	36.5	122

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL	BUDWEISER				BUSCH				COORS				LOWENBRAU			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	27399	100.0	16.3	100	3394	100.0	2.0	100	12945	100.0	7.7	100	7190	100.0	4.3	100
MALES	79263	17969	65.6	22.7	139	2193	64.6	2.8	137	8610	66.5	10.9	141	4613	64.2	5.8	136
FEMALES	88464	9431	34.4	10.7	65	1200	35.4	1.4	67	4335	33.5	4.9	63	2577	35.8	2.9	68
18 - 24	28671	7662	28.0	26.7	164	1269	37.4	4.4	219	3267	25.2	11.4	148	2520	35.0	8.8	205
25 - 34	39536	8406	30.7	21.3	130	906	26.7	2.3	113	4174	32.2	10.6	137	2095	29.1	5.3	124
35 - 44	28978	4526	16.5	15.6	96	584	17.2	2.0	100	2140	16.5	7.4	96	1137	15.8	3.9	92
45 - 54	22345	2914	10.6	13.0	80	*251	7.4	1.1	56	1426	11.0	6.4	83	602	8.4	2.7	63
55 - 64	22224	2343	8.6	10.5	65	*244	7.2	1.1	54	1140	8.8	5.1	66	*514	7.1	2.3	54
65 OR OLDER	25973	1549	5.7	6.0	37	**141	4.2	0.5	27	798	6.2	3.1	40	*323	4.5	1.2	29
18 - 34	68207	16068	58.6	23.6	144	2174	64.1	3.2	158	7441	57.5	10.9	141	4615	64.2	6.8	158
18 - 49	108058	22194	81.0	20.5	126	2832	83.4	2.6	130	10318	79.7	9.5	124	6084	84.6	5.6	131
25 - 54	90859	15846	57.8	17.4	107	1740	51.3	1.9	95	7740	59.8	8.5	110	3834	53.3	4.2	98
35 - 49	39851	6125	22.4	15.4	94	658	19.4	1.7	82	2876	22.2	7.2	94	1470	20.4	3.7	86
50 OR OLDER	59669	5206	19.0	8.7	53	562	16.6	0.9	47	2628	20.3	4.4	57	1105	15.4	1.9	43
GRADUATED COLLEGE	28091	5901	21.5	21.0	129	639	18.8	2.3	112	2950	22.8	10.5	136	1669	23.2	5.9	139
ATTENDED COLLEGE	28938	5658	20.7	19.6	120	831	24.5	2.9	142	2765	21.4	9.6	124	1609	22.4	5.6	130
GRADUATED HIGH SCHOOL	65503	10433	38.1	15.9	98	1404	41.4	2.1	106	4665	36.0	7.1	92	2636	36.7	4.0	94
DID NOT GRADUATE HIGH SCHOOL	45195	5408	19.7	12.0	73	*520	15.3	1.2	57	2566	19.8	5.7	74	1276	17.7	2.8	66
EMPLOYED MALES	56429	13919	50.8	24.7	151	1599	47.1	2.8	140	6549	50.6	11.6	150	3606	50.2	6.4	149
EMPLOYED FEMALES	43971	5590	20.4	12.7	78	871	25.7	2.0	98	2780	21.5	6.3	82	1603	22.3	3.6	85
EMPLOYED FULL-TIME	87773	17008	62.1	19.4	119	2133	62.8	2.4	120	8320	64.3	9.5	123	4600	64.0	5.2	122
EMPLOYED PART-TIME	12627	2501	9.1	19.8	121	**337	9.9	2.7	132	1010	7.8	8.0	104	*610	8.5	4.8	113
NOT EMPLOYED	67327	7891	28.8	11.7	72	923	27.2	1.4	68	3616	27.9	5.4	70	1980	27.5	2.9	69
PROFESSIONAL/MANAGER	25845	5043	18.4	19.5	119	705	20.8	2.7	135	2473	19.1	9.6	124	1465	20.4	5.7	132
TECH/CLERICAL/SALES	30895	5446	19.9	17.6	108	666	19.6	2.2	107	2789	21.5	9.0	117	1474	20.5	4.8	111
PRECISION/CRAFT	12629	2988	10.9	23.7	145	*419	12.3	3.3	164	1327	10.3	10.5	136	813	11.3	6.4	150
OTHER EMPLOYED	31031	6032	22.0	19.4	119	681	20.1	2.2	108	2741	21.2	8.8	114	1458	20.3	4.7	110
SINGLE	35557	8857	32.3	24.9	152	1313	38.7	3.7	182	3909	30.2	11.0	142	3204	44.6	9.0	210
MARRIED	103585	15091	55.1	14.6	89	1794	52.9	1.7	86	7372	56.9	7.1	92	3062	42.6	3.0	69
DIVORCED/SEPARATED/WIDOWED	28585	3451	12.6	12.1	74	*286	8.4	1.0	49	1664	12.9	5.8	75	924	12.9	3.2	75
PARENTS	59295	9708	35.4	16.4	100	1140	33.6	1.9	95	4753	36.7	8.0	104	2031	28.2	3.4	80
WHITE	146081	24382	89.0	16.7	102	3033	89.4	2.1	103	11428	88.3	7.8	101	6118	85.1	4.2	98
BLACK	17974	2257	8.2	12.6	77	*353	10.4	2.0	97	1056	8.2	5.9	76	868	12.1	4.8	113
OTHER	3672	*760	2.8	20.7	127	**8	0.2	0.2	11	**461	3.6	12.6	163	**204	2.8	5.6	130
NORTHEAST-CENSUS	37005	5989	21.9	16.2	99	791	23.3	2.1	106	751	5.8	2.0	26	2176	30.3	5.9	137
NORTH CENTRAL	42642	5922	21.6	13.9	85	1292	38.1	3.0	150	2205	17.0	5.2	67	1274	17.7	3.0	70
SOUTH	56777	7669	28.0	13.5	83	1195	35.2	2.1	104	5096	39.4	9.0	116	1551	21.6	2.7	64
WEST	31303	7820	28.5	25.0	153	**116	3.4	0.4	18	4893	37.8	15.6	203	2188	30.4	7.0	163
NORTHEAST-MKTG.	38125	6446	23.5	16.9	104	892	26.3	2.3	116	1019	7.9	2.7	35	2267	31.5	5.9	139
EAST CENTRAL	24794	3166	11.6	12.8	78	796	23.5	3.2	159	609	4.7	2.5	32	733	10.2	3.0	69
WEST CENTRAL	28511	4058	14.8	14.2	87	692	20.4	2.4	120	2237	17.3	7.8	102	954	13.3	3.3	78
SOUTH	48953	6711	24.5	13.7	84	907	26.7	1.9	92	4839	37.4	9.9	128	1327	18.5	2.7	63
PACIFIC	27344	7019	25.6	25.7	157	**108	3.2	0.4	20	4241	32.8	15.5	201	1909	26.6	7.0	163
COUNTY SIZE A	69301	13147	48.0	19.0	116	1605	47.3	2.3	114	5743	44.4	8.3	107	4201	58.4	6.1	141
COUNTY SIZE B	50633	7549	27.6	14.9	91	1106	32.6	2.2	108	3698	28.6	7.3	95	1851	25.7	3.7	85
COUNTY SIZE C	26259	4025	14.7	15.3	94	*267	7.9	1.0	50	2029	15.7	7.7	100	796	11.1	3.0	71
COUNTY SIZE D	21534	2679	9.8	12.4	76	*416	12.3	1.9	95	1475	11.4	6.8	89	*341	4.7	1.6	37
METRO CENTRAL CITY	50014	8567	31.3	17.1	105	1004	29.6	2.0	99	4365	33.7	8.7	113	2639	36.7	5.3	123
METRO SUBURBAN	76832	13499	49.3	17.6	108	1679	49.5	2.2	108	5793	44.8	7.5	98	3685	51.3	4.8	112
NON METRO	40881	5333	19.5	13.0	80	712	21.0	1.7	86	2787	21.5	6.8	88	866	12.0	2.1	49
TOP 5 ADI'S	39550	7898	28.8	20.0	122	*415	12.2	1.0	52	3153	24.4	8.0	103	2614	36.4	6.6	154
TOP 10 ADI'S	54877	10081	36.8	18.4	112	900	26.5	1.6	81	3950	30.5	7.2	93	3284	45.7	6.0	140
TOP 20 ADI'S	77516	14061	51.3	18.1	111	1697	50.0	2.2	108	6172	47.7	8.0	103	4550	63.3	5.9	137
HSHLD INC. $50,000 OR MORE	17257	3747	13.7	21.7	133	*485	14.3	2.8	139	1499	11.6	8.7	113	998	13.9	5.8	135
$40,000 OR MORE	33235	6715	24.5	20.2	124	1020	30.1	3.1	152	3005	23.2	9.0	117	1965	27.3	5.9	138
$30,000 OR MORE	59693	11012	40.2	18.4	113	1495	44.0	2.5	124	5221	40.3	8.7	113	3317	46.1	5.6	130
$25,000 OR MORE	76275	13934	50.9	18.3	112	1842	54.3	2.4	119	6577	50.8	8.6	112	4141	57.6	5.4	127
$20,000 - $24,999	18607	3190	11.6	17.1	105	*412	12.1	2.2	109	1455	11.2	7.8	101	741	10.3	4.0	93
$15,000 - $19,999	17175	2758	10.1	16.1	98	*364	10.7	2.1	105	1387	10.7	8.1	105	614	8.5	3.6	83
$10,000 - $14,999	24569	3943	14.4	16.0	98	*378	11.1	1.5	76	1927	14.9	7.8	102	837	11.6	3.4	79
UNDER $10,000	31101	3575	13.0	11.5	70	*398	11.7	1.3	63	1600	12.4	5.1	67	856	11.9	2.8	64
HOUSEHOLD OF 1 PERSON	19441	2484	9.1	12.8	78	295	8.7	1.5	75	1280	9.9	6.6	85	736	10.2	3.8	88
2 PEOPLE	51803	7852	28.7	15.2	93	922	27.2	1.8	88	3662	28.3	7.1	92	1828	25.4	3.5	82
3 OR 4 PEOPLE	66933	11597	42.3	17.3	106	1400	41.2	2.1	103	5721	44.2	8.5	111	3085	42.9	4.6	108
5 OR MORE PEOPLE	29550	5467	20.0	18.5	113	*777	22.9	2.6	130	2282	17.6	7.7	100	1541	21.4	5.2	122
NO CHILD IN HSHLD	96587	14808	54.0	15.3	94	1849	54.5	1.9	95	6922	53.5	7.2	93	4129	57.4	4.3	100
CHILD(REN) UNDER 2 YRS	10844	2094	7.6	19.3	118	**260	7.7	2.4	118	1018	7.9	9.4	122	*508	7.1	4.7	109
2 - 5 YEARS	26358	4930	18.0	18.7	114	*482	14.2	1.8	90	2504	19.3	9.5	123	960	13.4	3.6	85
6 - 11 YEARS	30453	5076	18.5	16.7	102	620	18.3	2.0	101	2306	17.8	7.6	98	1186	16.5	3.9	91
12 - 17 YEARS	36575	6499	23.7	17.8	109	852	25.1	2.3	115	2916	22.5	8.0	103	1860	25.9	5.1	119
RESIDENCE OWNED	117770	16846	61.5	14.3	88	2117	62.4	1.8	89	8252	63.7	7.0	91	4059	56.5	3.4	80
VALUE: $50,000 OR MORE	70166	11342	41.4	16.2	99	1346	39.7	1.9	95	5371	41.5	7.7	99	2893	40.2	4.1	96
VALUE: UNDER $50,000	47604	5504	20.1	11.6	71	771	22.7	1.6	80	2881	22.3	6.1	78	1166	16.2	2.4	57

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

		TOTAL U.S. '000	BUDWEISER				BUSCH				COORS				LOWENBRAU			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	27399	100.0	16.3	100	3394	100.0	2.0	100	12945	100.0	7.7	100	7190	100.0	4.3	100
MAGAZINES	QUINTILE 1	34022	6924	25.3	20.4	125	1048	30.9	3.1	152	3394	26.2	10.0	129	2147	29.9	6.3	147
	QUINTILE 2	34800	5843	21.3	16.8	103	802	23.6	2.3	114	2904	22.4	8.3	108	1764	24.5	5.1	118
	QUINTILE 3	30514	5125	18.7	16.8	103	625	18.4	2.0	101	2119	16.4	6.9	90	976	13.6	3.2	75
	QUINTILE 4	33324	5419	19.8	16.3	100	554	16.3	1.7	82	2702	20.9	8.1	105	1363	19.0	4.1	95
	QUINTILE 5	35066	4089	14.9	11.7	71	*364	10.7	1.0	51	1828	14.1	5.2	68	940	13.1	2.7	63
NEWSPAPERS	QUINTILE 1	29107	5397	19.7	18.5	114	780	23.0	2.7	132	2054	15.9	7.1	91	1701	23.7	5.8	136
	QUINTILE 2	49095	7879	28.8	16.0	98	1031	30.4	2.1	104	3453	26.7	7.0	91	1907	26.5	3.9	91
	QUINTILE 3	23107	4013	14.6	17.4	106	*535	15.8	2.3	114	2013	15.6	8.7	113	999	13.9	4.3	101
	QUINTILE 4	33556	4785	17.5	14.3	87	516	15.2	1.5	76	2484	19.2	7.4	96	1313	18.3	3.9	91
	QUINTILE 5	32863	5325	19.4	16.2	99	*531	15.6	1.6	80	2941	22.7	8.9	116	1271	17.7	3.9	90
OUTDOOR	QUINTILE 1	33431	6587	24.0	19.7	121	1017	30.0	3.0	150	3132	24.2	9.4	121	1856	25.8	5.6	130
	QUINTILE 2	33478	5870	21.4	17.5	107	743	21.9	2.2	110	2882	22.3	8.6	112	1554	21.6	4.6	108
	QUINTILE 3	33574	5210	19.0	15.5	95	611	18.0	1.8	90	2719	21.0	8.1	105	1249	17.4	3.7	87
	QUINTILE 4	33935	5086	18.6	15.0	92	535	15.8	1.6	78	2036	15.7	6.0	78	1406	19.6	4.1	97
	QUINTILE 5	33310	4646	17.0	13.9	85	488	14.4	1.5	72	2177	16.8	6.5	85	1124	15.6	3.4	79
RADIO-DRIVE TIME	QUINTILE 1	33136	6059	22.1	18.3	112	680	20.0	2.1	101	2714	21.0	8.2	106	1524	21.2	4.6	107
	QUINTILE 2	31658	5488	20.0	17.3	106	679	20.0	2.1	106	2651	20.5	8.4	108	1392	19.4	4.4	103
	QUINTILE 3	32541	5750	21.0	17.7	108	855	25.2	2.6	130	2460	19.0	7.6	98	1405	19.5	4.3	101
	QUINTILE 4	34247	5444	19.9	15.9	97	825	24.3	2.4	119	2765	21.4	8.1	105	1687	23.5	4.9	115
	QUINTILE 5	36144	4659	17.0	12.9	79	*355	10.5	1.0	49	2356	18.2	6.5	84	1182	16.4	3.3	76
RADIO-MID-DAY	TERCILE 1	45037	7921	28.9	17.6	108	1026	30.2	2.3	113	3532	27.3	7.8	102	1995	27.7	4.4	103
	TERCILE 2	44819	6956	25.4	15.5	95	869	25.6	1.9	96	3286	25.4	7.3	95	1895	26.4	4.2	99
	TERCILE 3	77872	12523	45.7	16.1	98	1499	44.2	1.9	95	6128	47.3	7.9	102	3301	45.9	4.2	99
RADIO-TOTAL	QUINTILE 1	33763	6503	23.7	19.3	118	731	21.5	2.2	107	2926	22.6	8.7	112	1618	22.5	4.8	112
	QUINTILE 2	33240	5682	20.7	17.1	105	929	27.4	2.8	138	2559	19.8	7.7	100	1415	19.7	4.3	99
	QUINTILE 3	33408	5599	20.4	16.8	103	631	18.6	1.9	93	2776	21.4	8.3	108	1671	23.2	5.0	117
	QUINTILE 4	34792	5289	19.3	15.2	93	709	20.9	2.0	101	2546	19.7	7.3	95	1378	19.2	4.0	92
	QUINTILE 5	32524	4327	15.8	13.3	81	*394	11.6	1.2	60	2138	16.5	6.6	85	1108	15.4	3.4	79
TV-PRIME TIME	QUINTILE 1	33090	4889	17.8	14.8	90	*603	17.8	1.8	90	1744	13.5	5.3	68	1109	15.4	3.4	78
	QUINTILE 2	33357	5418	19.8	16.2	99	676	19.9	2.0	100	2524	19.5	7.6	98	1427	19.8	4.3	100
	QUINTILE 3	33980	5725	20.9	16.8	103	729	21.5	2.1	106	2980	23.0	8.8	114	1736	24.1	5.1	119
	QUINTILE 4	33854	5946	21.7	17.6	108	656	19.3	1.9	96	2718	21.0	8.0	104	1522	21.2	4.5	105
	QUINTILE 5	33444	5423	19.8	16.2	99	729	21.5	2.2	108	2981	23.0	8.9	115	1395	19.4	4.2	97
TV-DAYTIME	TERCILE 1	49121	6896	25.2	14.0	86	888	26.2	1.8	89	2725	21.1	5.5	72	1687	23.5	3.4	80
	TERCILE 2	48823	7989	29.2	16.4	100	1029	30.3	2.1	104	3561	27.5	7.3	95	2237	31.1	4.6	107
	TERCILE 3	69782	12515	45.7	17.9	110	1476	43.5	2.1	105	6660	51.4	9.5	124	3265	45.4	4.7	109
TV-TOTAL	QUINTILE 1	33584	5016	18.3	14.9	91	641	18.9	1.9	94	1797	13.9	5.4	69	1369	19.0	4.1	95
	QUINTILE 2	33441	4996	18.2	14.9	91	*517	15.2	1.5	76	2463	19.0	7.4	95	1164	16.2	3.5	81
	QUINTILE 3	33505	5657	20.6	16.9	103	837	24.7	2.5	123	2439	18.8	7.3	94	1409	19.6	4.2	98
	QUINTILE 4	33466	6104	22.3	18.2	112	769	22.7	2.3	114	3195	24.7	9.5	124	1874	26.1	5.6	131
	QUINTILE 5	33731	5627	20.5	16.7	102	629	18.5	1.9	92	3051	23.6	9.0	117	1375	19.1	4.1	95
MAGAZINES-NEWSPAPERS: DUAL		44503	8563	31.3	19.2	118	1357	40.0	3.0	151	3633	28.1	8.2	106	2520	35.0	5.7	132
	MAGAZINE IMPERATIVE	39363	6762	24.7	17.2	105	847	25.0	2.2	106	3750	29.0	9.5	123	1781	24.8	4.5	106
	NEWSPAPER IMPERATIVE	46441	6853	25.0	14.8	90	766	22.6	1.6	82	2802	21.6	6.0	78	1606	22.3	3.5	81
MAGAZINES-OUTDOOR: DUAL		33726	6880	25.1	20.4	125	1020	30.1	3.0	149	3440	26.6	10.2	132	1942	27.0	5.8	134
	MAGAZINE IMPERATIVE	52846	8629	31.5	16.3	100	1070	31.5	2.0	100	3970	30.7	7.5	97	2415	33.6	4.6	107
	OUTDOOR IMPERATIVE	52140	8411	30.7	16.1	99	943	27.8	1.8	89	3952	30.5	7.6	98	1992	27.7	3.8	89
MAGAZINES-RADIO: DUAL		37081	6926	25.3	18.7	114	1053	31.0	2.8	140	3375	26.1	9.1	118	1967	27.4	5.3	124
	MAGAZINE IMPERATIVE	49747	8595	31.4	17.3	106	1137	33.5	2.3	113	4249	32.8	8.5	111	2559	35.6	5.1	120
	RADIO IMPERATIVE	49208	8177	29.8	16.6	102	966	28.5	2.0	97	3666	28.3	7.5	97	1894	26.3	3.8	90
MAGAZINES-TELEVISION: DUAL		33103	5580	20.4	16.9	103	819	24.1	2.5	122	2329	18.0	7.0	91	1540	21.4	4.7	109
	MAGAZINE IMPERATIVE	54575	10332	37.7	18.9	116	1499	44.2	2.7	136	5418	41.9	9.9	129	3037	42.2	5.6	130
	TELEVISION IMPERATIVE	53249	7481	27.3	14.0	86	732	21.6	1.4	68	3070	23.7	5.8	75	1672	23.3	3.1	73
NEWSPAPERS-OUTDOOR: DUAL		36255	6567	24.0	18.1	111	906	26.7	2.5	123	3004	23.2	8.3	107	1774	24.7	4.9	114
	NEWSPAPER IMPERATIVE	55591	8747	31.9	15.7	96	1163	34.3	2.1	103	3591	27.7	6.5	84	2357	32.8	4.2	99
	OUTDOOR IMPERATIVE	48319	8475	30.9	17.5	107	1068	31.5	2.2	109	4569	35.3	9.5	123	2201	30.6	4.6	106
NEWSPAPERS-RADIO: DUAL		37242	7175	26.2	19.3	118	1077	31.7	2.9	143	2967	22.9	8.0	103	2012	28.0	5.4	126
	NEWSPAPER IMPERATIVE	54423	8493	31.0	15.6	96	1083	31.9	2.0	98	3848	29.7	7.1	92	2275	31.6	4.2	98
	RADIO IMPERATIVE	46650	7955	29.0	17.1	104	846	24.9	1.8	90	4042	31.2	8.7	112	1846	25.7	4.0	92
NEWSPAPERS-TELEVISION: DUAL		35974	6011	21.9	16.7	102	769	22.7	2.1	106	2370	18.3	6.6	85	1647	22.9	4.6	107
	NEWSPAPER IMPERATIVE	56095	9939	36.3	17.7	108	1370	40.4	2.4	121	4484	34.6	8.0	104	2693	37.5	4.8	112
	TELEVISION IMPERATIVE	47170	6867	25.1	14.6	89	812	23.9	1.7	85	3293	25.4	7.0	90	1677	23.3	3.6	83
OUTDOOR-RADIO: DUAL		33748	6365	23.2	18.9	115	1020	30.1	3.0	149	3089	23.9	9.2	119	1679	23.4	5.0	116
	OUTDOOR IMPERATIVE	52785	8826	32.2	16.7	102	1007	29.7	1.9	94	4423	34.2	8.4	109	2375	33.0	4.5	105
	RADIO IMPERATIVE	52882	8767	32.0	16.6	101	970	28.6	1.8	91	4004	30.9	7.6	98	2216	30.8	4.2	98
OUTDOOR-TELEVISION: DUAL		32030	5520	20.1	17.2	105	689	20.3	2.2	106	2434	18.8	7.6	98	1401	19.5	4.4	102
	OUTDOOR IMPERATIVE	54626	10346	37.8	18.9	116	1523	44.9	2.8	138	5502	42.5	10.1	131	2768	38.5	5.1	118
	TELEVISION IMPERATIVE	54874	7635	27.9	13.9	85	813	24.0	1.5	73	3152	24.3	5.7	74	1997	27.8	3.6	85
RADIO-TELEVISION: DUAL		33386	5691	20.8	17.0	104	633	18.7	1.9	94	2101	16.2	6.3	82	1434	19.9	4.3	100
	RADIO IMPERATIVE	53810	10058	36.7	18.7	114	1382	40.7	2.6	127	5072	39.2	9.4	122	2655	36.9	4.9	115
	TELEVISION IMPERATIVE	54023	7447	27.2	13.8	84	935	27.5	1.7	86	3517	27.2	6.5	84	1932	26.9	3.6	83

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL	BUDWEISER				BUSCH				COORS				LOWENBRAU			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	27399	100.0	16.3	100	3394	100.0	2.0	100	12945	100.0	7.7	100	7190	100.0	4.3	100
ATLANTIC MONTHLY	867	*132	0.5	15.2	93	**19	0.6	2.2	108	**93	0.7	10.7	139	**37	0.5	4.3	100
BARRON'S	1580	399	1.5	25.3	155	**64	1.9	4.1	200	**77	0.6	4.9	63	**86	1.2	5.4	127
BETTER HOMES & GARDENS	22203	2631	9.6	11.8	73	559	16.5	2.5	124	1372	10.6	6.2	80	740	10.3	3.3	78
BON APPETIT	3810	548	2.0	14.4	88	**71	2.1	1.9	92	273	2.1	7.2	93	*171	2.4	4.5	105
BUSINESS WEEK	4663	1096	4.0	23.5	144	*127	3.7	2.7	135	569	4.4	12.2	158	318	4.4	6.8	159
CAR AND DRIVER	3102	834	3.0	26.9	165	**157	4.6	5.1	250	392	3.0	12.6	164	*322	4.5	10.4	242
CBS MAGAZINE NETWORK (GROSS)	7311	1977	7.2	27.0	166	*321	9.5	4.4	217	1209	9.3	16.5	214	637	8.9	8.7	203
CHANGING TIMES	3400	580	2.1	17.1	104	**108	3.2	3.2	157	*214	1.7	6.3	82	*188	2.6	5.5	129
COLONIAL HOMES	1796	259	0.9	14.4	88	**41	1.2	2.3	113	**104	0.8	5.8	75	**118	1.6	6.6	153
CONDE NAST MAG. PKG. (GROSS)	19924	3585	13.1	18.0	110	556	16.4	2.8	138	1683	13.0	8.4	109	1291	18.0	6.5	151
CONSUMERS DIGEST	3125	493	1.8	15.8	97	**117	3.4	3.7	185	*188	1.5	6.0	78	*165	2.3	5.3	123
COSMOPOLITAN	10577	2021	7.4	19.1	117	*282	8.3	2.7	132	765	5.9	7.2	94	731	10.2	6.9	161
COUNTRY LIVING	3746	530	1.9	14.1	87	**106	3.1	2.8	140	*311	2.4	8.3	108	**120	1.7	3.2	75
CUISINE	2214	375	1.4	16.9	104	**75	2.2	3.4	167	*121	0.9	5.5	71	*131	1.8	5.9	138
CYCLE WORLD	2394	598	2.2	25.0	153	**117	3.4	4.9	242	*332	2.6	13.9	180	**145	2.0	6.1	141
DCI:CREATIVE IDEAS FOR LIV	3068	293	1.1	9.6	58	**59	1.7	1.9	95	*207	1.6	6.7	87	**61	0.8	2.0	46
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	961	3.5	10.1	62	*234	6.9	2.4	121	913	7.1	9.6	124	*186	2.6	1.9	45
DISCOVER	2277	581	2.1	25.5	156	**61	1.8	2.7	132	*256	2.0	11.2	146	**130	1.8	5.7	133
EBONY	7187	924	3.4	12.9	79	*178	5.2	2.5	122	537	4.1	7.5	97	367	5.1	5.1	119
ESQUIRE	2560	476	1.7	18.6	114	**79	2.3	3.1	153	*189	1.5	7.4	96	*168	2.3	6.6	153
ESSENCE	3242	371	1.4	11.4	70	**40	1.2	1.2	61	237	1.8	7.3	95	*164	2.3	5.1	118
FAMILY CIRCLE	19639	2148	7.8	10.9	67	446	13.1	2.3	112	954	7.4	4.9	63	595	8.3	3.0	71
THE FAMILY HANDYMAN	3540	765	2.8	21.6	132	*113	3.3	3.2	158	374	2.9	10.6	137	*148	2.1	4.2	98
FAMILY WEEKLY	23924	4007	14.6	16.7	103	587	17.3	2.5	121	1861	14.4	7.8	101	869	12.1	3.6	85
FIELD & STREAM	9883	2139	7.8	21.6	132	349	10.3	3.5	175	1179	9.1	11.9	155	425	5.9	4.3	100
FOOD & WINE	1030	*184	0.7	17.9	109	**32	0.9	3.1	154	**85	0.7	8.3	107	**68	0.9	6.6	154
FORBES	2679	652	2.4	24.3	149	**95	2.8	3.5	175	304	2.3	11.3	147	*191	2.7	7.1	166
FORTUNE	2931	826	3.0	28.2	173	**99	2.9	3.4	167	326	2.5	11.1	144	*254	3.5	8.7	202
GENTLEMEN'S QUARTERLY	3481	1032	3.8	29.6	181	**114	3.4	3.3	162	579	4.5	16.6	216	472	6.6	13.6	316
GLAMOUR	7163	1329	4.9	18.6	114	**170	5.0	2.4	117	618	4.8	8.6	112	504	7.0	7.0	164
GOLF DIGEST	2355	520	1.9	22.1	135	**27	0.8	1.1	57	*245	1.9	10.4	135	**115	1.6	4.9	114
GOLF DIGEST/TENNIS (GROSS)	3610	777	2.8	21.5	132	**72	2.1	2.0	99	337	2.6	9.3	121	*189	2.6	5.2	122
GOLF MAGAZINE	2046	488	1.8	23.9	146	**52	1.5	2.5	126	*283	2.2	13.8	179	**96	1.3	4.7	109
GOLF MAGAZINE/SKI (GROSS)	3547	919	3.4	25.9	159	**97	2.9	2.7	135	513	4.0	14.5	187	*220	3.1	6.2	145
GOOD HOUSEKEEPING	20353	2247	8.2	11.0	68	389	11.5	1.9	94	990	7.6	4.9	63	507	7.1	2.5	58
HARPER'S BAZAAR	3362	642	2.3	19.1	117	**79	2.3	2.3	116	*283	2.2	8.4	109	*271	3.8	8.1	188
HEALTH	2987	440	1.6	14.7	90	**52	1.5	1.7	86	**121	0.9	4.1	52	**86	1.2	2.9	67
HEARST MAG CORP. BUY (GROSS)	67928	10510	38.4	15.5	95	1734	51.1	2.6	126	4959	38.3	7.3	95	3157	43.9	4.6	108
HEARST MAN POWER (GROSS)	11282	2563	9.4	22.7	139	421	12.4	3.7	184	1390	10.7	12.3	160	693	9.6	6.1	143
HEARST WOMAN POWER (GROSS)	40514	5461	19.9	13.5	83	908	26.8	2.2	111	2332	18.0	5.8	75	1572	21.9	3.9	91
HOUSE BEAUTIFUL	4885	635	2.3	13.0	80	**114	3.4	2.3	115	323	2.5	6.6	86	*183	2.5	3.7	87
INC.	1308	334	1.2	25.5	156	**57	1.7	4.4	215	*165	1.3	12.6	163	**144	2.0	11.0	257
JET	6498	1026	3.7	15.8	97	*125	3.7	1.9	95	534	4.1	8.2	106	528	7.3	8.1	190
LADIES' HOME JOURNAL	14797	1760	6.4	11.9	73	*253	7.5	1.7	84	682	5.3	4.6	60	376	5.2	2.5	59
LHJ FAMILY GRP COMBO(GROSS)	21743	2727	10.0	12.5	77	388	11.4	1.8	88	1000	7.7	4.6	60	640	8.9	2.9	69
LIFE	9881	2060	7.5	20.8	128	274	8.1	2.8	137	1090	8.4	11.0	143	769	10.7	7.8	182
L.A. TIMES HOME MAGAZINE	2775	697	2.5	25.1	154	**14	0.4	0.5	25	566	4.4	20.4	264	250	3.5	9.0	210
MADEMOISELLE	4219	792	2.9	18.8	115	**94	2.8	2.2	110	*338	2.6	8.0	104	*299	4.2	7.1	165
MC CALL'S	16422	1799	6.6	11.0	67	*351	10.3	2.1	106	939	7.3	5.7	74	574	8.0	3.5	82
MC CALL'S/WRK MOTHER (GROSS)	17919	2048	7.5	11.4	70	368	10.8	2.1	101	1011	7.8	5.6	73	626	8.7	3.5	81
MECHANIX ILLUSTRATED	4433	947	3.5	21.4	131	**118	3.5	2.7	132	449	3.5	10.1	131	*167	2.3	3.8	88
METROPOLITAN HOME	1504	290	1.1	19.3	118	**23	0.7	1.5	76	**131	1.0	8.7	113	*133	1.8	8.8	206
MONEY	4723	1073	3.9	22.7	139	*205	6.0	4.3	214	553	4.3	11.7	152	323	4.5	6.8	160
MOTHER EARTH NEWS	2325	516	1.9	22.2	136	**141	4.2	6.1	300	*299	2.3	12.9	167	*145	2.0	6.2	145
MS.	1189	*220	0.8	18.5	113	**45	1.3	3.8	187	**109	0.8	9.2	119	**91	1.3	7.7	179
NATIONAL ENQUIRER	18892	2813	10.3	14.9	91	454	13.4	2.4	119	1224	9.5	6.5	84	761	10.6	4.0	94
NATIONAL GEOGRAPHIC	22129	4596	16.8	20.8	127	755	22.2	3.4	169	2421	18.7	10.9	142	1387	19.3	6.3	146
NATIONAL SUNDAY MAGAZINE PKG	103750	17707	64.6	17.1	104	2465	72.6	2.4	117	7905	61.1	7.6	99	4801	66.8	4.6	108
NATURAL HISTORY	1379	323	1.2	23.4	143	**34	1.0	2.5	122	**174	1.3	12.6	163	**152	2.1	11.0	257
NEW WOMAN	2289	320	1.2	14.0	86	**42	1.2	1.8	91	**99	0.8	4.3	56	*124	1.7	5.4	126
NEW YORK INCLUDING CUE	1088	214	0.8	19.7	120	**24	0.7	2.2	109	**46	0.4	4.2	55	**89	1.2	8.2	191
THE NEW YORKER	2459	465	1.7	18.9	116	**82	2.4	3.3	165	220	1.7	8.9	116	*207	2.9	8.4	196
NEWSWEEK	16527	3153	11.5	19.1	117	478	14.1	2.9	143	1437	11.1	8.7	113	1095	15.2	6.6	155
THE N.Y. TIMES DAILY EDITION	2739	576	2.1	21.0	129	**54	1.6	2.0	97	*154	1.2	5.6	73	*131	1.8	4.8	112
THE N.Y. TIMES MAGAZINE	4443	978	3.6	22.0	135	**67	2.0	1.5	75	*178	1.4	4.0	52	320	4.5	7.2	168
OMNI	2799	790	2.9	28.2	173	**90	2.7	3.2	159	316	2.4	11.3	146	*298	4.1	10.6	248
ON CABLE	2209	390	1.4	17.7	108	**34	1.0	1.5	76	*84	0.6	3.8	49	**98	1.4	4.4	103
1001 HOME IDEAS	3959	527	1.9	13.3	81	**84	2.5	2.1	105	*197	1.5	5.0	64	*178	2.5	4.5	105
ORGANIC GARDENING	3111	403	1.5	13.0	79	**67	2.0	2.2	106	*142	1.1	4.6	59	**83	1.2	2.7	62
OUTDOOR LIFE	5024	1100	4.0	21.9	134	*138	4.1	2.7	136	567	4.4	11.3	146	240	3.3	4.8	111
PARADE MAGAZINE	51292	8833	32.2	17.2	105	1236	36.4	2.4	119	3602	27.8	7.0	91	2467	34.3	4.8	112

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL	BUDWEISER				BUSCH				COORS				LOWENBRAU			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	27399	100.0	16.3	100	3394	100.0	2.0	100	12945	100.0	7.7	100	7190	100.0	4.3	100
PARENTS	5298	966	3.5	18.2	112	**106	3.1	2.0	99	547	4.2	10.3	134	*198	2.8	3.7	87
PENTHOUSE	5129	1703	6.2	33.2	203	*144	4.2	2.8	139	824	6.4	16.1	208	635	8.8	12.4	289
PEOPLE	21070	4250	15.5	20.2	123	591	17.4	2.8	139	1937	15.0	9.2	119	1351	18.8	6.4	150
PLAYBOY	10562	2941	10.7	27.8	170	377	11.1	3.6	176	1376	10.6	13.0	169	891	12.4	8.4	197
POPULAR HOT RODDING	2498	772	2.8	30.9	189	**130	3.8	5.2	257	*353	2.7	14.1	183	*258	3.6	10.3	241
POPULAR MECHANICS	5887	1354	4.9	23.0	141	*195	5.7	3.3	164	662	5.1	11.2	146	388	5.4	6.6	154
POPULAR SCIENCE	4317	1017	3.7	23.6	144	**109	3.2	2.5	125	492	3.8	11.4	148	*190	2.6	4.4	103
PREVENTION	5792	604	2.2	10.4	64	**102	3.0	1.8	87	*178	1.4	3.1	40	**78	1.1	1.3	31
PSYCHOLOGY TODAY	3284	644	2.4	19.6	120	**78	2.3	2.4	117	298	2.3	9.1	118	*203	2.8	6.2	144
READER'S DIGEST	40046	5429	19.8	13.6	83	740	21.8	1.8	91	2910	22.5	7.3	94	1407	19.6	3.5	82
REDBOOK	9584	1193	4.4	12.4	76	*237	7.0	2.5	122	577	4.5	6.0	78	*334	4.6	3.5	81
ROAD & TRACK	2590	782	2.9	30.2	185	**123	3.6	4.7	235	457	3.5	17.6	229	*264	3.7	10.2	238
ROLLING STONE	3302	1271	4.6	38.5	236	**209	6.2	6.3	313	607	4.7	18.4	238	580	8.1	17.6	410
RUNNER'S WORLD	1229	389	1.4	31.7	194	**17	0.5	1.4	68	**112	0.9	9.1	118	**68	0.9	5.5	129
SATURDAY EVENING POST	2110	332	1.2	15.7	96	**90	2.7	4.3	211	*167	1.3	7.9	103	**68	0.9	3.2	75
SCIENCE 84	1543	347	1.3	22.5	138	**49	1.4	3.2	157	*173	1.3	11.2	145	**30	0.4	1.9	45
SCIENCE DIGEST	1747	396	1.4	22.7	139	**45	1.3	2.6	127	*211	1.6	12.1	156	**101	1.4	5.8	135
SCIENTIFIC AMERICAN	1994	609	2.2	30.5	187	**114	3.4	5.7	283	*215	1.7	10.8	140	*154	2.1	7.7	180
SELF	3119	709	2.6	22.7	139	**133	3.9	4.3	211	*367	2.8	11.8	152	*188	2.6	6.0	141
SEVENTEEN	3923	720	2.6	18.4	112	**81	2.4	2.1	102	*334	2.6	8.5	110	*283	3.9	7.2	168
SKI	1501	431	1.6	28.7	176	**45	1.3	3.0	148	*230	1.8	15.3	199	*125	1.7	8.3	194
SMITHSONIAN	5976	1168	4.3	19.5	120	*119	3.5	2.0	98	594	4.6	9.9	129	477	6.6	8.0	186
SOAP OPERA DIGEST	4228	595	2.2	14.1	86	**49	1.4	1.2	57	*252	1.9	6.0	77	*260	3.6	6.1	143
SOUTHERN LIVING	6488	667	2.4	10.3	63	*175	5.2	2.7	133	706	5.5	10.9	141	**125	1.7	1.9	45
SPORT	3500	798	2.9	22.8	140	**124	3.7	3.5	175	407	3.1	11.6	151	*222	3.1	6.3	148
THE SPORTING NEWS	2456	675	2.5	27.5	168	*207	6.1	8.4	417	*217	1.7	8.8	114	*132	1.8	5.4	125
SPORTS AFIELD	3648	813	3.0	22.3	136	*181	5.3	5.0	245	517	4.0	14.2	184	*204	2.8	5.6	130
SPORTS ILLUSTRATED	14484	3675	13.4	25.4	155	423	12.5	2.9	144	1628	12.6	11.2	146	1015	14.1	7.0	163
STAR	12661	2007	7.3	15.9	97	*243	7.2	1.9	95	684	5.3	5.4	70	645	9.0	5.1	119
SUNDAY	52799	8793	32.1	16.7	102	1471	43.3	2.8	138	3194	24.7	6.0	78	2554	35.5	4.8	113
SUNSET	3513	870	3.2	24.8	152	**2	0.1	0.1	3	585	4.5	16.7	216	*265	3.7	7.5	176
TV GUIDE	42766	7493	27.3	17.5	107	900	26.5	2.1	104	3507	27.1	8.2	106	2119	29.5	5.0	116
TENNIS	1254	*257	0.9	20.5	125	**44	1.3	3.5	173	**91	0.7	7.3	94	**74	1.0	5.9	138
TIME	22054	4324	15.8	19.6	120	717	21.1	3.3	161	1933	14.9	8.8	114	1525	21.2	6.9	161
TOWN & COUNTRY	1555	*222	0.8	14.3	87	**41	1.2	2.6	130	**101	0.8	6.5	84	**129	1.8	8.3	194
TRAVEL & LEISURE	2173	394	1.4	18.1	111	**60	1.8	2.8	136	167	1.3	7.7	100	**165	2.3	7.6	177
TRUE STORY	4636	516	1.9	11.1	68	**70	2.1	1.5	75	*168	1.3	3.6	47	**75	1.0	1.6	38
U.S.NEWS & WORLD REPORT	10353	1823	6.7	17.6	108	265	7.8	2.6	126	1137	8.8	11.0	142	496	6.9	4.8	112
USA TODAY	4994	1072	3.9	21.5	131	*134	3.9	2.7	133	459	3.5	9.2	119	294	4.1	5.9	137
US	3528	625	2.3	17.7	108	**201	5.9	5.7	282	325	2.5	9.2	119	*271	3.8	7.7	179
VOGUE	5424	755	2.8	13.9	85	**159	4.7	2.9	145	360	2.8	6.6	86	299	4.2	5.5	129
WALL STREET JOURNAL	6292	1645	6.0	26.1	160	*197	5.8	3.1	155	722	5.6	11.5	149	443	6.2	7.0	164
WEIGHT WATCHERS	2762	281	1.0	10.2	62	**22	0.6	0.8	39	**127	1.0	4.6	60	**75	1.0	2.7	63
WOMAN'S DAY	16320	1612	5.9	9.9	60	*290	8.5	1.8	88	821	6.3	5.0	65	577	8.0	3.5	82
WORKING MOTHER	1496	*249	0.9	16.6	102	**17	0.5	1.1	56	**73	0.6	4.9	63	**51	0.7	3.4	80
WORKING WOMAN	1851	338	1.2	18.3	112	**75	2.2	4.1	200	**136	1.1	7.3	95	**133	1.8	7.2	168
WORLD TENNIS	580	**115	0.4	19.8	121	**4	0.1	0.7	34	**105	0.8	18.1	235	**69	1.0	11.9	278
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2943	10.7	23.7	145	549	16.2	4.4	219	1786	13.8	14.4	186	1254	17.4	10.1	236
BLAIR INSERTS	91671	15573	56.8	17.0	104	2106	62.1	2.3	114	6915	53.4	7.5	98	4531	63.0	4.9	115
DAILY NEWSPAPERS																	
READ ANY	109190	18087	66.0	16.6	101	2330	68.7	2.1	105	8014	61.9	7.3	95	4872	67.8	4.5	104
READ ONE	89587	14541	53.1	16.2	99	1757	51.8	2.0	97	6562	50.7	7.3	95	3669	51.0	4.1	96
READ TWO OR MORE	19602	3546	12.9	18.1	111	573	16.9	2.9	144	1452	11.2	7.4	96	1203	16.7	6.1	143
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	18710	68.3	17.1	104	2483	73.2	2.3	112	8374	64.7	7.6	99	5003	69.6	4.6	106
READ ONE	95074	15916	58.1	16.7	102	2110	62.2	2.2	110	7341	56.7	7.7	100	4108	57.1	4.3	101
READ TWO OR MORE	14588	2793	10.2	19.1	117	372	11.0	2.6	126	1033	8.0	7.1	92	895	12.4	6.1	143
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.19				38.11				32.70				32.35			
30 DAY REACH	149706	25072	91.5	16.7	103	3090	91.0	2.1	102	11695	90.3	7.8	101	6559	91.2	4.4	102
50 SHWG - 30 DAY AV FREQ	15.16	16.37				19.60				16.99				16.76			
30 DAY REACH	142406	23903	87.2	16.8	103	3023	89.1	2.1	105	11262	87.0	7.9	102	6344	88.2	4.5	104
25 SHWG - 30 DAY AV FREQ	8.23	8.83				10.46				9.21				9.02			
30 DAY REACH	131152	22192	81.0	16.9	104	2836	83.6	2.2	107	10433	80.6	8.0	103	5892	81.9	4.5	105
CABLE TV: HOME WIRED	66879	11736	42.8	17.5	107	1681	49.5	2.5	124	5350	41.3	8.0	104	2662	37.0	4.0	93
HOME NOT WIRED	100848	15664	57.2	15.5	95	1712	50.4	1.7	84	7595	58.7	7.5	98	4528	63.0	4.5	105
HAVE PAY CABLE	35024	6658	24.3	19.0	116	1054	31.1	3.0	149	2978	23.0	8.5	110	1701	23.7	4.9	113

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL U.S. '000	BUDWEISER				BUSCH				COORS				LOWENBRAU			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL ADULTS	167727	27399	100.0	16.3	100	3394	100.0	2.0	100	12945	100.0	7.7	100	7190	100.0	4.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	17012	62.1	17.8	109	2266	66.8	2.4	117	7872	60.8	8.2	107	4269	59.4	4.5	104
10:00 AM - 3:00 PM	63599	10841	39.6	17.0	104	1381	40.7	2.2	107	4896	37.8	7.7	100	2735	38.0	4.3	100
3:00 PM - 7:00 PM	72097	13286	48.5	18.4	113	1684	49.6	2.3	115	6383	49.3	8.9	115	3621	50.4	5.0	117
7:00 PM - MIDNIGHT	36670	7157	26.1	19.5	119	1068	31.5	2.9	144	3352	25.9	9.1	118	2146	29.8	5.9	137
MIDNIGHT - 6:00 AM	21908	4022	14.7	18.4	112	606	17.9	2.8	137	1783	13.8	8.1	105	1221	17.0	5.6	130
6:00 AM - MIDNIGHT	127571	22263	81.3	17.5	107	2930	86.3	2.3	114	10412	80.4	8.2	106	5850	81.4	4.6	107
ENTIRE DAY	129239	22474	82.0	17.4	106	2956	87.1	2.3	113	10509	81.2	8.1	105	5890	81.9	4.6	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6187	22.6	18.2	111	743	21.9	2.2	108	2662	20.6	7.8	101	1561	21.7	4.6	107
ALL NEWS	6062	1320	4.8	21.8	133	**71	2.1	1.2	58	273	2.1	4.5	58	345	4.8	5.7	133
AOR/PROGRESSIVE	11884	3065	11.2	25.8	158	476	14.0	4.0	198	1427	11.0	12.0	156	1056	14.7	8.9	207
BEAUTIFUL MUSIC	11180	1770	6.5	15.8	97	*285	8.4	2.5	126	763	5.9	6.8	88	562	7.8	5.0	117
BLACK	4538	648	2.4	14.3	87	**98	2.9	2.2	107	246	1.9	5.4	70	*231	3.2	5.1	119
CLASSICAL	3857	860	3.1	22.3	136	**60	1.8	1.6	77	361	2.8	9.4	121	*204	2.8	5.3	123
CHR/ROCK	21946	4471	16.3	20.4	125	599	17.6	2.7	135	1983	15.3	9.0	117	1402	19.5	6.4	149
COUNTRY	27262	3954	14.4	14.5	89	436	12.8	1.6	79	2487	19.2	9.1	118	802	11.2	2.9	69
GOLDEN OLDIES	3339	743	2.7	22.3	136	**77	2.3	2.3	114	*260	2.0	7.8	101	*168	2.3	5.0	117
MOR/NOSTALGIA	10346	1821	6.6	17.6	108	*261	7.7	2.5	125	824	6.4	8.0	103	417	5.8	4.0	94
NEWS/TALK	8929	1614	5.9	18.1	111	*190	5.6	2.1	105	609	4.7	6.8	88	283	3.9	3.2	74
RELIGIOUS	5488	677	2.5	12.3	76	*237	7.0	4.3	213	375	2.9	6.8	89	*167	2.3	3.0	71
SOFT ROCK	1232	*209	0.8	17.0	104	**17	0.5	1.4	68	**127	1.0	10.3	134	**59	0.8	4.8	112
URBAN CONTEMPORARY	3184	501	1.8	15.7	96	**58	1.7	1.8	90	*173	1.3	5.4	70	*230	3.2	7.2	169
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1242	4.5	18.0	110	*123	3.6	1.8	88	445	3.4	6.4	83	300	4.2	4.3	101
ABC DIRECTION	5212	915	3.3	17.6	107	*103	3.0	2.0	98	379	2.9	7.3	94	302	4.2	5.8	135
ABC ENTERTAINMENT	10385	1742	6.4	16.8	103	*171	5.0	1.6	81	719	5.6	6.9	90	372	5.2	3.6	84
ABC FM	4762	762	2.8	16.0	98	*172	5.1	3.6	178	421	3.3	8.8	115	*276	3.8	5.8	135
ABC INFORMATION	11339	1756	6.4	15.5	95	*256	7.5	2.3	112	923	7.1	8.1	105	439	6.1	3.9	90
ABC ROCK	4878	1176	4.3	24.1	148	**180	5.3	3.7	182	529	4.1	10.8	141	435	6.1	8.9	208
CBS	10709	1716	6.3	16.0	98	240	7.1	2.2	111	729	5.6	6.8	88	398	5.5	3.7	87
MUTUAL	10251	1774	6.5	17.3	106	*262	7.7	2.6	126	718	5.5	7.0	91	480	6.7	4.7	109
NBC	12243	1895	6.9	15.5	95	*190	5.6	1.6	77	913	7.1	7.5	97	364	5.1	3.0	69
RADIORADIO	4606	954	3.5	20.7	127	*163	4.8	3.5	175	322	2.5	7.0	91	323	4.5	7.0	164
RKO ONE	5148	929	3.4	18.0	110	**96	2.8	1.9	92	440	3.4	8.5	111	395	5.5	7.7	179
RKO TWO	7313	1322	4.8	18.1	111	*205	6.0	2.8	139	569	4.4	7.8	101	232	3.2	3.2	74
THE SOURCE	5981	1279	4.7	21.4	131	*141	4.2	2.4	117	673	5.2	11.3	146	351	4.9	5.9	137
NON-WIRED : BLAIR	19329	3207	11.7	16.6	102	447	13.2	2.3	114	1716	13.3	8.9	115	732	10.2	3.8	88
INTERNET	27139	4905	17.9	18.1	111	665	19.6	2.5	121	2214	17.1	8.2	106	1647	22.9	6.1	142
KATZ RADIO GROUP	36319	6921	25.3	19.1	117	891	26.3	2.5	121	3241	25.0	8.9	116	1882	26.2	5.2	121
SUPERNET	22361	4151	15.2	18.6	114	474	14.0	2.1	105	1816	14.0	8.1	105	1125	15.6	5.0	117
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1914	7.0	13.2	81	302	8.9	2.1	103	842	6.5	5.8	75	487	6.8	3.4	78
WKDAY 9:00 AM - 1:00 PM	18688	2423	8.8	13.0	79	308	9.1	1.6	81	951	7.3	5.1	66	670	9.3	3.6	84
WKDAY 1:00 PM - 4:30 PM	24061	2955	10.8	12.3	75	344	10.1	1.4	71	1114	8.6	4.6	60	741	10.3	3.1	72
WKDAY 4:30 PM - 7:30 PM	44079	6719	24.5	15.2	93	751	22.1	1.7	84	2881	22.3	6.5	85	1736	24.1	3.9	92
WKDAY 7:30 PM - 8:00 PM	61979	9251	33.8	14.9	91	1134	33.4	1.8	90	4170	32.2	6.7	87	2359	32.8	3.8	89
WKDAY 11:00 PM - 11:30 PM	49084	7489	27.3	15.3	93	1061	31.3	2.2	107	3328	25.7	6.8	88	2078	28.9	4.2	99
WKDAY 11:30 PM - 1:00 AM	16560	2583	9.4	15.6	95	415	12.2	2.5	124	1235	9.5	7.5	97	804	11.2	4.9	113
M-SAT 8-11 PM+SUN 7-11 PM	66967	10482	38.3	15.7	96	1268	37.4	1.9	94	4613	35.6	6.9	89	2707	37.6	4.0	94
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1161	4.2	12.5	77	150	4.4	1.6	80	501	3.9	5.4	70	345	4.8	3.7	87
ANOTHER WORLD N	6138	509	1.9	8.3	51	**60	1.8	1.0	48	221	1.7	3.6	47	110	1.5	1.8	42
AS THE WORLD TURNS C	7707	913	3.3	11.8	73	*86	2.5	1.1	55	358	2.8	4.6	60	229	3.2	3.0	69
CAPITOL C	4688	596	2.2	12.7	78	**56	1.6	1.2	59	216	1.7	4.6	60	173	2.4	3.7	86
CBS MORN. NEWS 1 C	2792	342	1.2	12.2	75	**43	1.3	1.5	76	181	1.4	6.5	84	*78	1.1	2.8	65
CBS MORN. NEWS 2 C	2071	255	0.9	12.3	75	**33	1.0	1.6	79	77	0.6	3.7	48	*43	0.6	2.1	48
DAYS OF OUR LIVES N	8018	980	3.6	12.2	75	*103	3.0	1.3	63	416	3.2	5.2	67	216	3.0	2.7	63
FACTS OF LIFE - DAYTIME N	3487	428	1.6	12.3	75	**91	2.7	2.6	129	126	1.0	3.6	47	83	1.2	2.4	56
FAMILY FEUD A	4817	674	2.5	14.0	86	**25	0.7	0.5	26	253	2.0	5.3	68	156	2.2	3.2	76
GENERAL HOSPITAL A	8333	1019	3.7	12.2	75	*127	3.7	1.5	75	332	2.6	4.0	52	290	4.0	3.5	81
GOOD MORNING, AMERICA-730 A	5472	672	2.5	12.3	75	*93	2.7	1.7	84	276	2.1	5.0	65	239	3.3	4.4	102
GOOD MORNING, AMERICA-830 A	3965	478	1.7	12.1	74	**53	1.6	1.3	66	176	1.4	4.4	58	139	1.9	3.5	82
GUIDING LIGHT C	7542	925	3.4	12.3	75	**68	2.0	0.9	45	401	3.1	5.3	69	198	2.8	2.6	61
ONE LIFE TO LIVE A	6018	660	2.4	11.0	67	*74	2.2	1.2	61	242	1.9	4.0	52	197	2.7	3.3	76
PRESS YOUR LUCK C	3589	442	1.6	12.3	75	*96	2.8	2.7	132	151	1.2	4.2	55	*134	1.9	3.7	87
PRICE IS RIGHT 1 C	7418	924	3.4	12.5	76	123	3.6	1.7	82	344	2.7	4.6	60	211	2.9	2.8	66
PRICE IS RIGHT 2 C	8276	1040	3.8	12.6	77	175	5.2	2.1	104	377	2.9	4.6	59	216	3.0	2.6	61
RYAN'S HOPE A	4358	579	2.1	13.3	81	**75	2.2	1.7	85	205	1.6	4.7	61	193	2.7	4.4	103
SALE OF THE CENTURY N	3749	410	1.5	10.9	67	**57	1.7	1.5	75	115	0.9	3.1	40	100	1.4	2.7	62
SEARCH FOR TOMORROW N	2884	259	0.9	9.0	55	**11	0.3	0.4	19	*140	1.1	4.9	63	**115	1.6	4.0	93
TODAY SHOW 1 N	4869	631	2.3	13.0	79	*169	5.0	3.5	172	258	2.0	5.3	69	129	1.8	2.6	62
TODAY SHOW 2 N	4135	360	1.3	8.7	53	*51	1.5	1.2	61	120	0.9	2.9	38	*88	1.2	2.1	50
$25,000 PYRAMID C	4361	532	1.9	12.2	75	**59	1.7	1.4	67	222	1.7	5.1	66	136	1.9	3.1	73
WHEEL OF FORTUNE N	6187	781	2.9	12.6	77	*109	3.2	1.8	87	244	1.9	3.9	51	190	2.6	3.1	72
YOUNG AND THE RESTLESS C	8186	1008	3.7	12.3	75	*121	3.6	1.5	73	341	2.6	4.2	54	302	4.2	3.7	86
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	810	3.0	17.1	105	*100	2.9	2.1	105	294	2.3	6.2	81	237	3.3	5.0	117
NBA PLAYOFF GAME -1 C	5127	1120	4.1	21.8	134	108	3.2	2.1	104	425	3.3	8.3	107	340	4.7	6.6	155
NBC MAJOR LEAGUE PRE-GAME N	3945	700	2.6	17.7	109	**101	3.0	2.6	127	326	2.5	8.3	107	*129	1.8	3.3	76
SPORTSWORLD - SUN N	3370	561	2.0	16.6	102	*93	2.7	2.8	136	263	2.0	7.8	101	*193	2.7	5.7	134
SUNDAY MORNING C	4200	746	2.7	17.8	109	*141	4.2	3.4	166	420	3.2	10.0	130	*188	2.6	4.5	104

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

		TOTAL	BUDWEISER				BUSCH				COORS				LOWENBRAU			
		U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	27399	100.0	16.3	100	3394	100.0	2.0	100	12945	100.0	7.7	100	7190	100.0	4.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	7325	26.7	14.0	86	821	24.2	1.6	78	3369	26.0	6.4	83	1742	24.2	3.3	78
NETWORK AFFILIATES - LATE		39164	5537	20.2	14.1	87	770	22.7	2.0	97	2454	19.0	6.3	81	1602	22.3	4.1	95
INDEPENDENTS - LATE		5133	1073	3.9	20.9	128	102	3.0	2.0	98	389	3.0	7.6	98	301	4.2	5.9	137
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3283	12.0	14.4	88	349	10.3	1.5	76	1794	13.9	7.9	102	814	11.3	3.6	83
ABC MONDAY NIGHT MOVIE	A	11258	1693	6.2	15.0	92	196	5.8	1.7	86	836	6.5	7.4	96	341	4.7	3.0	71
ABC SUNDAY NIGHT MOVIE	A	23600	3576	13.1	15.2	93	547	16.1	2.3	115	1637	12.6	6.9	90	1047	14.6	4.4	103
ABC WORLD NEWS TONIGHT	A	12801	2096	7.6	16.4	100	256	7.5	2.0	99	1054	8.1	8.2	107	584	8.1	4.6	106
AFTERMASH	C	10966	1760	6.4	16.0	98	*159	4.7	1.4	72	959	7.4	8.7	113	406	5.6	3.7	86
ALICE	C	17050	2556	9.3	15.0	92	*218	6.4	1.3	63	1120	8.7	6.6	85	418	5.8	2.5	57
AMERICAN PARADE	C	11998	1498	5.5	12.5	76	*217	6.4	1.8	89	629	4.9	5.2	68	308	4.3	2.6	60
BENSON	A	19258	2663	9.7	13.8	85	353	10.4	1.8	91	1157	8.9	6.0	78	698	9.7	3.6	85
BLUE THUNDER	A	11478	1790	6.5	15.6	95	*207	6.1	1.8	89	791	6.1	6.9	89	443	6.2	3.9	90
CAGNEY & LACEY	C	18263	2666	9.7	14.6	89	278	8.2	1.5	75	1095	8.5	6.0	78	731	10.2	4.0	93
CBS EVENING NEWS-DEAN	C	7733	1250	4.6	16.2	99	**94	2.8	1.2	60	579	4.5	7.5	97	309	4.3	4.0	93
CBS EVENING NEWS-RATHER	C	15653	2275	8.3	14.5	89	254	7.5	1.6	80	937	7.2	6.0	78	499	6.9	3.2	74
CBS SAT. NEWS-SCHIEFFER	C	8744	1458	5.3	16.7	102	*207	6.1	2.4	117	561	4.3	6.4	83	291	4.0	3.3	78
CBS SATURDAY NIGHT MOVIE	C	12000	1776	6.5	14.8	91	298	8.8	2.5	123	999	7.7	8.3	108	474	6.6	3.9	92
CBS WEDNESDAY NIGHT MOVIE	C	11522	1691	6.2	14.7	90	251	7.4	2.2	108	681	5.3	5.9	77	432	6.0	3.7	87
CHEERS	N	16818	2809	10.3	16.7	102	347	10.2	2.1	102	1212	9.4	7.2	93	772	10.7	4.6	107
DALLAS	C	37510	4867	17.8	13.0	79	503	14.8	1.3	66	2180	16.8	5.8	75	1072	14.9	2.9	67
DIFF'RENT STROKES	N	11258	1327	4.8	11.8	72	*206	6.1	1.8	90	655	5.1	5.8	75	*239	3.3	2.1	50
DOUBLE TROUBLE	N	12248	1879	6.9	15.3	94	*246	7.2	2.0	99	883	6.8	7.2	93	566	7.9	4.6	108
DUCK FACTORY	N	11100	1686	6.2	15.2	93	*232	6.8	2.1	103	814	6.3	7.3	95	525	7.3	4.7	110
DUKES OF HAZZARD	C	12353	1577	5.8	12.8	78	*221	6.5	1.8	88	864	6.7	7.0	91	392	5.5	3.2	74
DYNASTY	A	33279	4533	16.5	13.6	83	528	15.6	1.6	78	2131	16.5	6.4	83	1167	16.2	3.5	82
FACTS OF LIFE	N	13410	1881	6.9	14.0	86	*193	5.7	1.4	71	839	6.5	6.3	81	396	5.5	3.0	69
FALCON CREST	C	31093	3809	13.9	12.3	75	444	13.1	1.4	71	1735	13.4	5.6	72	977	13.6	3.1	73
FALL GUY	A	18649	2794	10.2	15.0	92	270	8.0	1.4	72	1357	10.5	7.3	94	844	11.7	4.5	106
FAMILY TIES	N	13101	1825	6.7	13.9	85	280	8.2	2.1	106	648	5.0	4.9	64	444	6.2	3.4	79
FANTASY ISLAND	A	13069	1638	6.0	12.5	77	*179	5.3	1.4	68	849	6.6	6.5	84	430	6.0	3.3	77
FOULUPS,BLEEPS & BLUNDERS	A	16588	2624	9.6	15.8	97	*226	6.7	1.4	67	1192	9.2	7.2	93	758	10.5	4.6	107
FOUR SEASONS	C	9302	1410	5.1	15.2	93	**145	4.3	1.6	77	751	5.8	8.1	105	380	5.3	4.1	95
GIMME A BREAK	N	13955	1599	5.8	11.5	70	331	9.8	2.4	117	659	5.1	4.7	61	392	5.5	2.8	66
HART TO HART	A	15735	2272	8.3	14.4	88	222	6.5	1.4	70	1013	7.8	6.4	83	610	8.5	3.9	90
HILL STREET BLUES	N	18257	3282	12.0	18.0	110	462	13.6	2.5	125	1492	11.5	8.2	106	1073	14.9	5.9	137
HOTEL	A	24236	3221	11.8	13.3	81	426	12.6	1.8	87	1479	11.4	6.1	79	726	10.1	3.0	70
JEFFERSONS	C	17010	2477	9.0	14.6	89	247	7.3	1.5	72	1180	9.1	6.9	90	519	7.2	3.1	71
JENNIFER SLEPT HERE	N	9397	1231	4.5	13.1	80	*144	4.2	1.5	76	580	4.5	6.2	80	*227	3.2	2.4	56
KATE & ALLIE	C	16762	2528	9.2	15.1	92	293	8.6	1.7	86	959	7.4	5.7	74	698	9.7	4.2	97
KNIGHT RIDER	N	13164	2107	7.7	16.0	98	*195	5.7	1.5	73	829	6.4	6.3	82	713	9.9	5.4	126
LOVE BOAT	A	20400	2608	9.5	12.8	78	256	7.5	1.3	62	1169	9.0	5.7	74	562	7.8	2.8	64
MAGNUM PI	C	22543	3691	13.5	16.4	100	455	13.4	2.0	100	1720	13.3	7.6	99	882	12.3	3.9	91
MAMA'S FAMILY	N	9852	1428	5.2	14.5	89	*176	5.2	1.8	88	531	4.1	5.4	70	300	4.2	3.0	71
MASTER, THE	N	8082	1444	5.3	17.9	109	*181	5.3	2.2	111	624	4.8	7.7	100	409	5.7	5.1	118
MATT HOUSTON	A	12881	1979	7.2	15.4	94	*200	5.9	1.6	77	881	6.8	6.8	89	498	6.9	3.9	90
NBC MONDAY NIGHT MOVIE	N	23889	4176	15.2	17.5	107	542	16.0	2.3	112	1781	13.8	7.5	97	1109	15.4	4.6	108
NBC NIGHTLY NEWS	N	11156	1528	5.6	13.7	84	155	4.6	1.4	69	735	5.7	6.6	85	354	4.9	3.2	74
NBC NIGHTLY NEWS-SAT	N	7363	956	3.5	13.0	79	**49	1.4	0.7	33	435	3.4	5.9	77	*180	2.5	2.4	57
NBC NIGHTLY NEWS-SUN	N	6214	927	3.4	14.9	91	**56	1.6	0.9	45	397	3.1	6.4	83	*150	2.1	2.4	56
NBC SUNDAY NIGHT MOVIE	N	17590	3349	12.2	19.0	117	474	14.0	2.7	133	1264	9.8	7.2	93	975	13.6	5.5	129
NEWHART	C	16740	2416	8.8	14.4	88	288	8.5	1.7	85	929	7.2	5.5	72	660	9.2	3.9	92
ONE DAY AT A TIME	C	11820	1657	6.0	14.0	86	*170	5.0	1.4	71	761	5.9	6.4	83	337	4.7	2.9	67
PEOPLE ARE FUNNY	N	9138	1471	5.4	16.1	99	*158	4.7	1.7	85	512	4.0	5.6	73	272	3.8	3.0	69
REAL PEOPLE	N	15979	2060	7.5	12.9	79	248	7.3	1.6	77	1131	8.7	7.1	92	414	5.8	2.6	60
REMINGTON STEELE	N	14395	2223	8.1	15.4	95	*262	7.7	1.8	90	1057	8.2	7.3	95	578	8.0	4.0	94
RIPLEY'S BELIEVE IT - NOT	A	11362	1976	7.2	17.4	106	196	5.8	1.7	85	899	6.9	7.9	103	428	6.0	3.8	88
RIPTIDE	N	13920	1818	6.6	13.1	80	*214	6.3	1.5	76	879	6.8	6.3	82	481	6.7	3.5	81
SCARECROW & MRS. KING	C	17571	2521	9.2	14.3	88	259	7.6	1.5	73	1160	9.0	6.6	86	618	8.6	3.5	82
SIMON & SIMON	C	20208	3374	12.3	16.7	102	376	11.1	1.9	92	1414	10.9	7.0	91	840	11.7	4.2	97
60 MINUTES	C	27668	4326	15.8	15.6	96	441	13.0	1.6	79	1992	15.4	7.2	93	1200	16.7	4.3	101
ST. ELSEWHERE	N	13699	2246	8.2	16.4	100	368	10.8	2.7	133	1186	9.2	8.7	112	547	7.6	4.0	93
THREE'S COMPANY	A	20632	3299	12.0	16.0	98	302	8.9	1.5	72	1557	12.0	7.5	98	879	12.2	4.3	99
T.J. HOOKER	A	17136	2394	8.7	14.0	86	278	8.2	1.6	80	1183	9.1	6.9	89	595	8.3	3.5	81
TONIGHT SHOW	N	4963	726	2.6	14.6	90	137	4.0	2.8	136	371	2.9	7.5	97	214	3.0	4.3	101
TRAPPER JOHN, M.D.	C	16332	2053	7.5	12.6	77	*174	5.1	1.1	53	926	7.2	5.7	73	424	5.9	2.6	61
TV BLOOPERS & PRAC. JOKES	N	18881	3131	11.4	16.6	102	269	7.9	1.4	70	1511	11.7	8.0	104	669	9.3	3.5	83
20/20	A	18315	2469	9.0	13.5	83	305	9.0	1.7	82	1174	9.1	6.4	83	543	7.6	3.0	69
WEBSTER	A	18722	2400	8.8	12.8	78	298	8.8	1.6	79	1106	8.5	5.9	77	678	9.4	3.6	84
WORLD NEWS - SUN	A	5327	734	2.7	13.8	84	**98	2.9	1.8	91	*270	2.1	5.1	66	*165	2.3	3.1	72
YELLOW ROSE	N	8370	1039	3.8	12.4	76	*164	4.8	2.0	97	469	3.6	5.6	73	197	2.7	2.4	55
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	5255	19.2	20.3	124	753	22.2	2.9	144	2194	16.9	8.5	110	1355	18.8	5.2	122
BASKETBALL - COLLEGE GAMES		14468	3478	12.7	24.0	147	489	14.4	3.4	167	1601	12.4	11.1	143	939	13.1	6.5	151
BASKETBALL - PRO GAMES		12124	2961	10.8	24.4	150	*323	9.5	2.7	132	1241	9.6	10.2	133	806	11.2	6.6	155
BOWLING		9412	1531	5.6	16.3	100	**241	7.1	2.6	127	626	4.8	6.7	86	*313	4.4	3.3	78
BOXING		15409	3470	12.7	22.5	138	*479	14.1	3.1	154	1401	10.8	9.1	118	853	11.9	5.5	129
FOOTBALL - COLLEGE GAMES		21400	4827	17.6	22.6	138	685	20.2	3.2	158	2098	16.2	9.8	127	1391	19.3	6.5	152
FOOTBALL - PRO GAMES		35944	8986	32.8	25.0	153	1174	34.6	3.3	161	3869	29.9	10.8	139	2242	31.2	6.2	146
GOLF		9759	2249	8.2	23.0	141	**203	6.0	2.1	103	1061	8.2	10.9	141	*465	6.5	4.8	111
POST-SEASON COLL. FOOTBALL		18123	4480	16.4	24.7	151	673	19.8	3.7	184	1978	15.3	10.9	141	1206	16.8	6.7	155
POST-SEASON PRO FOOTBALL		22091	5641	20.6	25.5	156	667	19.7	3.0	149	2523	19.5	11.4	148	1458	20.3	6.6	154
TENNIS		6764	1423	5.2	21.0	129	**162	4.8	2.4	118	*585	4.5	8.6	112	*422	5.9	6.2	146
WRESTLING - PROFESSIONAL		9695	2215	8.1	22.8	140	**211	6.2	2.2	108	925	7.1	9.5	124	*469	6.5	4.8	113

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL U.S.	MICHELOB				MILLER HIGH LIFE				OLD MILWAUKEE				OLD STYLE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	19040	100.0	11.4	100	16186	100.0	9.7	100	7494	100.0	4.5	100	3457	100.0	2.1	100
MALES	79263	11728	61.6	14.8	130	10029	62.0	12.7	131	5317	71.0	6.7	150	2322	67.2	2.9	142
FEMALES	88464	7312	38.4	8.3	73	6157	38.0	7.0	72	2177	29.0	2.5	55	1135	32.8	1.3	62
18 - 24	28671	5894	31.0	20.6	181	3907	24.1	13.6	141	1858	24.8	6.5	145	753	21.8	2.6	127
25 - 34	39536	6023	31.6	15.2	134	5158	31.9	13.0	135	2212	29.5	5.6	125	1057	30.6	2.7	130
35 - 44	28978	2792	14.7	9.6	85	2827	17.5	9.8	101	1331	17.8	4.6	103	723	20.9	2.5	121
45 - 54	22345	1917	10.1	8.6	76	1571	9.7	7.0	73	703	9.4	3.1	70	*460	13.3	2.1	100
55 - 64	22224	1629	8.6	7.3	65	1669	10.3	7.5	78	662	8.8	3.0	67	**173	5.0	0.8	38
65 OR OLDER	25973	785	4.1	3.0	27	1053	6.5	4.1	42	728	9.7	2.8	63	*291	8.4	1.1	54
18 - 34	68207	11917	62.6	17.5	154	9065	56.0	13.3	138	4069	54.3	6.0	134	1811	52.4	2.7	129
18 - 49	108058	15873	83.4	14.7	129	12771	78.9	11.8	122	5659	75.5	5.2	117	2728	78.9	2.5	122
25 - 54	90859	10732	56.4	11.8	104	9556	59.0	10.5	109	4245	56.6	4.7	105	2240	64.8	2.5	120
35 - 49	39851	3956	20.8	9.9	87	3706	22.9	9.3	96	1590	21.2	4.0	89	918	26.6	2.3	112
50 OR OLDER	59669	3167	16.6	5.3	47	3415	21.1	5.7	59	1835	24.5	3.1	69	729	21.1	1.2	59
GRADUATED COLLEGE	28091	4091	21.5	14.6	128	3160	19.5	11.2	117	1321	17.6	4.7	105	626	18.1	2.2	108
ATTENDED COLLEGE	28938	4608	24.2	15.9	140	3298	20.4	11.4	118	1253	16.7	4.3	97	607	17.6	2.1	102
GRADUATED HIGH SCHOOL	65503	7257	38.1	11.1	98	6466	39.9	9.9	102	3028	40.4	4.6	103	1590	46.0	2.4	118
DID NOT GRADUATE HIGH SCHOOL	45195	3084	16.2	6.8	60	3262	20.2	7.2	75	1893	25.3	4.2	94	634	18.3	1.4	68
EMPLOYED MALES	56429	9494	49.9	16.8	148	7872	48.6	14.0	145	3957	52.8	7.0	157	1857	53.7	3.3	160
EMPLOYED FEMALES	43971	4749	24.9	10.8	95	3674	22.7	8.4	87	1152	15.4	2.6	59	662	19.1	1.5	73
EMPLOYED FULL-TIME	87773	12345	64.8	14.1	124	10358	64.0	11.8	122	4511	60.2	5.1	115	2396	69.3	2.7	132
EMPLOYED PART-TIME	12627	1898	10.0	15.0	132	1188	7.3	9.4	97	*598	8.0	4.7	106	**123	3.6	1.0	47
NOT EMPLOYED	67327	4796	25.2	7.1	63	4639	28.7	6.9	71	2384	31.8	3.5	79	938	27.1	1.4	68
PROFESSIONAL/MANAGER	25845	3829	20.1	14.8	131	2769	17.1	10.7	111	1272	17.0	4.9	110	*493	14.3	1.9	93
TECH/CLERICAL/SALES	30895	4350	22.8	14.1	124	3386	20.9	11.0	114	1290	17.2	4.2	93	781	22.6	2.5	123
PRECISION/CRAFT	12629	2099	11.0	16.6	146	1697	10.5	13.4	139	1000	13.3	7.9	177	*354	10.2	2.8	136
OTHER EMPLOYED	31031	3965	20.8	12.8	113	3694	22.8	11.9	123	1548	20.7	5.0	112	891	25.8	2.9	139
SINGLE	35557	7203	37.8	20.3	178	5010	31.0	14.1	146	2061	27.5	5.8	130	1023	29.6	2.9	140
MARRIED	103585	9626	50.6	9.3	82	9003	55.6	8.7	90	4493	60.0	4.3	97	2094	60.6	2.0	98
DIVORCED/SEPARATED/WIDOWED	28585	2210	11.6	7.7	68	2173	13.4	7.6	79	940	12.5	3.3	74	*339	9.8	1.2	58
PARENTS	59295	6207	32.6	10.5	92	6295	38.9	10.6	110	2775	37.0	4.7	105	1292	37.4	2.2	106
WHITE	146081	17290	90.8	11.8	104	13796	85.2	9.4	98	6306	84.1	4.3	97	3005	86.9	2.1	100
BLACK	17974	1395	7.3	7.8	68	2049	12.7	11.4	118	1129	15.1	6.3	141	*417	12.1	2.3	113
OTHER	3672	**355	1.9	9.7	85	**342	2.1	9.3	97	**59	0.8	1.6	36	**35	1.0	1.0	46
NORTHEAST-CENSUS	37005	4491	23.6	12.1	107	3930	24.3	10.6	110	1181	15.8	3.2	71	**64	1.9	0.2	8
NORTH CENTRAL	42642	4801	25.2	11.3	99	5074	31.3	11.9	123	2735	36.5	6.4	144	2952	85.4	6.9	336
SOUTH	56777	5267	27.7	9.3	82	4555	28.1	8.0	83	2715	36.2	4.8	107	**330	9.5	0.6	28
WEST	31303	4482	23.5	14.3	126	2627	16.2	8.4	87	862	11.5	2.8	62	**111	3.2	0.4	17
NORTHEAST-MKTG.	38125	4841	25.4	12.7	112	4023	24.9	10.6	109	1098	14.7	2.9	64	**138	4.0	0.4	18
EAST CENTRAL	24794	3062	16.1	12.3	109	2933	18.1	11.8	123	982	13.1	4.0	89	*432	12.5	1.7	85
WEST CENTRAL	28511	3155	16.6	11.1	97	3243	20.0	11.4	118	2204	29.4	7.7	173	2612	75.6	9.2	444
SOUTH	48953	4169	21.9	8.5	75	3902	24.1	8.0	83	2532	33.8	5.2	116	**185	5.4	0.4	18
PACIFIC	27344	3813	20.0	13.9	123	2085	12.9	7.6	79	678	9.0	2.5	55	**89	2.6	0.3	16
COUNTY SIZE A	69301	9298	48.8	13.4	118	6860	42.4	9.9	103	2476	33.0	3.6	80	2066	59.8	3.0	145
COUNTY SIZE B	50633	5629	29.6	11.1	98	5304	32.8	10.5	109	2717	36.3	5.4	120	*475	13.7	0.9	46
COUNTY SIZE C	26259	2523	13.3	9.6	85	2361	14.6	9.0	93	1066	14.2	4.1	91	*383	11.1	1.5	71
COUNTY SIZE D	21534	1590	8.4	7.4	65	1662	10.3	7.7	80	1235	16.5	5.7	128	*533	15.4	2.5	120
METRO CENTRAL CITY	50014	5421	28.5	10.8	95	5536	34.2	11.1	115	2279	30.4	4.6	102	1050	30.4	2.1	102
METRO SUBURBAN	76832	9902	52.0	12.9	114	7279	45.0	9.5	98	3362	44.9	4.4	98	1723	49.8	2.2	109
NON METRO	40881	3717	19.5	9.1	80	3371	20.8	8.2	85	1853	24.7	4.5	101	683	19.8	1.7	81
TOP 5 ADI'S	39550	5257	27.6	13.3	117	3820	23.6	9.7	100	1118	14.9	2.8	63	1609	46.5	4.1	197
TOP 10 ADI'S	54877	6919	36.3	12.6	111	5269	32.6	9.6	99	1574	21.0	2.9	64	1717	49.7	3.1	152
TOP 20 ADI'S	77516	9984	52.4	12.9	113	7347	45.4	9.5	98	2774	37.0	3.6	80	1924	55.7	2.5	120
HSHLD INC. $50,000 OR MORE	17257	2712	14.2	15.7	138	1613	10.0	9.3	97	625	8.3	3.6	81	**207	6.0	1.2	58
$40,000 OR MORE	33235	5110	26.8	15.4	135	3277	20.2	9.9	102	1291	17.2	3.9	87	*536	15.5	1.6	78
$30,000 OR MORE	59693	8454	44.4	14.2	125	5874	36.3	9.8	102	2506	33.4	4.2	94	1164	33.7	1.9	95
$25,000 OR MORE	76275	10597	55.7	13.9	122	7630	47.1	10.0	104	3400	45.4	4.5	100	1565	45.3	2.1	100
$20,000 - $24,999	18607	2240	11.8	12.0	106	2134	13.2	11.5	119	750	10.0	4.0	90	*475	13.7	2.6	124
$15,000 - $19,999	17175	1962	10.3	11.4	101	1785	11.0	10.4	108	864	11.5	5.0	113	*491	14.2	2.9	139
$10,000 - $14,999	24569	2146	11.3	8.7	77	2297	14.2	9.3	97	1008	13.5	4.1	92	*482	13.9	2.0	95
UNDER $10,000	31101	2094	11.0	6.7	59	2339	14.5	7.5	78	1471	19.6	4.7	106	444	12.8	1.4	69
HOUSEHOLD OF 1 PERSON	19441	1809	9.5	9.3	82	1453	9.0	7.5	77	693	9.2	3.6	80	303	8.8	1.6	76
2 PEOPLE	51803	5263	27.6	10.2	89	4355	26.9	8.4	87	2284	30.5	4.4	99	918	26.6	1.8	86
3 OR 4 PEOPLE	66933	8258	43.4	12.3	109	7565	46.7	11.3	117	3156	42.1	4.7	106	1348	39.0	2.0	98
5 OR MORE PEOPLE	29550	3710	19.5	12.6	111	2813	17.4	9.5	99	1360	18.1	4.6	103	888	25.7	3.0	146
NO CHILD IN HSHLD	96587	10710	56.3	11.1	98	8324	51.4	8.6	89	3976	53.1	4.1	92	1786	51.7	1.8	90
CHILD(REN) UNDER 2 YRS	10844	1199	6.3	11.1	97	1242	7.7	11.5	119	629	8.4	5.8	130	*403	11.7	3.7	180
2 - 5 YEARS	26356	2948	15.5	11.2	99	2693	16.6	10.2	106	1539	20.5	5.8	131	602	17.4	2.3	111
6 - 11 YEARS	30453	3106	16.3	10.2	90	3155	19.5	10.4	107	1477	19.7	4.9	109	622	18.0	2.0	99
12 - 17 YEARS	36575	4379	23.0	12.0	105	3989	24.6	10.9	113	1672	22.3	4.6	102	915	26.5	2.5	121
RESIDENCE OWNED	117770	11968	62.9	10.2	90	10133	62.6	8.6	89	5004	66.8	4.2	95	2107	60.9	1.8	87
VALUE: $50,000 OR MORE	70166	8553	44.9	12.2	107	6046	37.4	8.6	89	2787	37.2	4.0	89	1281	37.1	1.8	89
VALUE: UNDER $50,000	47604	3415	17.9	7.2	63	4088	25.3	8.6	89	2217	29.6	4.7	104	826	23.9	1.7	84

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

		TOTAL U.S. '000	MICHELOB				MILLER HIGH LIFE				OLD MILWAUKEE				OLD STYLE			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	19040	100.0	11.4	100	16186	100.0	9.7	100	7494	100.0	4.5	100	3457	100.0	2.1	100
MAGAZINES	QUINTILE 1	34022	5121	26.9	15.1	133	4179	25.8	12.3	127	1790	23.9	5.3	118	888	25.7	2.6	127
	QUINTILE 2	34800	4685	24.6	13.5	119	3675	22.7	10.6	109	1680	22.4	4.8	108	913	26.4	2.6	127
	QUINTILE 3	30514	3453	18.1	11.3	100	3001	18.5	9.8	102	1187	15.8	3.9	87	451	13.0	1.5	72
	QUINTILE 4	33324	3423	18.0	10.3	90	2952	18.2	8.9	92	1584	21.1	4.8	106	569	16.5	1.7	83
	QUINTILE 5	35066	2358	12.4	6.7	59	2378	14.7	6.8	70	1253	16.7	3.6	80	636	18.4	1.8	88
NEWSPAPERS	QUINTILE 1	29107	4024	21.1	13.8	122	3282	20.3	11.3	117	1156	15.4	4.0	89	*536	15.5	1.8	89
	QUINTILE 2	49095	5597	29.4	11.4	100	4274	26.4	8.7	90	2089	27.9	4.3	95	1063	30.7	2.2	105
	QUINTILE 3	23107	2792	14.7	12.1	106	2272	14.0	9.8	102	1059	14.1	4.6	103	565	16.3	2.4	119
	QUINTILE 4	33556	3583	18.8	10.7	94	3178	19.6	9.5	98	1496	20.0	4.5	100	739	21.4	2.2	107
	QUINTILE 5	32863	3045	16.0	9.3	82	3181	19.7	9.7	100	1694	22.6	5.2	115	*554	16.0	1.7	82
OUTDOOR	QUINTILE 1	33431	4516	23.7	13.5	119	3626	22.4	10.8	112	1750	23.4	5.2	117	808	23.4	2.4	117
	QUINTILE 2	33478	4203	22.1	12.6	111	3981	24.6	11.9	123	1503	20.1	4.5	100	849	24.6	2.5	123
	QUINTILE 3	33574	3907	20.5	11.6	103	3297	20.4	9.8	102	1601	21.4	4.8	107	868	25.1	2.6	125
	QUINTILE 4	33935	3489	18.3	10.3	91	3028	18.7	8.9	92	1376	18.4	4.1	91	480	13.9	1.4	69
	QUINTILE 5	33310	2924	15.4	8.8	77	2255	13.9	6.8	70	1264	16.9	3.8	85	*452	13.1	1.4	66
RADIO-DRIVE TIME	QUINTILE 1	33136	4119	21.6	12.4	110	3396	21.0	10.2	106	1922	25.6	5.8	130	800	23.1	2.4	117
	QUINTILE 2	31658	3437	18.1	10.9	96	3198	19.8	10.1	105	1381	18.4	4.4	98	783	22.6	2.5	120
	QUINTILE 3	32541	4012	21.1	12.3	109	3558	22.0	10.9	113	1206	16.1	3.7	83	779	22.5	2.4	116
	QUINTILE 4	34247	4072	21.4	11.9	105	3260	20.1	9.5	99	1468	19.6	4.3	96	683	19.8	2.0	97
	QUINTILE 5	36144	3399	17.9	9.4	83	2775	17.1	7.7	80	1517	20.2	4.2	94	*412	11.9	1.1	55
RADIO-MID-DAY	TERCILE 1	45037	5542	29.1	12.3	108	4753	29.4	10.6	109	2290	30.6	5.1	114	1020	29.5	2.3	110
	TERCILE 2	44819	5043	26.5	11.3	99	4575	28.3	10.2	106	1800	24.0	4.0	90	908	26.3	2.0	98
	TERCILE 3	77872	8455	44.4	10.9	96	6858	42.4	8.8	91	3403	45.4	4.4	98	1529	44.2	2.0	95
RADIO-TOTAL	QUINTILE 1	33763	4226	22.2	12.5	110	3447	21.3	10.2	106	2029	27.1	6.0	135	797	23.1	2.4	115
	QUINTILE 2	33240	3853	20.2	11.6	102	3857	23.8	11.6	120	1322	17.6	4.0	89	832	24.1	2.5	121
	QUINTILE 3	33408	3744	19.7	11.2	99	3402	21.0	10.2	106	1292	17.2	3.9	87	735	21.3	2.2	107
	QUINTILE 4	34792	4370	23.0	12.6	111	2888	17.8	8.3	86	1510	20.1	4.3	97	633	18.3	1.8	88
	QUINTILE 5	32524	2847	15.0	8.8	77	2592	16.0	8.0	83	1340	17.9	4.1	92	*460	13.3	1.4	69
TV-PRIME TIME	QUINTILE 1	33090	3137	16.5	9.5	84	2936	18.1	8.9	92	1620	21.6	4.9	110	765	22.1	2.3	112
	QUINTILE 2	33357	4160	21.8	12.5	110	3396	21.0	10.2	105	1533	20.5	4.6	103	692	20.0	2.1	101
	QUINTILE 3	33980	4132	21.7	12.2	107	3409	21.1	10.0	104	1437	19.2	4.2	95	737	21.3	2.2	105
	QUINTILE 4	33854	4012	21.1	11.9	104	3289	20.3	9.7	101	1361	18.2	4.0	90	713	20.6	2.1	102
	QUINTILE 5	33444	3599	18.9	10.8	95	3156	19.5	9.4	98	1543	20.6	4.6	103	551	15.9	1.6	80
TV-DAYTIME	TERCILE 1	49121	4490	23.6	9.1	81	4298	26.6	8.7	91	1998	26.7	4.1	91	872	25.2	1.8	86
	TERCILE 2	48823	5711	30.0	11.7	103	4731	29.2	9.7	100	2157	28.8	4.4	99	960	27.8	2.0	95
	TERCILE 3	69782	8838	46.4	12.7	112	7157	44.2	10.3	106	3338	44.5	4.8	107	1625	47.0	2.3	113
TV-TOTAL	QUINTILE 1	33584	3352	17.6	10.0	88	3245	20.0	9.7	100	1624	21.7	4.8	108	749	21.7	2.2	108
	QUINTILE 2	33441	3474	18.2	10.4	92	2971	18.4	8.9	92	1585	21.2	4.7	106	618	17.9	1.8	90
	QUINTILE 3	33505	4077	21.4	12.2	107	3131	19.3	9.3	97	1447	19.3	4.3	97	936	27.1	2.8	136
	QUINTILE 4	33466	4474	23.5	13.4	118	3423	21.1	10.2	106	1208	16.1	3.6	81	614	17.8	1.8	89
	QUINTILE 5	33731	3663	19.2	10.9	96	3416	21.1	10.1	105	1630	21.8	4.8	108	540	15.6	1.6	78
MAGAZINES-NEWSPAPERS: DUAL		44503	6600	34.7	14.8	131	4816	29.8	10.8	112	2000	26.7	4.5	101	1025	29.6	2.3	112
MAGAZINE IMPERATIVE		39363	4852	25.5	12.3	109	4500	27.8	11.4	118	2129	28.4	5.4	121	957	27.7	2.4	118
NEWSPAPER IMPERATIVE		46441	4375	23.0	9.4	83	3957	24.4	8.5	88	1735	23.2	3.7	84	853	24.7	1.8	89
MAGAZINES-OUTDOOR: DUAL		33726	5177	27.2	15.4	135	4149	25.6	12.3	127	1613	21.5	4.8	107	876	25.3	2.6	126
MAGAZINE IMPERATIVE		52846	6410	33.7	12.1	107	5254	32.5	9.9	103	2348	31.3	4.4	99	1135	32.8	2.1	104
OUTDOOR IMPERATIVE		52140	5361	28.2	10.3	91	4867	30.1	9.3	97	2460	32.8	4.7	106	1150	33.3	2.2	107
MAGAZINES-RADIO: DUAL		37081	5073	26.6	13.7	121	4475	27.6	12.1	125	1892	25.2	5.1	114	943	27.3	2.5	123
MAGAZINE IMPERATIVE		49747	6564	34.5	13.2	116	5079	31.4	10.2	106	2262	30.2	4.5	102	1098	31.8	2.2	107
RADIO IMPERATIVE		49208	4936	25.9	10.0	88	4769	29.5	9.7	100	2275	30.4	4.6	103	1025	29.6	2.1	101
MAGAZINES-TELEVISION: DUAL		33103	4338	22.8	13.1	115	3711	22.9	11.2	116	1605	21.4	4.8	109	830	24.0	2.5	122
MAGAZINE IMPERATIVE		54575	7690	40.4	14.1	124	6034	37.3	11.1	115	2594	34.6	4.8	106	1245	36.0	2.3	111
TELEVISION IMPERATIVE		53249	4434	23.3	8.3	73	4086	25.2	7.7	80	2342	31.3	4.4	98	929	26.9	1.7	85
NEWSPAPERS-OUTDOOR: DUAL		36255	5023	26.4	13.9	122	4003	24.7	11.0	114	1602	21.4	4.4	99	839	24.3	2.3	112
NEWSPAPER IMPERATIVE		55591	6045	31.7	10.9	96	4687	29.0	8.4	87	2241	29.9	4.0	90	1024	29.6	1.8	89
OUTDOOR IMPERATIVE		48319	5601	29.4	11.6	102	5361	33.1	11.1	115	2527	33.7	5.2	117	1276	36.9	2.6	128
NEWSPAPERS-RADIO: DUAL		37242	4794	25.2	12.9	113	3893	24.1	10.5	108	1585	21.2	4.3	95	1042	30.1	2.8	136
NEWSPAPER IMPERATIVE		54423	6609	34.7	12.1	107	4983	30.8	9.2	95	2281	30.4	4.2	94	969	28.0	1.8	86
RADIO IMPERATIVE		46650	4998	26.3	10.7	94	5181	32.0	11.1	115	2550	34.0	5.5	122	1015	29.4	2.2	106
NEWSPAPERS-TELEVISION: DUAL		35974	4320	22.7	12.0	106	3342	20.6	9.3	96	1551	20.7	4.3	96	866	25.1	2.4	117
NEWSPAPER IMPERATIVE		56095	7134	37.5	12.7	112	5603	34.6	10.0	104	2265	30.2	4.0	90	1134	32.8	2.0	98
TELEVISION IMPERATIVE		47170	4432	23.3	9.4	83	4431	27.4	9.4	97	2400	32.0	5.1	114	1104	31.9	2.3	114
OUTDOOR-RADIO: DUAL		33748	4301	22.6	12.7	112	4007	24.8	11.9	123	1598	21.3	4.7	106	891	25.8	2.6	128
OUTDOOR IMPERATIVE		52785	6503	34.2	12.3	109	5221	32.3	9.9	102	2461	32.8	4.7	104	1158	33.5	2.2	106
RADIO IMPERATIVE		52882	5732	30.1	10.8	95	5051	31.2	9.6	99	2392	31.9	4.5	101	1038	30.0	2.0	95
OUTDOOR-TELEVISION: DUAL		32030	4135	21.7	12.9	114	3501	21.6	10.9	113	1654	22.1	5.2	116	843	24.4	2.6	128
OUTDOOR IMPERATIVE		54626	7246	38.1	13.3	117	6072	37.5	11.1	115	2393	31.9	4.4	98	1343	38.8	2.5	119
TELEVISION IMPERATIVE		54874	5042	26.5	9.2	81	4412	27.3	8.0	83	2408	32.1	4.4	98	1016	29.4	1.9	90
RADIO-TELEVISION: DUAL		33386	3532	18.6	10.6	93	3630	22.4	10.9	113	1698	22.7	5.1	114	888	25.7	2.7	129
RADIO IMPERATIVE		53810	6632	34.8	12.3	109	5869	36.3	10.9	113	2336	31.2	4.3	97	1174	34.0	2.2	106
TELEVISION IMPERATIVE		54023	5631	29.6	10.4	92	4337	26.8	8.0	83	2267	30.3	4.2	94	1067	30.9	2.0	96

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL U.S. '000	MICHELOB				MILLER HIGH LIFE				OLD MILWAUKEE				OLD STYLE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	19040	100.0	11.4	100	16186	100.0	9.7	100	7494	100.0	4.5	100	3457	100.0	2.1	100
ATLANTIC MONTHLY	867	*126	0.7	14.5	128	**57	0.4	6.6	68	**30	0.4	3.5	77	**69	2.0	8.0	386
BARRON'S	1580	*266	1.4	16.8	148	*133	0.8	8.4	87	**35	0.5	2.2	50	**69	2.0	4.4	212
BETTER HOMES & GARDENS	22203	2149	11.3	9.7	85	1863	11.5	8.4	87	908	12.1	4.1	92	389	11.3	1.8	85
BON APPETIT	3810	426	2.2	11.2	98	340	2.1	8.9	92	**107	1.4	2.8	63	**41	1.2	1.1	52
BUSINESS WEEK	4663	864	4.5	18.5	163	634	3.9	13.6	141	*148	2.0	3.2	71	**108	3.1	2.3	112
CAR AND DRIVER	3102	691	3.6	22.3	196	559	3.5	18.0	187	*150	2.0	4.8	108	**83	2.4	2.7	130
CBS MAGAZINE NETWORK (GROSS)	7311	1311	6.9	17.9	158	1200	7.4	16.4	170	414	5.5	5.7	127	*289	8.4	4.0	192
CHANGING TIMES	3400	500	2.6	14.7	130	375	2.3	11.0	114	*179	2.4	5.3	118	**102	3.0	3.0	146
COLONIAL HOMES	1796	245	1.3	13.6	120	*163	1.0	9.1	94	**40	0.5	2.2	50	**28	0.8	1.6	76
CONDE NAST MAG. PKG. (GROSS)	19924	3028	15.9	15.2	134	2274	14.0	11.4	118	593	7.9	3.0	67	518	15.0	2.6	126
CONSUMERS DIGEST	3125	423	2.2	13.5	119	354	2.2	11.3	117	*221	2.9	7.1	158	**141	4.1	4.5	219
COSMOPOLITAN	10577	1713	9.0	16.2	143	1195	7.4	11.3	117	354	4.7	3.3	75	*268	7.8	2.5	123
COUNTRY LIVING	3746	492	2.6	13.1	116	418	2.6	11.2	116	*169	2.3	4.5	101	**62	1.8	1.7	80
CUISINE	2214	296	1.6	13.4	118	*183	1.1	8.3	86	**49	0.7	2.2	50	**24	0.7	1.1	53
CYCLE WORLD	2394	*271	1.4	11.3	100	*306	1.9	12.8	132	**167	2.2	7.0	156	**77	2.2	3.2	156
DCI:CREATIVE IDEAS FOR LIV	3068	*227	1.2	7.4	65	314	1.9	10.2	106	**90	1.2	2.9	66	**95	2.7	3.1	150
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	877	4.6	9.2	81	929	5.7	9.7	101	285	3.8	3.0	67	**152	4.4	1.6	77
DISCOVER	2277	337	1.8	14.8	130	*223	1.4	9.8	101	**126	1.7	5.5	124	**65	1.9	2.9	139
EBONY	7187	702	3.7	9.8	86	864	5.3	12.0	125	476	6.4	6.6	148	*213	6.2	3.0	144
ESQUIRE	2560	378	2.0	14.8	130	260	1.6	10.2	105	**92	1.2	3.6	80	**75	2.2	2.9	142
ESSENCE	3242	293	1.5	9.0	80	381	2.4	11.8	122	*184	2.5	5.7	127	**86	2.5	2.7	129
FAMILY CIRCLE	19639	1679	8.8	8.5	75	1562	9.7	8.0	82	599	8.0	3.1	68	*322	9.3	1.6	80
THE FAMILY HANDYMAN	3540	462	2.4	13.1	115	420	2.6	11.9	123	273	3.6	7.7	173	*150	4.3	4.2	206
FAMILY WEEKLY	23924	2989	15.7	12.5	110	2105	13.0	8.8	91	1111	14.8	4.6	104	*300	8.7	1.3	61
FIELD & STREAM	9883	1273	6.7	12.9	113	1326	8.2	13.4	139	643	8.6	6.5	146	*199	5.8	2.0	98
FOOD & WINE	1030	*215	1.1	20.9	184	**99	0.6	9.6	100	**41	0.5	4.0	89	**26	0.8	2.5	122
FORBES	2679	537	2.8	20.0	177	317	2.0	11.8	123	**83	1.1	3.1	69	**68	2.0	2.5	123
FORTUNE	2931	648	3.4	22.1	195	295	1.8	10.1	104	**108	1.4	3.7	82	**90	2.6	3.1	149
GENTLEMEN'S QUARTERLY	3481	806	4.2	23.2	204	509	3.1	14.6	152	**175	2.3	5.0	113	**106	3.1	3.0	148
GLAMOUR	7163	1149	6.0	16.0	141	770	4.8	10.7	111	*249	3.3	3.5	78	*183	5.3	2.6	124
GOLF DIGEST	2355	385	2.0	16.3	144	429	2.7	18.2	189	*136	1.8	5.8	129	**94	2.7	4.0	194
GOLF DIGEST/TENNIS (GROSS)	3610	545	2.9	15.1	133	622	3.8	17.2	179	*136	1.8	3.8	84	*115	3.3	3.2	155
GOLF MAGAZINE	2046	388	2.0	19.0	167	350	2.2	17.1	177	**148	2.0	7.2	162	**72	2.1	3.5	171
GOLF MAGAZINE/SKI (GROSS)	3547	680	3.6	19.2	169	600	3.7	16.9	175	*200	2.7	5.6	126	*95	2.7	2.7	130
GOOD HOUSEKEEPING	20353	1857	9.8	9.1	80	1687	10.4	8.3	86	633	8.4	3.1	70	369	10.7	1.8	88
HARPER'S BAZAAR	3362	514	2.7	15.3	135	351	2.2	10.4	108	**119	1.6	3.5	79	**92	2.7	2.7	133
HEALTH	2987	*300	1.6	10.0	88	*171	1.1	5.7	59	**159	2.1	5.3	119	**75	2.2	2.5	122
HEARST MAG CORP. BUY (GROSS)	67928	8600	45.2	12.7	112	6834	42.2	10.1	104	2698	36.0	4.0	89	1512	43.7	2.2	108
HEARST MAN POWER (GROSS)	11282	1836	9.6	16.3	143	1573	9.7	13.9	144	768	10.2	6.8	152	395	11.4	3.5	170
HEARST WOMAN POWER (GROSS)	40514	4478	23.5	11.1	97	3619	22.4	8.9	93	1397	18.6	3.4	77	768	22.2	1.9	92
HOUSE BEAUTIFUL	4885	640	3.4	13.1	115	440	2.7	9.0	93	**118	1.6	2.4	54	**107	3.1	2.2	106
INC.	1308	322	1.7	24.6	217	*150	0.9	11.5	119	**53	0.7	4.1	91	**48	1.4	3.7	178
JET	6498	640	3.4	9.8	87	916	5.7	14.1	146	510	6.8	7.8	176	*225	6.5	3.5	168
LADIES' HOME JOURNAL	14797	1275	6.7	8.6	76	1185	7.3	8.0	83	428	5.7	2.9	65	*304	8.8	2.1	100
LHJ FAMILY GRP COMBO(GROSS)	21743	2049	10.8	9.4	83	1705	10.5	7.8	81	738	9.8	3.4	76	504	14.6	2.3	112
LIFE	9881	1598	8.4	16.2	142	1247	7.7	12.6	131	500	6.7	5.1	113	*264	7.6	2.7	130
L.A. TIMES HOME MAGAZINE	2775	520	2.7	18.7	165	208	1.3	7.5	78	**59	0.8	2.1	48	**8	0.2	0.3	14
MADEMOISELLE	4219	737	3.9	17.5	154	426	2.6	10.1	105	**125	1.7	3.0	66	**121	3.5	2.9	139
MC CALL'S	16422	1417	7.4	8.6	76	1396	8.6	8.5	88	556	7.4	3.4	76	*251	7.3	1.5	74
MC CALL'S/WRK MOTHER (GROSS)	17919	1570	8.2	8.8	77	1533	9.5	8.6	89	598	8.0	3.3	75	336	9.7	1.9	91
MECHANIX ILLUSTRATED	4433	647	3.4	14.6	129	507	3.1	11.4	119	340	4.5	7.7	172	*137	4.0	3.1	150
METROPOLITAN HOME	1504	*238	1.3	15.8	139	*176	1.1	11.7	121	**39	0.5	2.6	58	**40	1.2	2.7	129
MONEY	4723	899	4.7	19.0	168	659	4.1	14.0	145	315	4.2	6.7	149	*130	3.8	2.8	134
MOTHER EARTH NEWS	2325	417	2.2	17.9	158	344	2.1	14.8	153	*180	2.4	7.7	173	**51	1.5	2.2	106
MS.	1189	*161	0.8	13.5	119	**122	0.8	10.3	106	**88	1.2	7.4	166	**60	1.7	5.0	245
NATIONAL ENQUIRER	18892	1959	10.3	10.4	91	1888	11.7	10.0	104	732	9.8	3.9	87	293	8.5	1.6	75
NATIONAL GEOGRAPHIC	22129	3285	17.3	14.8	131	2583	16.0	11.7	121	1071	14.3	4.8	108	586	17.0	2.6	128
NATIONAL SUNDAY MAGAZINE PKG	103750	12787	67.2	12.3	109	10129	62.6	9.8	101	4650	62.0	4.5	100	2447	70.8	2.4	114
NATURAL HISTORY	1379	*173	0.9	12.5	111	*159	1.0	11.5	119	**106	1.4	7.7	172	**32	0.9	2.3	113
NEW WOMAN	2289	251	1.3	11.0	97	*213	1.3	9.3	96	**69	0.9	3.0	67	**58	1.7	2.5	123
NEW YORK INCLUDING CUE	1088	*194	1.0	17.8	157	**101	0.6	9.3	96	**9	0.1	0.8	19	**8	0.2	0.7	36
THE NEW YORKER	2459	448	2.4	18.2	160	308	1.9	12.5	130	**108	1.4	4.4	98	**21	0.6	0.9	41
NEWSWEEK	16527	2544	13.4	15.4	136	1919	11.9	11.6	120	812	10.8	4.9	110	449	13.0	2.7	132
THE N.Y. TIMES DAILY EDITION	2739	413	2.2	15.1	133	353	2.2	12.9	134	**76	1.0	2.8	62	**9	0.3	0.3	16
THE N.Y. TIMES MAGAZINE	4443	801	4.2	18.0	159	597	3.7	13.4	139	*123	1.6	2.8	62	**20	0.6	0.5	22
OMNI	2799	606	3.2	21.7	191	485	3.0	17.3	180	*202	2.7	7.2	162	**102	3.0	3.6	177
ON CABLE	2209	*206	1.1	9.3	82	318	2.0	14.4	149	**47	0.6	2.1	48	**99	2.9	4.5	217
1001 HOME IDEAS	3959	474	2.5	12.0	105	349	2.2	8.8	91	**151	2.0	3.8	85	**125	3.6	3.2	153
ORGANIC GARDENING	3111	325	1.7	10.4	92	308	1.9	9.9	103	**96	1.3	3.1	69	**49	1.4	1.6	76
OUTDOOR LIFE	5024	604	3.2	12.0	106	660	4.1	13.1	136	352	4.7	7.0	157	*151	4.4	3.0	146
PARADE MAGAZINE	51292	6004	31.5	11.7	103	5235	32.3	10.2	106	2107	28.1	4.1	92	962	27.8	1.9	91

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL U.S. '000	MICHELOB A '000	B % DOWN	C % ACROSS	D INDX	MILLER HIGH LIFE A '000	B % DOWN	C % ACROSS	D INDX	OLD MILWAUKEE A '000	B % DOWN	C % ACROSS	D INDX	OLD STYLE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19040	100.0	11.4	100	16186	100.0	9.7	100	7494	100.0	4.5	100	3457	100.0	2.1	100
PARENTS	5298	672	3.5	12.7	112	552	3.4	10.4	108	*257	3.4	4.9	109	*141	4.1	2.7	129
PENTHOUSE	5129	1108	5.8	21.6	190	1032	6.4	20.1	209	512	6.8	10.0	223	*178	5.1	3.5	168
PEOPLE	21070	3216	16.9	15.3	134	2348	14.5	11.1	115	905	12.1	4.3	96	500	14.5	2.4	115
PLAYBOY	10562	2074	10.9	19.6	173	1709	10.6	16.2	168	819	10.9	7.8	174	343	9.9	3.2	158
POPULAR HOT RODDING	2498	469	2.5	18.8	165	391	2.4	15.7	162	**181	2.4	7.2	162	**57	1.6	2.3	111
POPULAR MECHANICS	5887	943	5.0	16.0	141	780	4.8	13.2	137	365	4.9	6.2	139	*244	7.1	4.1	201
POPULAR SCIENCE	4317	617	3.2	14.3	126	536	3.3	12.4	129	268	3.6	6.2	139	**131	3.8	3.0	147
PREVENTION	5792	428	2.2	7.4	65	264	1.6	4.6	47	*130	1.7	2.2	50	**41	1.2	0.7	34
PSYCHOLOGY TODAY	3284	474	2.5	14.4	127	403	2.5	12.3	127	**120	1.6	3.7	82	**84	2.4	2.6	124
READER'S DIGEST	40046	4019	21.1	10.0	88	3442	21.3	8.6	89	1528	20.4	3.8	85	746	21.6	1.9	90
REDBOOK	9584	909	4.8	9.5	84	737	4.6	7.7	80	411	5.5	4.3	96	*131	3.8	1.4	66
ROAD & TRACK	2590	628	3.3	24.2	214	454	2.8	17.5	182	*141	1.9	5.4	122	**126	3.6	4.9	236
ROLLING STONE	3302	986	5.2	29.9	263	575	3.6	17.4	180	*152	2.0	4.6	103	**135	3.9	4.1	198
RUNNER'S WORLD	1229	*241	1.3	19.6	173	*161	1.0	13.1	136	**84	1.1	6.8	153	**17	0.5	1.4	67
SATURDAY EVENING POST	2110	251	1.3	11.9	105	*229	1.4	10.9	112	**75	1.0	3.6	80	**85	2.5	4.0	195
SCIENCE 84	1543	*227	1.2	14.7	130	**124	0.8	8.0	83	**84	1.1	5.4	122	**34	1.0	2.2	107
SCIENCE DIGEST	1747	293	1.5	16.8	148	*209	1.3	12.0	124	**98	1.3	5.6	126	**78	2.3	4.5	217
SCIENTIFIC AMERICAN	1994	418	2.2	21.0	185	*250	1.5	12.5	130	**164	2.2	8.2	184	**40	1.2	2.0	97
SELF	3119	502	2.6	16.1	142	470	2.9	15.1	156	*125	1.7	4.0	90	**104	3.0	3.3	162
SEVENTEEN	3923	480	2.5	12.2	108	514	3.2	13.1	136	**90	1.2	2.3	51	**144	4.2	3.7	178
SKI	1501	292	1.5	19.5	171	250	1.5	16.7	173	**52	0.7	3.5	78	**23	0.7	1.5	74
SMITHSONIAN	5976	1028	5.4	17.2	152	677	4.2	11.3	117	196	2.6	3.3	73	**84	2.4	1.4	68
SOAP OPERA DIGEST	4228	471	2.5	11.1	98	418	2.6	9.9	102	*155	2.1	3.7	82	*133	3.8	3.1	153
SOUTHERN LIVING	6488	650	3.4	10.0	88	615	3.8	9.5	98	*195	2.6	3.0	67	**57	1.6	0.9	43
SPORT	3500	541	2.8	15.5	136	487	3.0	13.9	144	*236	3.1	6.7	151	**167	4.8	4.8	232
THE SPORTING NEWS	2456	493	2.6	20.1	177	417	2.6	17.0	176	**97	1.3	3.9	88	**87	2.5	3.5	172
SPORTS AFIELD	3648	600	3.2	16.4	145	584	3.6	16.0	166	304	4.1	8.3	187	**74	2.1	2.0	98
SPORTS ILLUSTRATED	14484	2646	13.9	18.3	161	1838	11.4	12.7	131	696	9.3	4.8	108	555	16.1	3.8	186
STAR	12661	1377	7.2	10.9	96	1205	7.4	9.5	99	555	7.4	4.4	98	*218	6.3	1.7	84
SUNDAY	52799	6533	34.3	12.4	109	5497	34.0	10.4	108	2203	29.4	4.2	93	1519	43.9	2.9	140
SUNSET	3513	424	2.2	12.1	106	*226	1.4	6.4	67	**124	1.7	3.5	79	**27	0.8	0.8	37
TV GUIDE	42766	5151	27.1	12.0	106	4279	26.4	10.0	104	1654	22.1	3.9	87	899	26.0	2.1	102
TENNIS	1254	*160	0.8	12.8	112	*193	1.2	15.4	159	**0	0.0	0.0	0	**21	0.6	1.7	81
TIME	22054	3368	17.7	15.3	135	2552	15.8	11.6	120	1153	15.4	5.2	117	753	21.8	3.4	166
TOWN & COUNTRY	1555	258	1.4	16.6	146	*181	1.1	11.6	121	**61	0.8	3.9	88	**41	1.2	2.6	128
TRAVEL & LEISURE	2173	346	1.8	15.9	140	*155	1.0	7.1	74	**45	0.6	2.1	46	**57	1.6	2.6	127
TRUE STORY	4636	360	1.9	7.8	68	431	2.7	9.3	96	*278	3.7	6.0	134	**118	3.4	2.5	123
U.S.NEWS & WORLD REPORT	10353	1449	7.6	14.0	123	1145	7.1	11.1	115	489	6.5	4.7	106	325	9.4	3.1	152
USA TODAY	4994	714	3.8	14.3	126	623	3.8	12.5	129	221	2.9	4.4	99	*112	3.2	2.2	109
US	3528	541	2.8	15.3	135	461	2.8	13.1	135	**131	1.7	3.7	83	**108	3.1	3.1	149
VOGUE	5424	640	3.4	11.8	104	609	3.8	11.2	116	*94	1.3	1.7	39	**110	3.2	2.0	98
WALL STREET JOURNAL	6292	1055	5.5	16.8	148	766	4.7	12.2	126	264	3.5	4.2	94	*156	4.5	2.5	120
WEIGHT WATCHERS	2762	314	1.6	11.4	100	*247	1.5	8.9	93	**95	1.3	3.4	77	**40	1.2	1.4	70
WOMAN'S DAY	16320	1295	6.8	7.9	70	1137	7.0	7.0	72	490	6.5	3.0	67	332	9.6	2.0	99
WORKING MOTHER	1496	*153	0.8	10.2	90	*137	0.8	9.2	95	**41	0.5	2.7	61	**85	2.5	5.7	276
WORKING WOMAN	1851	357	1.9	19.3	170	*185	1.1	10.0	104	**116	1.5	6.3	140	**140	4.0	7.6	367
WORLD TENNIS	580	**129	0.7	22.2	196	**96	0.6	16.6	172	**8	0.1	1.4	31	**14	0.4	2.4	117
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2217	11.6	17.9	157	1773	11.0	14.3	148	714	9.5	5.8	129	366	10.6	2.9	143
BLAIR INSERTS	91671	11502	60.4	12.5	111	9340	57.7	10.2	106	4109	54.8	4.5	100	2243	64.9	2.4	119
DAILY NEWSPAPERS																	
READ ANY	109190	12953	68.0	11.9	105	10519	65.0	9.6	100	4630	61.8	4.2	95	2238	64.7	2.0	99
READ ONE	89587	10368	54.5	11.6	102	8390	51.8	9.4	97	3778	50.4	4.2	94	1907	55.2	2.1	103
READ TWO OR MORE	19602	2585	13.6	13.2	116	2129	13.2	10.9	113	852	11.4	4.3	97	331	9.6	1.7	82
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	13513	71.0	12.3	109	10737	66.3	9.8	101	4848	64.7	4.4	99	2489	72.0	2.3	110
READ ONE	95074	11419	60.0	12.0	106	9203	56.9	9.7	100	4234	56.5	4.5	100	2196	63.5	2.3	112
READ TWO OR MORE	14588	2095	11.0	14.4	127	1534	9.5	10.5	109	614	8.2	4.2	94	294	8.5	2.0	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.68				31.42				32.15				31.19			
30 DAY REACH	149706	17393	91.3	11.6	102	14954	92.4	10.0	104	6777	90.4	4.5	101	3197	92.5	2.1	104
50 SHWG - 30 DAY AV FREQ	15.16	16.46				16.21				17.00				15.98			
30 DAY REACH	142406	16766	88.1	11.8	104	14506	89.6	10.2	106	6403	85.4	4.5	101	3124	90.4	2.2	106
25 SHWG - 30 DAY AV FREQ	8.23	8.87				8.63				9.15				8.41			
30 DAY REACH	131152	15581	81.8	11.9	105	13595	84.0	10.4	107	5971	79.7	4.6	102	2937	85.0	2.2	109
CABLE TV: HOME WIRED	66879	8054	42.3	12.0	106	6908	42.7	10.3	107	2844	38.0	4.3	95	1334	38.6	2.0	97
HOME NOT WIRED	100848	10986	57.7	10.9	96	9278	57.3	9.2	95	4650	62.0	4.6	103	2122	61.4	2.1	102
HAVE PAY CABLE	35024	4713	24.8	13.5	119	4032	24.9	11.5	119	1625	21.7	4.6	104	878	25.4	2.5	122

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

		MICHELOB				MILLER HIGH LIFE				OLD MILWAUKEE				OLD STYLE			
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	19040	100.0	11.4	100	16186	100.0	9.7	100	7494	100.0	4.5	100	3457	100.0	2.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	11648	61.2	12.2	107	9786	60.5	10.2	106	4580	61.1	4.8	107	2263	65.5	2.4	115
10:00 AM - 3:00 PM	63599	7522	39.5	11.8	104	6614	40.9	10.4	108	2964	39.6	4.7	104	1376	39.8	2.2	105
3:00 PM - 7:00 PM	72097	9205	48.3	12.8	112	7821	48.3	10.8	112	3575	47.7	5.0	111	1733	50.1	2.4	117
7:00 PM - MIDNIGHT	36670	5145	27.0	14.0	124	4094	25.3	11.2	116	1899	25.3	5.2	116	843	24.4	2.3	112
MIDNIGHT - 6:00 AM	21908	2865	15.0	13.1	115	2436	15.1	11.1	115	1207	16.1	5.5	123	465	13.5	2.1	103
6:00 AM - MIDNIGHT	127571	15550	81.7	12.2	107	13208	81.6	10.4	107	6076	81.1	4.8	107	2968	85.9	2.3	113
ENTIRE DAY	129239	15730	82.6	12.2	107	13353	82.5	10.3	107	6146	82.0	4.8	106	2984	86.3	2.3	112
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4279	22.5	12.6	111	3660	22.6	10.8	112	1784	23.8	5.2	117	890	25.7	2.6	127
ALL NEWS	6062	874	4.6	14.4	127	479	3.0	7.9	82	*123	1.6	2.0	45	**47	1.4	0.8	38
AOR/PROGRESSIVE	11884	2234	11.7	18.8	166	1574	9.7	13.2	137	748	10.0	6.3	141	296	8.6	2.5	121
BEAUTIFUL MUSIC	11180	1389	7.3	12.4	109	1076	6.6	9.6	100	410	5.5	3.7	82	**144	4.2	1.3	62
BLACK	4538	450	2.4	9.9	87	607	3.8	13.4	139	*181	2.4	4.0	89	*180	5.2	4.0	192
CLASSICAL	3857	447	2.3	11.6	102	365	2.3	9.5	98	*185	2.5	4.8	107	**86	2.5	2.2	108
CHR/ROCK	21946	3531	18.5	16.1	142	3000	18.5	13.7	142	1180	15.7	5.4	120	752	21.8	3.4	166
COUNTRY	27262	2752	14.5	10.1	89	2608	16.1	9.6	99	1481	19.8	5.4	122	533	15.4	2.0	95
GOLDEN OLDIES	3339	384	2.0	11.5	101	370	2.3	11.1	115	**129	1.7	3.9	86	**31	0.9	0.9	45
MOR/NOSTALGIA	10346	1276	6.7	12.3	109	926	5.7	9.0	93	448	6.0	4.3	97	**184	5.3	1.8	86
NEWS/TALK	8929	927	4.9	10.4	91	639	3.9	7.2	74	299	4.0	3.3	75	303	8.8	3.4	165
RELIGIOUS	5488	430	2.3	7.8	69	391	2.4	7.1	74	*203	2.7	3.7	83	**113	3.3	2.1	100
SOFT ROCK	1232	*169	0.9	13.7	121	*139	0.9	11.3	117	**91	1.2	7.4	165	**22	0.6	1.8	87
URBAN CONTEMPORARY	3184	354	1.9	11.1	98	435	2.7	13.7	142	**190	2.5	6.0	134	**116	3.4	3.6	177
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1101	5.8	15.9	140	778	4.8	11.3	117	326	4.4	4.7	106	*208	6.0	3.0	146
ABC DIRECTION	5212	765	4.0	14.7	129	544	3.4	10.4	108	*210	2.8	4.0	90	**58	1.7	1.1	54
ABC ENTERTAINMENT	10385	1244	6.5	12.0	106	999	6.2	9.6	100	441	5.9	4.2	95	**158	4.6	1.5	74
ABC FM	4762	656	3.4	13.8	121	815	5.0	17.1	177	*194	2.6	4.1	91	*224	6.5	4.7	228
ABC INFORMATION	11339	1004	5.3	8.9	78	964	6.0	8.5	88	621	8.3	5.5	123	*281	8.1	2.5	120
ABC ROCK	4878	755	4.0	15.5	136	744	4.6	15.3	158	*288	3.8	5.9	132	*213	6.2	4.4	212
CBS	10709	1198	6.3	11.2	99	810	5.0	7.6	78	429	5.7	4.0	90	*187	5.4	1.7	85
MUTUAL	10251	1244	6.5	12.1	107	980	6.1	9.6	99	547	7.3	5.3	119	322	9.3	3.1	152
NBC	12243	1299	6.8	10.6	93	1137	7.0	9.3	96	658	8.8	5.4	120	*236	6.8	1.9	94
RADIORADIO	4606	800	4.2	17.4	153	669	4.1	14.5	151	*242	3.2	5.3	118	*123	3.6	2.7	130
RKO ONE	5148	682	3.6	13.2	117	767	4.7	14.9	154	*235	3.1	4.6	102	*190	5.5	3.7	179
RKO TWO	7313	764	4.0	10.4	92	856	5.3	11.7	121	270	3.6	3.7	83	*135	3.9	1.8	90
THE SOURCE	5981	864	4.5	14.4	127	707	4.4	11.8	122	411	5.5	6.9	154	*139	4.0	2.3	113
NON-WIRED : BLAIR	19329	2273	11.9	11.8	104	1889	11.7	9.8	101	914	12.2	4.7	106	356	10.3	1.8	89
INTERNET	27139	3518	18.5	13.0	114	2992	18.5	11.0	114	1185	15.8	4.4	98	706	20.4	2.6	126
KATZ RADIO GROUP	36319	4763	25.0	13.1	116	3666	22.6	10.1	105	1695	22.6	4.7	104	922	26.7	2.5	123
SUPERNET	22361	2828	14.9	12.6	111	2382	14.7	10.7	110	1272	17.0	5.7	127	659	19.1	2.9	143
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1333	7.0	9.2	81	1322	8.2	9.1	94	605	8.1	4.2	93	200	5.8	1.4	67
WKDAY 9:00 AM - 1:00 PM	18688	1728	9.1	9.2	81	1547	9.6	8.3	86	705	9.4	3.8	84	316	9.1	1.7	82
WKDAY 1:00 PM - 4:30 PM	24061	2135	11.2	8.9	78	1972	12.2	8.2	85	1012	13.5	4.2	94	459	13.3	1.9	93
WKDAY 4:30 PM - 7:30 PM	44079	4490	23.6	10.2	90	4043	25.0	9.2	95	1996	26.6	4.5	101	789	22.8	1.8	87
WKDAY 7:30 PM - 8:00 PM	61979	6257	32.9	10.1	89	5536	34.2	8.9	93	2735	36.5	4.4	99	1224	35.4	2.0	96
WKDAY 11:00 PM - 11:30 PM	49084	5491	28.8	11.2	99	4702	29.0	9.6	99	2283	30.5	4.7	104	1376	39.8	2.8	136
WKDAY 11:30 PM - 1:00 AM	16560	1962	10.3	11.8	104	1740	10.8	10.5	109	850	11.3	5.1	115	583	16.9	3.5	171
M-SAT 8-11 PM+SUN 7-11 PM	66967	7365	38.7	11.0	97	6267	38.7	9.4	97	3001	40.0	4.5	100	1428	41.3	2.1	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	892	4.7	9.6	85	798	4.9	8.6	89	287	3.8	3.1	69	257	7.4	2.8	135
ANOTHER WORLD N	6138	412	2.2	6.7	59	521	3.2	8.5	88	174	2.3	2.8	63	*90	2.6	1.5	71
AS THE WORLD TURNS C	7707	732	3.8	9.5	84	591	3.7	7.7	79	454	6.1	5.9	132	*73	2.1	0.9	46
CAPITOL C	4688	519	2.7	11.1	98	353	2.2	7.5	78	335	4.5	7.1	160	**63	1.8	1.3	65
CBS MORN. NEWS 1 C	2792	290	1.5	10.4	91	202	1.2	7.2	75	*95	1.3	3.4	76	**22	0.6	0.8	38
CBS MORN. NEWS 2 C	2071	215	1.1	10.4	91	138	0.9	6.7	69	*84	1.1	4.1	91	**14	0.4	0.7	33
DAYS OF OUR LIVES N	8018	691	3.6	8.6	76	650	4.0	8.1	84	293	3.9	3.7	82	*124	3.6	1.5	75
FACTS OF LIFE - DAYTIME N	3487	321	1.7	9.2	81	306	1.9	8.8	91	128	1.7	3.7	82	**22	0.6	0.6	31
FAMILY FEUD A	4817	396	2.1	8.2	72	339	2.1	7.0	73	147	2.0	3.1	68	*87	2.5	1.8	88
GENERAL HOSPITAL A	8333	705	3.7	8.5	75	588	3.6	7.1	73	281	3.7	3.4	75	202	5.8	2.4	118
GOOD MORNING, AMERICA-730 A	5472	397	2.1	7.3	64	469	2.9	8.6	89	240	3.2	4.4	98	*106	3.1	1.9	94
GOOD MORNING, AMERICA-830 A	3965	297	1.6	7.5	66	342	2.1	8.6	89	181	2.4	4.6	102	*70	2.0	1.8	86
GUIDING LIGHT C	7542	708	3.7	9.4	83	567	3.5	7.5	78	496	6.6	6.6	147	*62	1.8	0.8	40
ONE LIFE TO LIVE A	6018	411	2.2	6.8	60	429	2.7	7.1	74	220	2.9	3.7	82	189	5.5	3.1	152
PRESS YOUR LUCK C	3589	348	1.8	9.7	85	330	2.0	9.2	95	124	1.7	3.5	77	*103	3.0	2.9	139
PRICE IS RIGHT 1 C	7418	559	2.9	7.5	66	553	3.4	7.5	77	324	4.3	4.4	98	139	4.0	1.9	91
PRICE IS RIGHT 2 C	8276	680	3.6	8.2	72	685	4.2	8.3	86	332	4.4	4.0	90	*132	3.8	1.6	77
RYAN'S HOPE A	4358	413	2.2	9.5	83	414	2.6	9.5	98	145	1.9	3.3	74	*141	4.1	3.2	157
SALE OF THE CENTURY N	3749	292	1.5	7.8	69	304	1.9	8.1	84	141	1.9	3.8	84	**34	1.0	0.9	44
SEARCH FOR TOMORROW N	2884	245	1.3	8.5	75	192	1.2	6.7	69	*92	1.2	3.2	71	**28	0.8	1.0	47
TODAY SHOW 1 N	4869	561	2.9	11.5	101	451	2.8	9.3	96	145	1.9	3.0	67	**36	1.0	0.7	36
TODAY SHOW 2 N	4135	279	1.5	6.7	59	336	2.1	8.1	84	128	1.7	3.1	69	*61	1.8	1.5	72
$25,000 PYRAMID C	4361	443	2.3	10.2	89	341	2.1	7.8	81	174	2.3	4.0	89	*49	1.4	1.1	55
WHEEL OF FORTUNE N	6187	610	3.2	9.9	87	502	3.1	8.1	84	193	2.6	3.1	70	*89	2.6	1.4	70
YOUNG AND THE RESTLESS C	8186	840	4.4	10.3	90	713	4.4	8.7	90	388	5.2	4.7	106	*99	2.9	1.2	59
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	694	3.6	14.7	129	534	3.3	11.3	117	241	3.2	5.1	114	*108	3.1	2.3	111
NBA PLAYOFF GAME -1 C	5127	732	3.8	14.3	126	701	4.3	13.7	142	441	5.9	8.6	193	220	6.4	4.3	208
NBC MAJOR LEAGUE PRE-GAME N	3945	374	2.0	9.5	84	421	2.6	10.7	111	*217	2.9	5.5	123	**75	2.2	1.9	92
SPORTSWORLD - SUN N	3370	387	2.0	11.5	101	394	2.4	11.7	121	*146	1.9	4.3	97	*128	3.7	3.8	184
SUNDAY MORNING C	4200	546	2.9	13.0	115	489	3.0	11.6	121	239	3.2	5.7	127	*115	3.3	2.7	133

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

		TOTAL	MICHELOB				MILLER HIGH LIFE				OLD MILWAUKEE				OLD STYLE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	19040	100.0	11.4	100	16186	100.0	9.7	100	7494	100.0	4.5	100	3457	100.0	2.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4920	25.8	9.4	83	4630	28.6	8.9	92	2317	30.9	4.4	99	900	26.0	1.7	84
NETWORK AFFILIATES - LATE		39164	4039	21.2	10.3	91	3563	22.0	9.1	94	1745	23.3	4.5	100	1074	31.1	2.7	133
INDEPENDENTS - LATE		5133	620	3.3	12.1	106	443	2.7	8.6	89	239	3.2	4.7	104	147	4.3	2.9	139
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2346	12.3	10.3	91	2392	14.8	10.5	109	977	13.0	4.3	96	441	12.8	1.9	94
ABC MONDAY NIGHT MOVIE	A	11258	1168	6.1	10.4	91	1065	6.6	9.5	98	465	6.2	4.1	92	*258	7.5	2.3	111
ABC SUNDAY NIGHT MOVIE	A	23600	2788	14.6	11.8	104	2395	14.8	10.1	105	927	12.4	3.9	88	620	17.9	2.6	127
ABC WORLD NEWS TONIGHT	A	12801	1433	7.5	11.2	99	1220	7.5	9.5	99	740	9.9	5.8	129	168	4.9	1.3	64
AFTERMASH	C	10966	1160	6.1	10.6	93	872	5.4	8.0	82	528	7.0	4.8	108	**128	3.7	1.2	57
ALICE	C	17050	1562	8.2	9.2	81	1567	9.7	9.2	95	801	10.7	4.7	105	290	8.4	1.7	83
AMERICAN PARADE	C	11998	1082	5.7	9.0	79	815	5.0	6.8	70	482	6.4	4.0	90	180	5.2	1.5	73
BENSON	A	19258	1753	9.2	9.1	80	1768	10.9	9.2	95	913	12.2	4.7	106	374	10.8	1.9	94
BLUE THUNDER	A	11478	1146	6.0	10.0	88	1084	6.7	9.4	98	635	8.5	5.5	124	*245	7.1	2.1	104
CAGNEY & LACEY	C	18263	2102	11.0	11.5	101	1856	11.5	10.2	105	799	10.7	4.4	98	481	13.9	2.6	128
CBS EVENING NEWS-DEAN	C	7733	751	3.9	9.7	86	647	4.0	8.4	87	315	4.2	4.1	91	*118	3.4	1.5	74
CBS EVENING NEWS-RATHER	C	15653	1490	7.8	9.5	84	1221	7.5	7.8	81	755	10.1	4.8	108	283	8.2	1.8	88
CBS SAT. NEWS-SCHIEFFER	C	8744	812	4.3	9.3	82	778	4.8	8.9	92	291	3.9	3.3	74	145	4.2	1.7	80
CBS SATURDAY NIGHT MOVIE	C	12000	1289	6.8	10.7	95	1281	7.9	10.7	111	581	7.8	4.8	108	261	7.5	2.2	106
CBS WEDNESDAY NIGHT MOVIE	C	11522	1108	5.8	9.6	85	1002	6.2	8.7	90	570	7.6	4.9	111	192	5.6	1.7	81
CHEERS	N	16818	2292	12.0	13.6	120	1684	10.4	10.0	104	636	8.5	3.8	85	583	16.9	3.5	168
DALLAS	C	37510	3771	19.8	10.1	89	3106	19.2	8.3	86	1592	21.2	4.2	95	740	21.4	2.0	96
DIFF'RENT STROKES	N	11258	1164	6.1	10.3	91	912	5.6	8.1	84	409	5.5	3.6	81	*127	3.7	1.1	55
DOUBLE TROUBLE	N	12248	1277	6.7	10.4	92	1246	7.7	10.2	105	396	5.3	3.2	72	*322	9.3	2.6	128
DUCK FACTORY	N	11100	1472	7.7	13.3	117	1273	7.9	11.5	119	500	6.7	4.5	101	384	11.1	3.5	168
DUKES OF HAZZARD	C	12353	1217	6.4	9.9	87	1133	7.0	9.2	95	456	6.1	3.7	83	212	6.1	1.7	83
DYNASTY	A	33279	3599	18.9	10.8	95	2793	17.3	8.4	87	1337	17.8	4.0	90	517	15.0	1.6	75
FACTS OF LIFE	N	13410	1314	6.9	9.8	86	1216	7.5	9.1	94	317	4.2	2.4	53	*308	8.9	2.3	111
FALCON CREST	C	31093	3228	17.0	10.4	91	2768	17.1	8.9	92	1333	17.8	4.3	96	630	18.2	2.0	98
FALL GUY	A	18649	1884	9.9	10.1	89	1850	11.4	9.9	103	997	13.3	5.3	120	352	10.2	1.9	92
FAMILY TIES	N	13101	1239	6.5	9.5	83	1113	6.9	8.5	88	534	7.1	4.1	91	*297	8.6	2.3	110
FANTASY ISLAND	A	13069	1229	6.5	9.4	83	1104	6.8	8.4	88	597	8.0	4.6	102	300	8.7	2.3	111
FOULUPS,BLEEPS & BLUNDERS	A	16588	1885	9.9	11.4	100	1678	10.4	10.1	105	853	11.4	5.1	115	312	9.0	1.9	91
FOUR SEASONS	C	9302	954	5.0	10.3	90	708	4.4	7.6	79	429	5.7	4.6	103	*238	6.9	2.6	124
GIMME A BREAK	N	13955	1156	6.1	8.3	73	981	6.1	7.0	73	498	6.6	3.6	80	*256	7.4	1.8	89
HART TO HART	A	15735	1674	8.8	10.6	94	1317	8.1	8.4	87	560	7.5	3.6	80	386	11.2	2.5	119
HILL STREET BLUES	N	18257	2636	13.8	14.4	127	1902	11.8	10.4	108	840	11.2	4.6	103	704	20.4	3.9	187
HOTEL	A	24236	2420	12.7	10.0	88	1941	12.0	8.0	83	993	13.3	4.1	92	397	11.5	1.6	79
JEFFERSONS	C	17010	1557	8.2	9.2	81	1540	9.5	9.1	94	858	11.4	5.0	113	323	9.3	1.9	92
JENNIFER SLEPT HERE	N	9397	1028	5.4	10.9	96	868	5.4	9.2	96	357	4.8	3.8	85	*159	4.6	1.7	82
KATE & ALLIE	C	16762	1772	9.3	10.6	93	1709	10.6	10.2	106	736	9.8	4.4	98	315	9.1	1.9	91
KNIGHT RIDER	N	13164	1570	8.2	11.9	105	1231	7.6	9.4	97	459	6.1	3.5	78	*269	7.8	2.0	99
LOVE BOAT	A	20400	1660	8.7	8.1	72	1616	10.0	7.9	82	822	11.0	4.0	90	314	9.1	1.5	75
MAGNUM PI	C	22543	2541	13.3	11.3	99	2334	14.4	10.4	107	993	13.3	4.4	99	450	13.0	2.0	97
MAMA'S FAMILY	N	9852	981	5.2	10.0	88	858	5.3	8.7	90	342	4.6	3.5	78	*150	4.3	1.5	74
MASTER, THE	N	8082	928	4.9	11.5	101	982	6.1	12.2	126	402	5.4	5.0	111	*161	4.7	2.0	97
MATT HOUSTON	A	12881	1361	7.1	10.6	93	1178	7.3	9.1	95	500	6.7	3.9	87	316	9.1	2.5	119
NBC MONDAY NIGHT MOVIE	N	23889	3056	16.1	12.8	113	2497	15.4	10.5	108	1156	15.4	4.8	108	551	15.9	2.3	112
NBC NIGHTLY NEWS	N	11156	1080	5.7	9.7	85	1097	6.8	9.8	102	422	5.6	3.8	85	207	6.0	1.9	90
NBC NIGHTLY NEWS-SAT	N	7363	627	3.3	8.5	75	680	4.2	9.2	96	282	3.8	3.8	86	**126	3.6	1.7	83
NBC NIGHTLY NEWS-SUN	N	6214	643	3.4	10.3	91	549	3.4	8.8	92	*168	2.2	2.7	61	**104	3.0	1.7	81
NBC SUNDAY NIGHT MOVIE	N	17590	2283	12.0	13.0	114	1977	12.2	11.2	116	814	10.9	4.6	104	438	12.7	2.5	121
NEWHART	C	16740	1732	9.1	10.3	91	1768	10.9	10.6	109	722	9.6	4.3	97	341	9.9	2.0	99
ONE DAY AT A TIME	C	11820	1182	6.2	10.0	88	1067	6.6	9.0	94	514	6.9	4.3	97	*184	5.3	1.6	76
PEOPLE ARE FUNNY	N	9138	974	5.1	10.7	94	747	4.6	8.2	85	378	5.0	4.1	93	*165	4.8	1.8	88
REAL PEOPLE	N	15979	1483	7.8	9.3	82	1264	7.8	7.9	82	533	7.1	3.3	75	254	7.3	1.6	77
REMINGTON STEELE	N	14395	1648	8.7	11.4	101	1306	8.1	9.1	94	546	7.3	3.8	85	475	13.7	3.3	160
RIPLEY'S BELIEVE IT - NOT	A	11362	1329	7.0	11.7	103	1327	8.2	11.7	121	589	7.9	5.2	116	231	6.7	2.0	99
RIPTIDE	N	13920	1433	7.5	10.3	91	1202	7.4	8.6	89	482	6.4	3.5	77	*282	8.2	2.0	98
SCARECROW & MRS. KING	C	17571	1681	8.8	9.6	84	1479	9.1	8.4	87	628	8.4	3.6	80	273	7.9	1.6	75
SIMON & SIMON	C	20208	2174	11.4	10.8	95	2033	12.6	10.1	104	1011	13.5	5.0	112	387	11.2	1.9	93
60 MINUTES	C	27668	3043	16.0	11.0	97	2272	14.0	8.2	85	1150	15.3	4.2	93	617	17.8	2.2	108
ST. ELSEWHERE	N	13699	1628	8.6	11.9	105	1342	8.3	9.8	102	609	8.1	4.4	99	472	13.7	3.4	167
THREE'S COMPANY	A	20632	2173	11.4	10.5	93	2088	12.9	10.1	105	874	11.7	4.2	95	481	13.9	2.3	113
T.J. HOOKER	A	17136	1530	8.0	8.9	79	1519	9.4	8.9	92	700	9.3	4.1	91	*199	5.8	1.2	56
TONIGHT SHOW	N	4963	654	3.4	13.2	116	567	3.5	11.4	118	231	3.1	4.7	104	164	4.7	3.3	160
TRAPPER JOHN, M.D.	C	16332	1391	7.3	8.5	75	1468	9.1	9.0	93	742	9.9	4.5	102	282	8.2	1.7	84
TV BLOOPERS & PRAC. JOKES	N	18881	2097	11.0	11.1	98	1615	10.0	8.6	89	890	11.9	4.7	106	374	10.8	2.0	96
20/20	A	18315	1694	8.9	9.2	81	1529	9.4	8.3	87	966	12.9	5.3	118	232	6.7	1.3	61
WEBSTER	A	18722	1717	9.0	9.2	81	1798	11.1	9.6	100	849	11.3	4.5	101	400	11.6	2.1	104
WORLD NEWS - SUN	A	5327	452	2.4	8.5	75	552	3.4	10.4	107	*211	2.8	4.0	89	**47	1.4	0.9	43
YELLOW ROSE	N	8370	655	3.4	7.8	69	674	4.2	8.1	83	289	3.9	3.5	77	*109	3.2	1.3	63
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3656	19.2	14.1	125	3336	20.6	12.9	134	1572	21.0	6.1	136	815	23.6	3.2	153
BASKETBALL - COLLEGE GAMES		14468	2189	11.5	15.1	133	1972	12.2	13.6	141	1037	13.8	7.2	160	705	20.4	4.9	236
BASKETBALL - PRO GAMES		12124	2004	10.5	16.5	146	1698	10.5	14.0	145	812	10.8	6.7	150	*484	14.0	4.0	194
BOWLING		9412	1031	5.4	11.0	96	986	6.1	10.5	109	*397	5.3	4.2	94	*216	6.2	2.3	111
BOXING		15409	2378	12.5	15.4	136	2309	14.3	15.0	155	1203	16.1	7.8	175	523	15.1	3.4	165
FOOTBALL - COLLEGE GAMES		21400	3292	17.3	15.4	136	2849	17.6	13.3	138	1534	20.5	7.2	160	819	23.7	3.8	186
FOOTBALL - PRO GAMES		35944	6035	31.7	16.8	148	5139	31.7	14.3	148	2574	34.3	7.2	160	1214	35.1	3.4	164
GOLF		9759	1667	8.8	17.1	150	1260	7.8	12.9	134	*514	6.9	5.3	118	**254	7.3	2.6	126
POST-SEASON COLL. FOOTBALL		18123	3133	16.5	17.3	152	2884	17.8	15.9	165	1351	18.0	7.5	167	783	22.6	4.3	210
POST-SEASON PRO FOOTBALL		22091	3874	20.3	17.5	154	3451	21.3	15.6	162	1703	22.7	7.7	173	924	26.7	4.2	203
TENNIS		6764	1113	5.8	16.5	145	736	4.5	10.9	113	*248	3.3	3.7	82	**115	3.3	1.7	82
WRESTLING - PROFESSIONAL		9695	1414	7.4	14.6	128	1254	7.7	12.9	134	965	12.9	10.0	223	**116	3.4	1.2	58

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL U.S. '000	PABST				SCHLITZ				STROH'S							
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	6186	100.0	3.7	100	4513	100.0	2.7	100	7183	100.0	4.3	100				
MALES	79263	4459	72.1	5.6	153	2828	62.7	3.6	133	4845	67.5	6.1	143				
FEMALES	88464	1727	27.9	2.0	53	1685	37.3	1.9	71	2338	32.5	2.6	62				
18 - 24	28671	1281	20.7	4.5	121	1168	25.9	4.1	151	1875	26.1	6.5	153				
25 - 34	39536	1643	26.6	4.2	113	1034	22.9	2.6	97	2474	34.4	6.3	146				
35 - 44	28978	1227	19.8	4.2	115	688	15.2	2.4	88	1326	18.5	4.6	107				
45 - 54	22345	861	13.9	3.9	104	667	14.8	3.0	111	837	11.7	3.7	87				
55 - 64	22224	575	9.3	2.6	70	578	12.8	2.6	97	*382	5.3	1.7	40				
65 OR OLDER	25973	600	9.7	2.3	63	379	8.4	1.5	54	*289	4.0	1.1	26				
18 - 34	68207	2924	47.3	4.3	116	2201	48.8	3.2	120	4349	60.5	6.4	149				
18 - 49	108058	4621	74.7	4.3	116	3117	69.1	2.9	107	6161	85.8	5.7	133				
25 - 54	90859	3731	60.3	4.1	111	2389	52.9	2.6	98	4637	64.6	5.1	119				
35 - 49	39851	1697	27.4	4.3	115	915	20.3	2.3	85	1812	25.2	4.5	106				
50 OR OLDER	59669	1566	25.3	2.6	71	1396	30.9	2.3	87	1022	14.2	1.7	40				
GRADUATED COLLEGE	28091	1088	17.6	3.9	105	828	18.3	2.9	110	1840	25.6	6.6	153				
ATTENDED COLLEGE	28938	1004	16.2	3.5	94	777	17.2	2.7	100	1369	19.1	4.7	110				
GRADUATED HIGH SCHOOL	65503	2686	43.4	4.1	111	1645	36.5	2.5	93	2907	40.5	4.4	104				
DID NOT GRADUATE HIGH SCHOOL	45195	1409	22.8	3.1	85	1263	28.0	2.8	104	1068	14.9	2.4	55				
EMPLOYED MALES	56429	3406	55.1	6.0	164	1983	43.9	3.5	131	3743	52.1	6.6	155				
EMPLOYED FEMALES	43971	938	15.2	2.1	58	864	19.1	2.0	73	1714	23.9	3.9	91				
EMPLOYED FULL-TIME	87773	3959	64.0	4.5	122	2525	55.9	2.9	107	4772	66.4	5.4	127				
EMPLOYED PART-TIME	12627	*386	6.2	3.1	83	*322	7.1	2.6	95	685	9.5	5.4	127				
NOT EMPLOYED	67327	1842	29.8	2.7	74	1666	36.9	2.5	92	1726	24.0	2.6	60				
PROFESSIONAL/MANAGER	25845	1111	18.0	4.3	117	831	18.4	3.2	119	1561	21.7	6.0	141				
TECH/CLERICAL/SALES	30895	1120	18.1	3.6	98	705	15.6	2.3	85	1419	19.8	4.6	107				
PRECISION/CRAFT	12629	669	10.8	5.3	144	*406	9.0	3.2	119	929	12.9	7.4	172				
OTHER EMPLOYED	31031	1444	23.3	4.7	126	904	20.0	2.9	108	1549	21.6	5.0	117				
SINGLE	35557	1475	23.8	4.1	112	1232	27.3	3.5	129	2450	34.1	6.9	161				
MARRIED	103585	4016	64.9	3.9	105	2530	56.1	2.4	91	4064	56.6	3.9	92				
DIVORCED/SEPARATED/WIDOWED	28585	695	11.2	2.4	66	750	16.6	2.6	98	669	9.3	2.3	55				
PARENTS	59295	2275	36.8	3.8	104	1568	34.7	2.6	98	2635	36.7	4.4	104				
WHITE	146081	5635	91.1	3.9	105	3545	78.6	2.4	90	6412	89.3	4.4	102				
BLACK	17974	509	8.2	2.8	77	910	20.2	5.1	188	668	9.3	3.7	87				
OTHER	3672	**43	0.7	1.2	32	**58	1.3	1.6	59	**103	1.4	2.8	65				
NORTHEAST-CENSUS	37005	1391	22.5	3.8	102	1148	25.4	3.1	115	1837	25.6	5.0	116				
NORTH CENTRAL	42642	2971	48.0	7.0	189	734	16.3	1.7	64	2882	40.1	6.8	158				
SOUTH	56777	1199	19.4	2.1	57	1827	40.5	3.2	120	2025	28.2	3.6	83				
WEST	31303	625	10.1	2.0	54	803	17.8	2.6	95	*439	6.1	1.4	33				
NORTHEAST-MKTG.	38125	1333	21.5	3.5	95	1125	24.9	3.0	110	1393	19.4	3.7	85				
EAST CENTRAL	24794	1597	25.8	6.4	175	*406	9.0	1.6	61	2314	32.2	9.3	218				
WEST CENTRAL	28511	1853	30.0	6.5	176	600	13.3	2.1	78	1349	18.8	4.7	110				
SOUTH	48953	893	14.4	1.8	49	1722	38.2	3.5	131	1738	24.2	3.6	83				
PACIFIC	27344	*512	8.3	1.9	51	660	14.6	2.4	90	*389	5.4	1.4	33				
COUNTY SIZE A	69301	2278	36.8	3.3	89	2068	45.8	3.0	111	2889	40.2	4.2	97				
COUNTY SIZE B	50633	1777	28.7	3.5	95	1455	32.2	2.9	107	2553	35.5	5.0	118				
COUNTY SIZE C	26259	980	15.8	3.7	101	*506	11.2	1.9	72	1280	17.8	4.9	114				
COUNTY SIZE D	21534	1152	18.6	5.3	145	*484	10.7	2.2	84	*461	6.4	2.1	50				
METRO CENTRAL CITY	50014	1762	28.5	3.5	96	1549	34.3	3.1	115	1844	25.7	3.7	86				
METRO SUBURBAN	76832	2686	43.4	3.5	95	2036	45.1	2.6	98	3933	54.8	5.1	120				
NON METRO	40881	1738	28.1	4.3	115	928	20.6	2.3	84	1406	19.6	3.4	80				
TOP 5 ADI'S	39550	1022	16.5	2.6	70	1148	25.4	2.9	108	1297	18.1	3.3	77				
TOP 10 ADI'S	54877	1404	22.7	2.6	69	1641	36.4	3.0	111	2005	27.9	3.7	85				
TOP 20 ADI'S	77516	2382	38.5	3.1	83	2181	48.3	2.8	105	3252	45.3	4.2	98				
HSHLD INC. $50,000 OR MORE	17257	608	9.8	3.5	96	*371	8.2	2.1	80	679	9.5	3.9	92				
$40,000 OR MORE	33235	976	15.8	2.9	80	737	16.3	2.2	82	1458	20.3	4.4	102				
$30,000 OR MORE	59693	2179	35.2	3.7	99	1538	34.1	2.6	96	2846	39.6	4.8	111				
$25,000 OR MORE	76275	2846	46.0	3.7	101	2088	46.3	2.7	102	3782	52.7	5.0	116				
$20,000 - $24,999	18607	805	13.0	4.3	117	*373	8.3	2.0	75	737	10.3	4.0	92				
$15,000 - $19,999	17175	791	12.8	4.6	125	*465	10.3	2.7	101	862	12.0	5.0	117				
$10,000 - $14,999	24569	706	11.4	2.9	78	749	16.6	3.0	113	825	11.5	3.4	78				
UNDER $10,000	31101	1038	16.8	3.3	90	838	18.6	2.7	100	978	13.6	3.1	73				
HOUSEHOLD OF 1 PERSON	19441	588	9.5	3.0	82	540	12.0	2.8	103	522	7.3	2.7	63				
2 PEOPLE	51803	2001	32.3	3.9	105	1319	29.2	2.5	95	2081	29.0	4.0	94				
3 OR 4 PEOPLE	66933	2544	41.1	3.8	103	1625	36.0	2.4	90	3221	44.8	4.8	112				
5 OR MORE PEOPLE	29550	1053	17.0	3.6	97	1029	22.8	3.5	129	1359	18.9	4.6	107				
NO CHILD IN HSHLD	96587	3435	55.5	3.6	96	2360	52.3	2.4	91	3884	54.1	4.0	94				
CHILD(REN) UNDER 2 YRS	10844	457	7.4	4.2	114	*386	8.6	3.6	132	594	8.3	5.5	128				
2 - 5 YEARS	26358	839	13.6	3.2	86	926	20.5	3.5	131	1279	17.8	4.9	113				
6 - 11 YEARS	30453	1049	17.0	3.4	93	772	17.1	2.5	94	1287	17.9	4.2	99				
12 - 17 YEARS	36575	1621	26.2	4.4	120	1115	24.7	3.0	113	1678	23.4	4.6	107				
RESIDENCE OWNED	117770	3920	63.4	3.3	90	2943	65.2	2.5	93	4829	67.2	4.1	96				
VALUE: $50,000 OR MORE	70166	2245	36.3	3.2	87	1698	37.6	2.4	90	3137	43.7	4.5	104				
VALUE: UNDER $50,000	47604	1675	27.1	3.5	95	1245	27.6	2.6	97	1693	23.6	3.6	83				

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

		TOTAL U.S. '000	PABST				SCHLITZ				STROH'S							
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	6186	100.0	3.7	100	4513	100.0	2.7	100	7183	100.0	4.3	100				
MAGAZINES	QUINTILE 1	34022	1324	21.4	3.9	106	1047	23.2	3.1	114	2086	29.0	6.1	143				
	QUINTILE 2	34800	1384	22.4	4.0	108	1035	22.9	3.0	111	1552	21.6	4.5	104				
	QUINTILE 3	30514	1149	18.6	3.8	102	638	14.1	2.1	78	1259	17.5	4.1	96				
	QUINTILE 4	33324	1236	20.0	3.7	101	935	20.7	2.8	104	1388	19.3	4.2	97				
	QUINTILE 5	35066	1093	17.7	3.1	85	858	19.0	2.4	91	898	12.5	2.6	60				
NEWSPAPERS	QUINTILE 1	29107	1200	19.4	4.1	112	854	18.9	2.9	109	1509	21.0	5.2	121				
	QUINTILE 2	49095	1850	29.9	3.8	102	1091	24.2	2.2	83	2133	29.7	4.3	101				
	QUINTILE 3	23107	879	14.2	3.8	103	638	14.1	2.8	103	993	13.8	4.3	100				
	QUINTILE 4	33556	1108	17.9	3.3	90	940	20.8	2.8	104	1433	19.9	4.3	100				
	QUINTILE 5	32863	1150	18.6	3.5	95	990	21.9	3.0	112	1116	15.5	3.4	79				
OUTDOOR	QUINTILE 1	33431	1453	23.5	4.3	118	934	20.7	2.8	104	1693	23.6	5.1	118				
	QUINTILE 2	33478	1220	19.7	3.6	99	878	19.5	2.6	97	1700	23.7	5.1	119				
	QUINTILE 3	33574	1322	21.4	3.9	107	856	19.0	2.5	95	1469	20.5	4.4	102				
	QUINTILE 4	33935	1262	20.4	3.7	101	940	20.8	2.8	103	1201	16.7	3.5	83				
	QUINTILE 5	33310	930	15.0	2.8	76	904	20.0	2.7	101	1119	15.6	3.4	78				
RADIO-DRIVE	QUINTILE 1	33136	1441	23.3	4.3	118	807	17.9	2.4	91	1495	20.8	4.5	105				
TIME	QUINTILE 2	31658	1022	16.5	3.2	88	1082	24.0	3.4	127	1544	21.5	4.9	114				
	QUINTILE 3	32541	1483	24.0	4.6	124	750	16.6	2.3	86	1615	22.5	5.0	116				
	QUINTILE 4	34247	1183	19.1	3.5	94	950	21.1	2.8	103	1376	19.2	4.0	94				
	QUINTILE 5	36144	1058	17.1	2.9	79	924	20.5	2.6	95	1153	16.1	3.2	74				
RADIO-MID-	TERCILE 1	45037	1878	30.4	4.2	113	1362	30.2	3.0	112	2298	32.0	5.1	119				
DAY	TERCILE 2	44819	1682	27.2	3.8	102	1047	23.2	2.3	87	2019	28.1	4.5	105				
	TERCILE 3	77872	2627	42.5	3.4	91	2104	46.6	2.7	100	2866	39.9	3.7	86				
RADIO-TOTAL	QUINTILE 1	33763	1407	22.7	4.2	113	933	20.7	2.8	103	1607	22.4	4.8	111				
	QUINTILE 2	33240	1228	19.9	3.7	100	884	19.6	2.7	99	1676	23.3	5.0	118				
	QUINTILE 3	33408	1191	19.3	3.6	97	956	21.2	2.9	106	1533	21.3	4.6	107				
	QUINTILE 4	34792	1381	22.3	4.0	108	902	20.0	2.6	96	1534	21.4	4.4	103				
	QUINTILE 5	32524	981	15.9	3.0	82	838	18.6	2.6	96	832	11.6	2.6	60				
TV-PRIME	QUINTILE 1	33090	1174	19.0	3.5	96	1065	23.6	3.2	120	1492	20.8	4.5	105				
TIME	QUINTILE 2	33357	1340	21.7	4.0	109	905	20.1	2.7	101	1599	22.3	4.8	112				
	QUINTILE 3	33980	1191	19.3	3.5	95	737	16.3	2.2	81	1377	19.2	4.1	95				
	QUINTILE 4	33854	1143	18.5	3.4	92	948	21.0	2.8	104	1426	19.9	4.2	98				
	QUINTILE 5	33444	1339	21.6	4.0	109	858	19.0	2.6	95	1288	17.9	3.9	90				
TV-DAYTIME	TERCILE 1	49121	1572	25.4	3.2	87	1568	34.7	3.2	119	1808	25.2	3.7	86				
	TERCILE 2	48823	1883	30.4	3.9	105	1293	28.7	2.6	98	2126	29.6	4.4	102				
	TERCILE 3	69782	2732	44.2	3.9	106	1652	36.6	2.4	88	3249	45.2	4.7	109				
TV-TOTAL	QUINTILE 1	33584	1133	18.3	3.4	91	1248	27.7	3.7	138	1400	19.5	4.2	97				
	QUINTILE 2	33441	1193	19.3	3.6	97	939	20.8	2.8	104	1428	19.9	4.3	100				
	QUINTILE 3	33505	1413	22.8	4.2	114	708	15.7	2.1	79	1654	23.0	4.9	115				
	QUINTILE 4	33466	1194	19.3	3.6	97	729	16.2	2.2	81	1472	20.5	4.4	103				
	QUINTILE 5	33731	1255	20.3	3.7	101	890	19.7	2.6	98	1230	17.1	3.6	85				
MAGAZINES-NEWSPAPERS: DUAL		44503	1847	29.9	4.2	113	1213	26.9	2.7	101	2242	31.2	5.0	118				
MAGAZINE IMPERATIVE		39363	1423	23.0	3.6	98	1233	27.3	3.1	116	1842	25.6	4.7	109				
NEWSPAPER IMPERATIVE		46441	1666	26.9	3.6	97	1041	23.1	2.2	83	1838	25.6	4.0	92				
MAGAZINES-OUTDOOR: DUAL		33726	1349	21.8	4.0	108	944	20.9	2.8	104	1950	27.1	5.8	135				
MAGAZINE IMPERATIVE		52846	1925	31.1	3.6	99	1520	33.7	2.9	107	2241	31.2	4.2	99				
OUTDOOR IMPERATIVE		52140	1950	31.5	3.7	101	1361	30.2	2.6	97	2021	28.1	3.9	91				
MAGAZINES-RADIO: DUAL		37081	1453	23.5	3.9	106	947	21.0	2.6	95	2068	28.8	5.6	130				
MAGAZINE IMPERATIVE		49747	1949	31.5	3.9	106	1421	31.5	2.9	106	2285	31.8	4.6	107				
RADIO IMPERATIVE		49208	1866	30.2	3.8	103	1397	31.0	2.8	106	2019	28.1	4.1	96				
MAGAZINES-TELEVISION: DUAL		33103	1109	17.9	3.4	91	1098	24.3	3.3	123	1772	24.7	5.4	125				
MAGAZINE IMPERATIVE		54575	2357	38.1	4.3	117	1364	30.2	2.5	93	2710	37.7	5.0	116				
TELEVISION IMPERATIVE		53249	1927	31.2	3.6	98	1494	33.1	2.8	104	1748	24.3	3.3	77				
NEWSPAPERS-OUTDOOR: DUAL		36255	1500	24.2	4.1	112	952	21.1	2.6	98	1839	25.6	5.1	118				
NEWSPAPER IMPERATIVE		55591	1990	32.2	3.6	97	1415	31.4	2.5	95	2261	31.5	4.1	95				
OUTDOOR IMPERATIVE		48319	1748	28.3	3.6	98	1396	30.9	2.9	107	2168	30.2	4.5	105				
NEWSPAPERS-RADIO: DUAL		37242	1537	24.8	4.1	112	1034	22.9	2.8	103	1962	27.3	5.3	123				
NEWSPAPER IMPERATIVE		54423	2033	32.9	3.7	101	1348	29.9	2.5	92	2167	30.2	4.0	93				
RADIO IMPERATIVE		46650	1675	27.1	3.6	97	1320	29.2	2.8	105	2198	30.6	4.7	110				
NEWSPAPERS-TELEVISION: DUAL		35974	1372	22.2	3.8	103	996	22.1	2.8	103	1734	24.1	4.8	113				
NEWSPAPER IMPERATIVE		56095	2223	35.9	4.0	107	1263	28.0	2.3	84	2520	35.1	4.5	105				
TELEVISION IMPERATIVE		47170	1659	26.8	3.5	95	1673	37.1	3.5	132	1921	26.7	4.1	95				
OUTDOOR-RADIO: DUAL		33748	1423	23.0	4.2	114	932	20.7	2.8	103	1725	24.0	5.1	119				
OUTDOOR IMPERATIVE		52785	1938	31.3	3.7	100	1402	31.1	2.7	99	2347	32.7	4.4	104				
RADIO IMPERATIVE		52882	1945	31.4	3.7	100	1455	32.2	2.8	102	2271	31.6	4.3	100				
OUTDOOR-TELEVISION: DUAL		32030	1217	19.7	3.8	103	1058	23.4	3.3	123	1625	22.6	5.1	118				
OUTDOOR IMPERATIVE		54626	2389	38.6	4.4	119	1214	26.9	2.2	83	2676	37.3	4.9	114				
TELEVISION IMPERATIVE		54874	1903	30.8	3.5	94	1554	34.4	2.8	105	2083	29.0	3.8	89				
RADIO-TELEVISION: DUAL		33386	1328	21.5	4.0	108	1053	23.3	3.2	117	1745	24.3	5.2	122				
RADIO IMPERATIVE		53810	2084	33.7	3.9	105	1304	28.9	2.4	90	2560	35.6	4.8	111				
TELEVISION IMPERATIVE		54023	1903	30.8	3.5	96	1558	34.5	2.9	107	2032	28.3	3.8	88				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL U.S. '000	PABST				SCHLITZ				STROH'S							
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	6186	100.0	3.7	100	4513	100.0	2.7	100	7183	100.0	4.3	100				
ATLANTIC MONTHLY	867	**39	0.6	4.5	122	**21	0.5	2.4	90	**76	1.1	8.8	205				
BARRON'S	1580	**50	0.8	3.2	86	**64	1.4	4.1	151	**62	0.9	3.9	92				
BETTER HOMES & GARDENS	22203	581	9.4	2.6	71	453	10.0	2.0	76	848	11.8	3.8	89				
BON APPETIT	3810	**51	0.8	1.3	36	**56	1.2	1.5	55	*142	2.0	3.7	87				
BUSINESS WEEK	4663	*138	2.2	3.0	80	*116	2.6	2.5	92	239	3.3	5.1	120				
CAR AND DRIVER	3102	*143	2.3	4.6	125	**81	1.8	2.6	97	*251	3.5	8.1	189				
CBS MAGAZINE NETWORK (GROSS)	7311	358	5.8	4.9	133	*188	4.2	2.6	96	642	8.9	8.8	205				
CHANGING TIMES	3400	*147	2.4	4.3	117	**92	2.0	2.7	101	*185	2.6	5.4	127				
COLONIAL HOMES	1796	**50	0.8	2.8	75	**30	0.7	1.7	62	**24	0.3	1.3	31				
CONDE NAST MAG. PKG. (GROSS)	19924	520	8.4	2.6	71	619	13.7	3.1	115	744	10.4	3.7	87				
CONSUMERS DIGEST	3125	*208	3.4	6.7	180	**101	2.2	3.2	120	*147	2.0	4.7	110				
COSMOPOLITAN	10577	319	5.2	3.0	82	*241	5.3	2.3	85	533	7.4	5.0	118				
COUNTRY LIVING	3746	**67	1.1	1.8	48	**48	1.1	1.3	48	**208	2.9	5.6	130				
CUISINE	2214	**46	0.7	2.1	56	**48	1.1	2.2	81	**51	0.7	2.3	54				
CYCLE WORLD	2394	**89	1.4	3.7	101	**49	1.1	2.0	76	*182	2.5	7.6	178				
DCI:CREATIVE IDEAS FOR LIV	3068	**76	1.2	2.5	67	**66	1.5	2.2	80	**120	1.7	3.9	91				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*175	2.8	1.8	50	*211	4.7	2.2	82	417	5.8	4.4	102				
DISCOVER	2277	**115	1.9	5.1	137	**98	2.2	4.3	160	*149	2.1	6.5	153				
EBONY	7187	191	3.1	2.7	72	342	7.6	4.8	177	351	4.9	4.9	114				
ESQUIRE	2560	*151	2.4	5.9	160	*122	2.7	4.8	177	*115	1.6	4.5	105				
ESSENCE	3242	**63	1.0	1.9	53	*137	3.0	4.2	157	**127	1.8	3.9	91				
FAMILY CIRCLE	19639	498	8.1	2.5	69	332	7.4	1.7	63	510	7.1	2.6	61				
THE FAMILY HANDYMAN	3540	*232	3.8	6.6	178	*119	2.6	3.4	125	*270	3.8	7.6	178				
FAMILY WEEKLY	23924	949	15.3	4.0	108	495	11.0	2.1	77	1202	16.7	5.0	117				
FIELD & STREAM	9883	520	8.4	5.3	143	304	6.7	3.1	114	534	7.4	5.4	126				
FOOD & WINE	1030	**22	0.4	2.1	58	**19	0.4	1.8	69	**33	0.5	3.2	75				
FORBES	2679	**71	1.1	2.7	72	**88	1.9	3.3	122	*157	2.2	5.9	137				
FORTUNE	2931	**82	1.3	2.8	76	**110	2.4	3.8	139	*185	2.6	6.3	147				
GENTLEMEN'S QUARTERLY	3481	*129	2.1	3.7	100	**207	4.6	5.9	221	*224	3.1	6.4	150				
GLAMOUR	7163	*173	2.8	2.4	65	*200	4.4	2.8	104	276	3.8	3.9	90				
GOLF DIGEST	2355	*103	1.7	4.4	119	**70	1.6	3.0	110	*180	2.5	7.6	178				
GOLF DIGEST/TENNIS (GROSS)	3610	*142	2.3	3.9	107	**116	2.6	3.2	119	255	3.6	7.1	165				
GOLF MAGAZINE	2046	**79	1.3	3.9	105	**62	1.4	3.0	113	*206	2.9	10.1	235				
GOLF MAGAZINE/SKI (GROSS)	3547	*133	2.2	3.7	102	**106	2.3	3.0	111	333	4.6	9.4	219				
GOOD HOUSEKEEPING	20353	454	7.3	2.2	60	317	7.0	1.6	58	644	9.0	3.2	74				
HARPER'S BAZAAR	3362	**79	1.3	2.3	64	**52	1.2	1.5	57	**55	0.8	1.6	38				
HEALTH	2987	**46	0.7	1.5	42	**57	1.3	1.9	71	**120	1.7	4.0	94				
HEARST MAG CORP. BUY (GROSS)	67928	2067	33.4	3.0	83	1453	32.2	2.1	79	3031	42.2	4.5	104				
HEARST MAN POWER (GROSS)	11282	673	10.9	6.0	162	441	9.8	3.9	145	892	12.4	7.9	185				
HEARST WOMAN POWER (GROSS)	40514	1042	16.8	2.6	70	746	16.5	1.8	68	1563	21.8	3.9	90				
HOUSE BEAUTIFUL	4885	*132	2.1	2.7	73	**62	1.4	1.3	47	*179	2.5	3.7	86				
INC.	1308	**78	1.3	6.0	162	**37	0.8	2.8	105	**59	0.8	4.5	105				
JET	6498	*146	2.4	2.2	61	359	8.0	5.5	205	290	4.0	4.5	104				
LADIES' HOME JOURNAL	14797	373	6.0	2.5	68	291	6.4	2.0	73	514	7.2	3.5	81				
LHJ FAMILY GRP COMBO(GROSS)	21743	552	8.9	2.5	69	433	9.6	2.0	74	769	10.7	3.5	83				
LIFE	9881	364	5.9	3.7	100	*300	6.6	3.0	113	477	6.6	4.8	113				
L.A. TIMES HOME MAGAZINE	2775	**67	1.1	2.4	65	**78	1.7	2.8	104	**53	0.7	1.9	45				
MADEMOISELLE	4219	**111	1.8	2.6	71	**148	3.3	3.5	130	**143	2.0	3.4	79				
MC CALL'S	16422	402	6.5	2.4	66	350	7.8	2.1	79	422	5.9	2.6	60				
MC CALL'S/WRK MOTHER (GROSS)	17919	440	7.1	2.5	67	428	9.5	2.4	89	446	6.2	2.5	58				
MECHANIX ILLUSTRATED	4433	392	6.3	8.8	240	*160	3.5	3.6	134	*234	3.3	5.3	123				
METROPOLITAN HOME	1504	**41	0.7	2.7	74	**31	0.7	2.1	77	**29	0.4	1.9	45				
MONEY	4723	*215	3.5	4.6	123	*176	3.9	3.7	138	317	4.4	6.7	157				
MOTHER EARTH NEWS	2325	*215	3.5	9.2	251	**68	1.5	2.9	109	*197	2.7	8.5	198				
MS.	1189	**26	0.4	2.2	59	**61	1.4	5.1	191	**55	0.8	4.6	108				
NATIONAL ENQUIRER	18892	799	12.9	4.2	115	581	12.9	3.1	114	855	11.9	4.5	106				
NATIONAL GEOGRAPHIC	22129	992	16.0	4.5	122	638	14.1	2.9	107	1291	18.0	5.8	136				
NATIONAL SUNDAY MAGAZINE PKG	103750	4101	66.3	4.0	107	2731	60.5	2.6	98	5026	70.0	4.8	113				
NATURAL HISTORY	1379	**72	1.2	5.2	142	**34	0.8	2.5	92	**47	0.7	3.4	80				
NEW WOMAN	2289	**37	0.6	1.6	44	**54	1.2	2.4	88	**71	1.0	3.1	72				
NEW YORK INCLUDING CUE	1088	**29	0.5	2.7	72	**22	0.5	2.0	75	**82	1.1	7.5	176				
THE NEW YORKER	2459	*116	1.9	4.7	128	**74	1.6	3.0	112	*143	2.0	5.8	136				
NEWSWEEK	16527	773	12.5	4.7	127	559	12.4	3.4	126	975	13.6	5.9	138				
THE N.Y. TIMES DAILY EDITION	2739	**55	0.9	2.0	54	*83	1.8	3.0	113	*111	1.5	4.1	95				
THE N.Y. TIMES MAGAZINE	4443	*136	2.2	3.1	83	*87	1.9	2.0	73	*186	2.6	4.2	98				
OMNI	2799	**134	2.2	4.8	130	**104	2.3	3.7	138	*293	4.1	10.5	244				
ON CABLE	2209	*103	1.7	4.7	126	**33	0.7	1.5	56	**132	1.8	6.0	140				
1001 HOME IDEAS	3959	*133	2.2	3.4	91	**86	1.9	2.2	81	**135	1.9	3.4	80				
ORGANIC GARDENING	3111	*133	2.2	4.3	116	**75	1.7	2.4	90	*148	2.1	4.8	111				
OUTDOOR LIFE	5024	346	5.6	6.9	187	*196	4.3	3.9	145	421	5.9	8.4	196				
PARADE MAGAZINE	51292	1867	30.2	3.6	99	1387	30.7	2.7	100	2410	33.6	4.7	110				

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

	TOTAL U.S.	PABST				SCHLITZ				STROH'S							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	6186	100.0	3.7	100	4513	100.0	2.7	100	7183	100.0	4.3	100				
PARENTS	5298	*116	1.9	2.2	59	**149	3.3	2.8	105	315	4.4	5.9	139				
PENTHOUSE	5129	291	4.7	5.7	154	304	6.7	5.9	220	463	6.4	9.0	211				
PEOPLE	21070	654	10.6	3.1	84	585	13.0	2.8	103	1121	15.6	5.3	124				
PLAYBOY	10562	557	9.0	5.3	143	472	10.5	4.5	166	911	12.7	8.6	201				
POPULAR HOT RODDING	2496	**125	2.0	5.0	136	**73	1.6	2.9	109	*190	2.6	7.6	178				
POPULAR MECHANICS	5887	352	5.7	6.0	162	*246	5.5	4.2	155	426	5.9	7.2	169				
POPULAR SCIENCE	4317	*260	4.2	6.0	163	*201	4.5	4.7	173	305	4.2	7.1	165				
PREVENTION	5792	*108	1.7	1.9	51	**54	1.2	0.9	35	*170	2.4	2.9	69				
PSYCHOLOGY TODAY	3284	*140	2.3	4.3	116	**78	1.7	2.4	88	*185	2.6	5.6	132				
READER'S DIGEST	40046	1441	23.3	3.6	98	1026	22.7	2.6	95	1510	21.0	3.8	88				
REDBOOK	9584	269	4.3	2.8	76	*188	4.2	2.0	73	385	5.4	4.0	94				
ROAD & TRACK	2590	*147	2.4	5.7	154	**54	1.2	2.1	77	*306	4.3	11.8	276				
ROLLING STONE	3302	*239	3.9	7.2	196	**167	3.7	5.1	188	331	4.6	10.0	234				
RUNNER'S WORLD	1229	**115	1.9	9.4	254	**34	0.8	2.8	103	**73	1.0	5.9	139				
SATURDAY EVENING POST	2110	**76	1.2	3.6	98	**61	1.4	2.9	107	**78	1.1	3.7	86				
SCIENCE 84	1543	**47	0.8	3.0	83	**63	1.4	4.1	152	**96	1.3	6.2	145				
SCIENCE DIGEST	1747	**71	1.1	4.1	110	**94	2.1	5.4	200	**152	2.1	8.7	203				
SCIENTIFIC AMERICAN	1994	**91	1.5	4.6	124	**107	2.4	5.4	199	*201	2.8	10.1	235				
SELF	3119	**140	2.3	4.5	122	**90	2.0	2.9	107	*184	2.6	5.9	138				
SEVENTEEN	3923	**57	0.9	1.5	39	**175	3.9	4.5	166	**200	2.8	5.1	119				
SKI	1501	**54	0.9	3.6	98	**44	1.0	2.9	109	*127	1.8	8.5	198				
SMITHSONIAN	5976	161	2.6	2.7	73	*111	2.5	1.9	69	329	4.6	5.5	129				
SOAP OPERA DIGEST	4226	**77	1.2	1.8	49	**158	3.5	3.7	139	*164	2.3	3.9	91				
SOUTHERN LIVING	6468	*98	1.6	1.5	41	*145	3.2	2.2	83	*298	4.1	4.6	107				
SPORT	3500	*130	2.1	3.7	101	**119	2.6	3.4	126	*268	3.7	7.7	179				
THE SPORTING NEWS	2456	*105	1.7	4.3	116	**46	1.0	1.9	70	**108	1.5	4.4	103				
SPORTS AFIELD	3648	249	4.0	6.8	185	**101	2.2	2.8	103	314	4.4	8.6	201				
SPORTS ILLUSTRATED	14404	660	10.7	4.6	124	454	10.1	3.1	116	871	12.1	6.0	140				
STAR	12661	399	6.5	3.2	85	397	8.8	3.1	117	679	9.5	5.4	125				
SUNDAY	52799	2271	36.7	4.3	117	1397	31.0	2.6	98	2813	39.2	5.3	124				
SUNSET	3513	**115	1.9	3.3	89	**74	1.6	2.1	78	**77	1.1	2.2	51				
TV GUIDE	42766	1380	22.3	3.2	87	1301	28.8	3.0	113	1777	24.7	4.2	97				
TENNIS	1254	**39	0.6	3.1	84	**46	1.0	3.7	136	**75	1.0	6.0	140				
TIME	22054	821	13.3	3.7	101	678	15.0	3.1	114	1307	18.2	5.9	138				
TOWN & COUNTRY	1555	**15	0.2	1.0	26	**48	1.1	3.1	115	**64	0.9	4.1	96				
TRAVEL & LEISURE	2173	**78	1.3	3.6	97	**56	1.2	2.6	96	*110	1.5	5.1	118				
TRUE STORY	4636	*130	2.1	2.8	76	**83	1.8	1.8	67	**143	2.0	3.1	72				
U.S.NEWS & WORLD REPORT	10353	421	6.8	4.1	110	202	4.5	2.0	73	597	8.3	5.8	135				
USA TODAY	4994	228	3.7	4.6	124	*113	2.5	2.3	84	297	4.1	5.9	139				
US	3528	**141	2.3	4.0	108	**62	1.4	1.8	65	*258	3.6	7.3	171				
VOGUE	5424	**97	1.6	1.8	48	*181	4.0	3.3	124	*141	2.0	2.6	61				
WALL STREET JOURNAL	6292	230	3.7	3.7	99	179	4.0	2.8	106	362	5.0	5.8	134				
WEIGHT WATCHERS	2762	**31	0.5	1.1	30	**30	0.7	1.1	40	**137	1.9	5.0	116				
WOMAN'S DAY	16320	341	5.5	2.1	57	245	5.4	1.5	56	341	4.7	2.1	49				
WORKING MOTHER	1496	**38	0.6	2.5	69	**78	1.7	5.2	194	**24	0.3	1.6	37				
WORKING WOMAN	1851	**100	1.6	5.4	146	**51	1.1	2.8	102	**41	0.6	2.2	52				
WORLD TENNIS	580	**42	0.7	7.2	196	**22	0.5	3.8	141	**23	0.3	4.0	93				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	611	9.9	4.9	133	446	9.9	3.6	134	1058	14.7	8.5	199				
BLAIR INSERTS	91671	3561	57.6	3.9	105	2431	53.9	2.7	99	4540	63.2	5.0	116				
DAILY NEWSPAPERS																	
READ ANY	109190	4109	66.4	3.8	102	2801	62.1	2.6	95	4773	66.4	4.4	102				
READ ONE	89587	3297	53.3	3.7	100	2202	48.8	2.5	91	3884	54.1	4.3	101				
READ TWO OR MORE	19602	812	13.1	4.1	112	599	13.3	3.1	114	889	12.4	4.5	106				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4230	68.4	3.9	105	2830	62.7	2.6	96	5250	73.1	4.8	112				
READ ONE	95074	3640	58.8	3.8	104	2394	53.0	2.5	94	4489	62.5	4.7	110				
READ TWO OR MORE	14588	590	9.5	4.0	110	436	9.7	3.0	111	761	10.6	5.2	122				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	33.44				31.37				32.71							
30 DAY REACH	149706	5580	90.2	3.7	101	4040	89.5	2.7	100	6607	92.0	4.4	103				
50 SHWG - 30 DAY AV FREQ	15.16	17.27				16.52				17.15							
30 DAY REACH	142406	5407	87.4	3.8	103	3845	85.2	2.7	100	6321	88.0	4.4	104				
25 SHWG - 30 DAY AV FREQ	8.23	9.21				9.06				9.19							
30 DAY REACH	131152	5094	82.3	3.9	105	3525	78.1	2.7	100	5898	82.1	4.5	105				
CABLE TV: HOME WIRED	66879	2548	41.2	3.8	103	1773	39.3	2.7	99	2890	40.2	4.3	101				
HOME NOT WIRED	100848	3639	58.8	3.6	98	2740	60.7	2.7	101	4293	59.8	4.3	99				
HAVE PAY CABLE	35024	1386	22.4	4.0	107	952	21.1	2.7	101	1784	24.8	5.1	119				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

		TOTAL U.S.	PABST				SCHLITZ				STROH'S							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	6186	100.0	3.7	100	4513	100.0	2.7	100	7183	100.0	4.3	100				
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	3875	62.6	4.1	110	2573	57.0	2.7	100	4657	64.8	4.9	114				
10:00 AM - 3:00 PM		63599	2623	42.4	4.1	112	1666	36.9	2.6	97	3088	43.0	4.9	113				
3:00 PM - 7:00 PM		72097	2917	47.2	4.0	110	1996	44.2	2.8	103	3546	49.4	4.9	115				
7:00 PM - MIDNIGHT		36670	1645	26.6	4.5	122	953	21.1	2.6	97	1997	27.8	5.4	127				
MIDNIGHT - 6:00 AM		21906	992	16.0	4.5	123	639	14.2	2.9	108	1170	16.3	5.3	125				
6:00 AM - MIDNIGHT		127571	5069	81.9	4.0	108	3395	75.2	2.7	99	6120	85.2	4.8	112				
ENTIRE DAY		129239	5126	82.9	4.0	108	3454	76.5	2.7	99	6194	86.2	4.8	112				
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	1681	27.2	4.9	134	879	19.5	2.6	96	1630	22.7	4.8	112				
ALL NEWS		6062	*123	2.0	2.0	55	*147	3.3	2.4	90	284	4.0	4.7	109				
AOR/PROGRESSIVE		11884	549	8.9	4.6	125	354	7.8	3.0	111	960	13.4	8.1	189				
BEAUTIFUL MUSIC		11180	363	5.9	3.2	88	255	5.7	2.3	85	375	5.2	3.4	78				
BLACK		4538	*136	2.2	3.0	81	*178	3.9	3.9	146	*200	2.8	4.4	103				
CLASSICAL		3857	*145	2.3	3.8	102	*114	2.5	3.0	110	213	3.0	5.5	129				
CHR/ROCK		21946	878	14.2	4.0	108	681	15.1	3.1	115	1568	21.8	7.1	167				
COUNTRY		27262	1141	18.4	4.2	113	763	16.9	2.8	104	1264	17.6	4.6	108				
GOLDEN OLDIES		3339	*162	2.6	4.9	132	**70	1.6	2.1	78	**102	1.4	3.1	71				
MOR/NOSTALGIA		10346	400	6.5	3.9	105	234	5.2	2.3	84	287	4.0	2.8	65				
NEWS/TALK		8929	313	5.1	3.5	95	212	4.7	2.4	88	252	3.5	2.8	66				
RELIGIOUS		5488	*180	2.9	3.3	89	**108	2.4	2.0	73	*286	4.0	5.2	122				
SOFT ROCK		1232	**19	0.3	1.5	42	**16	0.4	1.3	48	**72	1.0	5.8	136				
URBAN CONTEMPORARY		3184	**70	1.1	2.2	60	**69	1.5	2.2	81	**91	1.3	2.9	67				
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	360	5.8	5.2	141	*108	2.4	1.6	58	497	6.9	7.2	168				
ABC DIRECTION		5212	183	3.0	3.5	95	*174	3.9	3.3	124	*201	2.8	3.9	90				
ABC ENTERTAINMENT		10385	381	6.2	3.7	99	283	6.3	2.7	101	325	4.5	3.1	73				
ABC FM		4762	*144	2.3	3.0	82	*157	3.5	3.3	123	312	4.3	6.6	153				
ABC INFORMATION		11339	421	6.8	3.7	101	263	5.8	2.3	86	367	5.1	3.2	76				
ABC ROCK		4878	*197	3.2	4.0	110	**124	2.7	2.5	94	394	5.5	8.1	189				
CBS		10709	395	6.4	3.7	100	277	6.1	2.6	96	473	6.6	4.4	103				
MUTUAL		10251	484	7.8	4.7	128	262	5.8	2.6	95	437	6.1	4.3	100				
NBC		12243	630	10.2	5.1	140	290	6.4	2.4	88	534	7.4	4.4	102				
RADIORADIO		4606	*183	3.0	4.0	108	*133	2.9	2.9	107	239	3.3	5.2	121				
RKO ONE		5148	264	4.3	5.1	139	*118	2.6	2.3	85	359	5.0	7.0	163				
RKO TWO		7313	299	4.8	4.1	111	*215	4.8	2.9	109	295	4.1	4.0	94				
THE SOURCE		5981	*283	4.6	4.7	128	*239	5.3	4.0	149	494	6.9	8.3	193				
NON-WIRED : BLAIR		19329	648	10.5	3.4	91	514	11.4	2.7	99	835	11.6	4.3	101				
INTERNET		27139	990	16.0	3.6	99	741	16.4	2.7	101	1357	18.9	5.0	117				
KATZ RADIO GROUP		36319	1401	22.6	3.9	105	1079	23.9	3.0	110	1723	24.0	4.7	111				
SUPERNET		22361	866	14.0	3.9	105	593	13.1	2.7	99	985	13.7	4.4	103				
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	440	7.1	3.0	82	413	9.2	2.8	106	502	7.0	3.5	81				
WKDAY 9:00 AM - 1:00 PM		18688	535	8.6	2.9	78	552	12.2	3.0	110	709	9.9	3.8	89				
WKDAY 1:00 PM - 4:30 PM		24061	604	9.8	2.5	68	696	15.4	2.9	108	871	12.1	3.6	85				
WKDAY 4:30 PM - 7:30 PM		44079	1535	24.8	3.5	94	1216	26.9	2.8	103	1826	25.4	4.1	97				
WKDAY 7:30 PM - 8:00 PM		61979	2109	34.1	3.4	92	1793	39.7	2.9	108	2428	33.8	3.9	91				
WKDAY 11:00 PM - 11:30 PM		49084	1874	30.3	3.8	104	1623	36.0	3.3	123	2257	31.4	4.6	107				
WKDAY 11:30 PM - 1:00 AM		16560	679	11.0	4.1	111	537	11.9	3.2	121	829	11.5	5.0	117				
M-SAT 8-11 PM+SUN 7-11 PM		66967	2386	38.6	3.6	97	1844	40.9	2.8	102	2914	40.6	4.4	102				
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	112	1.8	1.2	33	254	5.6	2.7	102	299	4.2	3.2	75				
ANOTHER WORLD	N	6138	122	2.0	2.0	54	142	3.1	2.3	86	145	2.0	2.4	55				
AS THE WORLD TURNS	C	7707	224	3.6	2.9	79	223	4.9	2.9	108	284	4.0	3.7	86				
CAPITOL	C	4688	*165	2.7	3.5	95	*164	3.6	3.5	130	237	3.3	5.1	118				
CBS MORN. NEWS 1	C	2792	*78	1.3	2.8	76	*68	1.5	2.4	91	*86	1.2	3.1	72				
CBS MORN. NEWS 2	C	2071	*79	1.3	3.8	103	*63	1.4	3.0	113	*91	1.3	4.4	103				
DAYS OF OUR LIVES	N	8018	175	2.8	2.2	59	271	6.0	3.4	126	290	4.0	3.6	84				
FACTS OF LIFE - DAYTIME	N	3487	78	1.3	2.2	61	*91	2.0	2.6	97	134	1.9	3.8	90				
FAMILY FEUD	A	4817	*74	1.2	1.5	42	*155	3.4	3.2	120	108	1.5	2.2	52				
GENERAL HOSPITAL	A	8333	148	2.4	1.8	48	226	5.0	2.7	101	231	3.2	2.8	65				
GOOD MORNING, AMERICA-730	A	5472	165	2.7	3.0	82	150	3.3	2.7	102	143	2.0	2.6	61				
GOOD MORNING, AMERICA-830	A	3965	*86	1.4	2.2	59	*96	2.1	2.4	90	86	1.2	2.2	51				
GUIDING LIGHT	C	7542	202	3.3	2.7	73	229	5.1	3.0	113	336	4.7	4.5	104				
ONE LIFE TO LIVE	A	6018	114	1.8	1.9	51	136	3.0	2.3	84	190	2.6	3.2	74				
PRESS YOUR LUCK	C	3589	186	3.0	5.2	141	*162	3.6	4.5	168	163	2.3	4.5	106				
PRICE IS RIGHT 1	C	7418	238	3.8	3.2	87	240	5.3	3.2	120	337	4.7	4.5	106				
PRICE IS RIGHT 2	C	8276	300	4.8	3.6	98	264	5.8	3.2	119	422	5.9	5.1	119				
RYAN'S HOPE	A	4358	*73	1.2	1.7	45	*126	2.8	2.9	107	201	2.8	4.6	108				
SALE OF THE CENTURY	N	3749	118	1.9	3.1	85	*77	1.7	2.1	76	125	1.7	3.3	78				
SEARCH FOR TOMORROW	N	2884	*65	1.1	2.3	61	*109	2.4	3.8	140	**91	1.3	3.2	74				
TODAY SHOW 1	N	4869	166	2.7	3.4	92	*96	2.1	2.0	73	205	2.9	4.2	98				
TODAY SHOW 2	N	4135	114	1.8	2.8	75	*133	2.9	3.2	120	118	1.6	2.9	67				
$25,000 PYRAMID	C	4361	203	3.3	4.7	126	*163	3.6	3.7	139	210	2.9	4.8	112				
WHEEL OF FORTUNE	N	6187	224	3.6	3.6	98	182	4.0	2.9	109	185	2.6	3.0	70				
YOUNG AND THE RESTLESS	C	8186	259	4.2	3.2	86	266	5.9	3.2	121	364	5.1	4.4	104				
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	176	2.8	3.7	101	*128	2.8	2.7	101	284	4.0	6.0	140				
NBA PLAYOFF GAME -1	C	5127	253	4.1	4.9	134	199	4.4	3.9	144	326	4.5	6.4	148				
NBC MAJOR LEAGUE PRE-GAME	N	3945	*172	2.8	4.4	118	*129	2.9	3.3	122	*172	2.4	4.4	102				
SPORTSWORLD - SUN	N	3370	174	2.8	5.2	140	**63	1.4	1.9	69	245	3.4	7.3	170				
SUNDAY MORNING	C	4200	*224	3.6	5.3	145	*153	3.4	3.6	135	*218	3.0	5.2	121				

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REGULAR DOMESTIC BEER: BRANDS
(ADULTS)

		TOTAL	PABST				SCHLITZ				STROH'S							
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	6186	100.0	3.7	100	4513	100.0	2.7	100	7183	100.0	4.3	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1849	29.9	3.5	96	1359	30.1	2.6	97	1967	27.4	3.8	88				
NETWORK AFFILIATES - LATE		39164	1404	22.7	3.6	97	1298	28.8	3.3	123	1702	23.7	4.3	101				
INDEPENDENTS - LATE		5133	221	3.6	4.3	117	141	3.1	2.7	102	202	2.8	3.9	92				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	763	12.3	3.3	91	697	15.4	3.1	113	1015	14.1	4.4	104				
ABC MONDAY NIGHT MOVIE	A	11258	287	4.6	2.5	69	336	7.4	3.0	111	471	6.6	4.2	98				
ABC SUNDAY NIGHT MOVIE	A	23600	761	12.3	3.2	87	536	11.9	2.3	84	1071	14.9	4.5	106				
ABC WORLD NEWS TONIGHT	A	12801	537	8.7	4.2	114	391	8.7	3.1	114	551	7.7	4.3	101				
AFTERMASH	C	10966	411	6.6	3.7	102	*225	5.0	2.1	76	476	6.6	4.3	101				
ALICE	C	17050	538	8.7	3.2	86	351	7.8	2.1	77	705	9.8	4.1	97				
AMERICAN PARADE	C	11998	371	6.0	3.1	84	226	5.0	1.9	70	435	6.1	3.6	85				
BENSON	A	19258	474	7.7	2.5	67	581	12.9	3.0	112	707	9.8	3.7	86				
BLUE THUNDER	A	11478	500	8.1	4.4	118	426	9.4	3.7	138	530	7.4	4.6	108				
CAGNEY & LACEY	C	18263	629	10.2	3.4	93	464	10.3	2.5	94	744	10.4	4.1	95				
CBS EVENING NEWS-DEAN	C	7733	304	4.9	3.9	107	*180	4.0	2.3	87	271	3.8	3.5	82				
CBS EVENING NEWS-RATHER	C	15653	575	9.3	3.7	100	359	8.0	2.3	85	614	8.5	3.9	92				
CBS SAT. NEWS-SCHIEFFER	C	8744	258	4.2	3.0	80	192	4.3	2.2	82	292	4.1	3.3	78				
CBS SATURDAY NIGHT MOVIE	C	12000	543	8.8	4.5	123	364	8.1	3.0	113	541	7.5	4.5	105				
CBS WEDNESDAY NIGHT MOVIE	C	11522	375	6.1	3.3	88	262	5.8	2.3	85	457	6.4	4.0	93				
CHEERS	N	16818	578	9.3	3.4	93	374	8.3	2.2	83	707	9.8	4.2	98				
DALLAS	C	37510	1034	16.7	2.8	75	725	16.1	1.9	72	1314	18.3	3.5	82				
DIFF'RENT STROKES	N	11258	332	5.4	2.9	80	369	8.2	3.3	122	346	4.8	3.1	72				
DOUBLE TROUBLE	N	12248	442	7.1	3.6	98	376	8.3	3.1	114	358	5.0	2.9	68				
DUCK FACTORY	N	11100	382	6.2	3.4	93	310	6.9	2.8	104	532	7.4	4.8	112				
DUKES OF HAZZARD	C	12353	498	8.1	4.0	109	306	6.8	2.5	92	557	7.8	4.5	105				
DYNASTY	A	33279	808	13.1	2.4	66	843	18.7	2.5	94	1280	17.8	3.8	90				
FACTS OF LIFE	N	13410	410	6.6	3.1	83	354	7.8	2.6	98	340	4.7	2.5	59				
FALCON CREST	C	31093	865	14.0	2.8	75	647	14.3	2.1	77	1294	18.0	4.2	97				
FALL GUY	A	18649	680	11.0	3.6	99	704	15.6	3.8	140	915	12.7	4.9	115				
FAMILY TIES	N	13101	325	5.3	2.5	67	339	7.5	2.6	96	407	5.7	3.1	73				
FANTASY ISLAND	A	13069	408	6.6	3.1	85	371	8.2	2.8	106	572	8.0	4.4	102				
FOULUPS,BLEEPS & BLUNDERS	A	16588	481	7.8	2.9	79	488	10.8	2.9	109	688	9.6	4.1	97				
FOUR SEASONS	C	9302	401	6.5	4.3	117	*178	3.9	1.9	71	454	6.3	4.9	114				
GIMME A BREAK	N	13955	270	4.4	1.9	52	350	7.8	2.5	93	416	5.8	3.0	70				
HART TO HART	A	15735	425	6.9	2.7	73	375	8.3	2.4	89	648	9.0	4.1	96				
HILL STREET BLUES	N	18257	811	13.1	4.4	120	467	10.3	2.6	95	1087	15.1	6.0	139				
HOTEL	A	24236	735	11.9	3.0	82	632	14.0	2.6	97	935	13.0	3.9	90				
JEFFERSONS	C	17010	537	8.7	3.2	86	425	9.4	2.5	93	778	10.8	4.6	107				
JENNIFER SLEPT HERE	N	9397	248	4.0	2.6	72	*219	4.9	2.3	87	297	4.1	3.2	74				
KATE & ALLIE	C	16762	485	7.8	2.9	78	358	7.9	2.1	79	712	9.9	4.2	99				
KNIGHT RIDER	N	13164	378	6.1	2.9	78	474	10.5	3.6	134	587	8.2	4.5	104				
LOVE BOAT	A	20400	523	8.5	2.6	70	485	10.7	2.4	88	522	7.3	2.6	60				
MAGNUM PI	C	22543	852	13.8	3.8	102	783	17.3	3.5	129	1081	15.0	4.8	112				
MAMA'S FAMILY	N	9852	351	5.7	3.6	97	*230	5.1	2.3	87	426	5.9	4.3	101				
MASTER, THE	N	8082	377	6.1	4.7	126	233	5.2	2.9	107	488	6.8	6.0	141				
MATT HOUSTON	A	12881	484	7.8	3.8	102	327	7.2	2.5	94	608	8.5	4.7	110				
NBC MONDAY NIGHT MOVIE	N	23889	985	15.9	4.1	112	543	12.0	2.3	84	1236	17.2	5.2	121				
NBC NIGHTLY NEWS	N	11156	435	7.0	3.9	106	321	7.1	2.9	107	500	7.0	4.5	105				
NBC NIGHTLY NEWS-SAT	N	7363	280	4.5	3.8	103	*117	2.6	1.6	59	*219	3.0	3.0	69				
NBC NIGHTLY NEWS-SUN	N	6214	*199	3.2	3.2	87	*139	3.1	2.2	83	*218	3.0	3.5	82				
NBC SUNDAY NIGHT MOVIE	N	17590	661	10.7	3.8	102	676	15.0	3.8	143	1064	14.8	6.0	141				
NEWHART	C	16740	577	9.3	3.4	93	339	7.5	2.0	75	756	10.5	4.5	105				
ONE DAY AT A TIME	C	11820	327	5.3	2.8	75	294	6.5	2.5	92	335	4.7	2.8	66				
PEOPLE ARE FUNNY	N	9138	394	6.4	4.3	117	*170	3.8	1.9	69	410	5.7	4.5	105				
REAL PEOPLE	N	15979	460	7.4	2.9	78	311	6.9	1.9	72	487	6.8	3.0	71				
REMINGTON STEELE	N	14395	538	8.7	3.7	101	390	8.6	2.7	101	589	8.2	4.1	96				
RIPLEY'S BELIEVE IT - NOT	A	11362	489	7.9	4.3	117	280	6.2	2.5	92	570	7.9	5.0	117				
RIPTIDE	N	13920	620	10.0	4.5	121	353	7.8	2.5	94	609	8.5	4.4	102				
SCARECROW & MRS. KING	C	17571	485	7.8	2.8	75	401	8.9	2.3	85	685	9.5	3.9	91				
SIMON & SIMON	C	20208	851	13.8	4.2	114	650	14.4	3.2	120	800	11.1	4.0	92				
60 MINUTES	C	27668	1072	17.3	3.9	105	708	15.7	2.6	95	1088	15.1	3.9	92				
ST. ELSEWHERE	N	13699	463	7.5	3.4	92	384	8.5	2.8	104	554	7.7	4.0	94				
THREE'S COMPANY	A	20632	599	9.7	2.9	79	489	10.8	2.4	88	853	11.9	4.1	97				
T.J. HOOKER	A	17136	560	9.1	3.3	89	433	9.6	2.5	94	613	8.5	3.6	84				
TONIGHT SHOW	N	4963	205	3.3	4.1	112	123	2.7	2.5	92	278	3.9	5.6	131				
TRAPPER JOHN, M.D.	C	16332	520	8.4	3.2	86	432	9.6	2.6	98	580	8.1	3.6	83				
TV BLOOPERS & PRAC. JOKES	N	18881	812	13.1	4.3	117	490	10.9	2.6	96	944	13.1	5.0	117				
20/20	A	18315	493	8.0	2.7	73	486	10.8	2.7	99	779	10.8	4.3	99				
WEBSTER	A	18722	422	6.8	2.3	61	552	12.2	2.9	110	659	9.2	3.5	82				
WORLD NEWS - SUN	A	5327	*147	2.4	2.8	75	*125	2.8	2.3	87	*196	2.7	3.7	86				
YELLOW ROSE	N	8370	265	4.3	3.2	86	*162	3.6	1.9	72	347	4.8	4.1	97				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1354	21.9	5.2	142	697	15.4	2.7	100	1791	24.9	6.9	162				
BASKETBALL - COLLEGE GAMES		14468	783	12.7	5.4	147	614	13.6	4.2	158	1145	15.9	7.9	185				
BASKETBALL - PRO GAMES		12124	582	9.4	4.8	130	*421	9.3	3.5	129	736	10.2	6.1	142				
BOWLING		9412	*491	7.9	5.2	141	*215	4.8	2.3	85	523	7.3	5.6	130				
BOXING		15409	875	14.1	5.7	154	634	14.0	4.1	153	1096	15.3	7.1	166				
FOOTBALL - COLLEGE GAMES		21400	1146	18.5	5.4	145	783	17.3	3.7	136	1717	23.9	8.0	187				
FOOTBALL - PRO GAMES		35944	2252	36.4	6.3	170	1123	24.9	3.1	116	2682	37.3	7.5	174				
GOLF		9759	*481	7.8	4.9	134	**131	2.9	1.3	50	751	10.5	7.7	180				
POST-SEASON COLL. FOOTBALL		18123	1023	16.5	5.6	153	583	12.9	3.2	120	1550	21.6	8.6	200				
POST-SEASON PRO FOOTBALL		22091	1383	22.4	6.3	170	689	15.3	3.1	116	1784	24.8	8.1	189				
TENNIS		6764	**258	4.2	3.8	103	**156	3.5	2.3	86	*261	3.6	3.9	90				
WRESTLING - PROFESSIONAL		9695	*470	7.6	4.8	131	*327	7.2	3.4	125	502	7.0	5.2	121				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG)

BASE = ADULTS (167727)

5A. DO YOU YOURSELF DRINK IT?

	'000	%	UNWEIGHTED
YES	43471	25.9	4977
NO	124256	74.1	14133

IF YOU DO

5B. ABOUT HOW MANY GLASSES OF DRAFT BEER (TAP/KEG) DID YOU DRINK IN THE LAST 7 DAYS AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
30 OR MORE	H	1424	.8	140
20 - 29	H	801	.5	83
15 - 19	H	1393	.8	133
10 - 14	H	2323	1.4	267
5 - 9	H	4467	2.7	500
3 - 4	M	6585	3.9	739
2	M	5339	3.2	655
1	L	4132	2.5	522
NONE	L	17007	10.1	1938

... AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
30 OR MORE	4737	2.8	469
20 - 29	2099	1.3	241
15 - 19	2937	1.8	347
10 - 14	4993	3.0	558
5 - 9	5904	3.5	696
3 - 4	6993	4.2	804
2	4835	2.9	608
1	3718	2.2	414
NONE	7254	4.3	840

DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	43471	100.0	25.9	100	10408	100.0	6.2	100	11923	100.0	7.1	100	21139	100.0	12.6	100
MALES	79263	27734	63.8	35.0	135	7690	73.9	9.7	156	7904	66.3	10.0	140	12140	57.4	15.3	122
FEMALES	88464	15737	36.2	17.8	69	2719	26.1	3.1	50	4020	33.7	4.5	64	8999	42.6	10.2	81
18 - 24	28671	10509	24.2	36.7	141	3497	33.6	12.2	197	2815	23.6	9.8	138	4197	19.9	14.6	116
25 - 34	39536	13384	30.8	33.9	131	2767	26.6	7.0	113	3581	30.0	9.1	127	7036	33.3	17.8	141
35 - 44	28978	7678	17.7	26.5	102	1626	15.6	5.6	90	2049	17.2	7.1	99	4004	18.9	13.8	110
45 - 54	22345	5049	11.6	22.6	87	1114	10.7	5.0	80	1404	11.8	6.3	88	2530	12.0	11.3	90
55 - 64	22224	4108	9.4	18.5	71	679	6.5	3.1	49	1205	10.1	5.4	76	2221	10.5	10.0	79
65 OR OLDER	25973	2742	6.3	10.6	41	725	7.0	2.8	45	866	7.3	3.3	47	1151	5.4	4.4	35
18 - 34	68207	23893	55.0	35.0	135	6264	60.2	9.2	148	6396	53.6	9.4	132	11233	53.1	16.5	131
18 - 49	108058	34108	78.5	31.6	122	8470	81.4	7.8	126	9054	75.9	8.4	118	16584	78.5	15.3	122
25 - 54	90859	26111	60.1	28.7	111	5508	52.9	6.1	98	7034	59.0	7.7	109	13570	64.2	14.9	119
35 - 49	39851	10215	23.5	25.6	99	2206	21.2	5.5	89	2658	22.3	6.7	94	5351	25.3	13.4	107
50 OR OLDER	59669	9363	21.5	15.7	61	1938	18.6	3.2	52	2869	24.1	4.8	68	4556	21.6	7.6	61
GRADUATED COLLEGE	28091	9626	22.1	34.3	132	1495	14.4	5.3	86	2735	22.9	9.7	137	5396	25.5	19.2	152
ATTENDED COLLEGE	28938	9156	21.1	31.6	122	2384	22.9	8.2	133	2394	20.1	8.3	116	4378	20.7	15.1	120
GRADUATED HIGH SCHOOL	65503	17247	39.7	26.3	102	4170	40.1	6.4	103	4621	38.8	7.1	99	8456	40.0	12.9	102
DID NOT GRADUATE HIGH SCHOOL	45195	7442	17.1	16.5	64	2359	22.7	5.2	84	2173	18.2	4.8	68	2910	13.8	6.4	51
EMPLOYED MALES	56429	21291	49.0	37.7	146	5580	53.6	9.9	159	5960	50.0	10.6	149	9751	46.1	17.3	137
EMPLOYED FEMALES	43971	10088	23.2	22.9	89	1556	15.0	3.5	57	2500	21.0	5.7	80	6032	28.5	13.7	109
EMPLOYED FULL-TIME	87773	27686	63.7	31.5	122	6327	60.8	7.2	116	7416	62.2	8.4	119	13942	66.0	15.9	126
EMPLOYED PART-TIME	12627	3693	8.5	29.2	113	809	7.8	6.4	103	1044	8.8	8.3	116	1841	8.7	14.6	116
NOT EMPLOYED	67327	12092	27.8	18.0	69	3272	31.4	4.9	78	3463	29.0	5.1	72	5356	25.3	8.0	63
PROFESSIONAL/MANAGER	25845	8624	19.8	33.4	129	1279	12.3	4.9	80	2403	20.2	9.3	131	4942	23.4	19.1	152
TECH/CLERICAL/SALES	30895	9391	21.6	30.4	117	1989	19.1	6.4	104	2492	20.9	8.1	113	4910	23.2	15.9	126
PRECISION/CRAFT	12629	4298	9.9	34.0	131	1121	10.8	8.9	143	1263	10.6	10.0	141	1915	9.1	15.2	120
OTHER EMPLOYED	31031	9066	20.9	29.2	113	2748	26.4	8.9	143	2303	19.3	7.4	104	4016	19.0	12.9	103
SINGLE	35557	13219	30.4	37.2	143	4472	43.0	12.6	203	3771	31.6	10.6	149	4976	23.5	14.0	111
MARRIED	103585	24914	57.3	24.1	93	4567	43.9	4.4	71	6625	55.6	6.4	90	13722	64.9	13.2	105
DIVORCED/SEPARATED/WIDOWED	28585	5339	12.3	18.7	72	1369	13.2	4.8	77	1528	12.8	5.3	75	2442	11.6	8.5	68
PARENTS	59295	15658	36.0	26.4	102	2837	27.3	4.8	77	3963	33.2	6.7	94	8858	41.9	14.9	119
WHITE	146081	39885	91.8	27.3	105	9428	90.6	6.5	104	10757	90.2	7.4	104	19700	93.2	13.5	107
BLACK	17974	2654	6.1	14.8	57	750	7.2	4.2	67	814	6.8	4.5	64	1090	5.2	6.1	48
OTHER	3672	932	2.1	25.4	98	**230	2.2	6.3	101	**352	3.0	9.6	135	**350	1.7	9.5	76
NORTHEAST-CENSUS	37005	9795	22.5	26.5	102	2770	26.6	7.5	121	2600	21.8	7.0	99	4424	20.9	12.0	95
NORTH CENTRAL	42642	12798	29.4	30.0	116	3243	31.2	7.6	123	3800	31.9	8.9	125	5754	27.2	13.5	107
SOUTH	56777	11122	25.6	19.6	76	2225	21.4	3.9	63	3064	25.7	5.4	76	5832	27.6	10.3	82
WEST	31303	9757	22.4	31.2	120	2169	20.8	6.9	112	2458	20.6	7.9	110	5129	24.3	16.4	130
NORTHEAST-MKTG.	38125	9429	21.7	24.7	95	2464	23.7	6.5	104	2598	21.8	6.8	96	4367	20.7	11.5	91
EAST CENTRAL	24794	7081	16.3	28.6	110	1898	18.2	7.7	123	2067	17.3	8.3	117	3115	14.7	12.6	100
WEST CENTRAL	28511	8950	20.6	31.4	121	2231	21.4	7.8	126	2508	21.0	8.8	124	4211	19.9	14.8	117
SOUTH	48953	9672	22.2	19.8	76	1930	18.5	3.9	64	2551	21.4	5.2	73	5190	24.6	10.6	84
PACIFIC	27344	8340	19.2	30.5	118	1885	18.1	6.9	111	2200	18.5	8.0	113	4256	20.1	15.6	123
COUNTY SIZE A	69301	18543	42.7	26.8	103	4620	44.4	6.7	107	5259	44.1	7.6	107	8665	41.0	12.5	99
COUNTY SIZE B	50633	13573	31.2	26.8	103	3203	30.8	6.3	102	3661	30.7	7.2	102	6709	31.7	13.3	105
COUNTY SIZE C	26259	6754	15.5	25.7	99	1609	15.5	6.1	99	1695	14.2	6.5	91	3449	16.3	13.1	104
COUNTY SIZE D	21534	4601	10.6	21.4	82	976	9.4	4.5	73	1308	11.0	6.1	85	2316	11.0	10.8	85
METRO CENTRAL CITY	50014	13188	30.3	26.4	102	3439	33.0	6.9	111	3481	29.2	7.0	98	6268	29.7	12.5	99
METRO SUBURBAN	76832	21348	49.1	27.8	107	5094	48.9	6.6	107	5949	49.9	7.7	109	10305	48.7	13.4	106
NON METRO	40881	8935	20.6	21.9	84	1875	18.0	4.6	74	2494	20.9	6.1	86	4566	21.6	11.2	89
TOP 5 ADI'S	39550	10127	23.3	25.6	99	2692	25.9	6.8	110	3064	25.7	7.7	109	4371	20.7	11.1	88
TOP 10 ADI'S	54877	13612	31.3	24.8	96	3486	33.5	6.4	102	4237	35.5	7.7	109	5890	27.9	10.7	85
TOP 20 ADI'S	77516	20516	47.2	26.5	102	5205	50.0	6.7	108	5747	48.2	7.4	104	9564	45.2	12.3	98
HSHLD INC. $50,000 OR MORE	17257	5393	12.4	31.3	121	1328	12.8	7.7	124	1403	11.8	8.1	114	2663	12.6	15.4	122
$40,000 OR MORE	33235	10586	24.4	31.9	123	2375	22.8	7.1	115	2969	24.9	8.9	126	5242	24.8	15.8	125
$30,000 OR MORE	59693	18197	41.9	30.5	118	3937	37.8	6.6	106	4902	41.1	8.2	116	9358	44.3	15.7	124
$25,000 OR MORE	76275	23080	53.1	30.3	117	4941	47.5	6.5	104	6373	53.5	8.4	118	11765	55.7	15.4	122
$20,000 - $24,999	18607	4997	11.5	26.9	104	1284	12.3	6.9	111	1100	9.2	5.9	83	2613	12.4	14.0	111
$15,000 - $19,999	17175	4661	10.7	27.1	105	1232	11.8	7.2	116	1221	10.2	7.1	100	2209	10.4	12.9	102
$10,000 - $14,999	24569	5516	12.7	22.5	87	1474	14.2	6.0	97	1397	11.7	5.7	80	2645	12.5	10.8	85
UNDER $10,000	31101	5218	12.0	16.8	65	1478	14.2	4.8	77	1833	15.4	5.9	83	1907	9.0	6.1	49
HOUSEHOLD OF 1 PERSON	19441	4313	9.9	22.2	86	1077	10.3	5.5	89	1343	11.3	6.9	97	1893	9.0	9.7	77
2 PEOPLE	51803	12780	29.4	24.7	95	3014	29.0	5.8	94	3726	31.3	7.2	101	6041	28.6	11.7	93
3 OR 4 PEOPLE	66933	18281	42.1	27.3	105	3953	38.0	5.9	95	5007	42.0	7.5	105	9320	44.1	13.9	110
5 OR MORE PEOPLE	29550	8098	18.6	27.4	106	2364	22.7	8.0	129	1848	15.5	6.3	88	3886	18.4	13.2	104
NO CHILD IN HSHLD	96587	24062	55.4	24.9	96	6178	59.4	6.4	103	7170	60.1	7.4	104	10715	50.7	11.1	88
CHILD(REN) UNDER 2 YRS	10844	3088	7.1	28.5	110	*407	3.9	3.8	60	795	6.7	7.3	103	1885	8.9	17.4	138
2 - 5 YEARS	26358	7339	16.9	27.8	107	1253	12.0	4.8	77	1614	13.5	6.1	86	4472	21.2	17.0	135
6 - 11 YEARS	30453	7812	18.0	25.7	99	1700	16.3	5.6	90	2153	18.1	7.1	99	3958	18.7	13.0	103
12 - 17 YEARS	36575	9855	22.7	26.9	104	2736	26.3	7.5	121	2310	19.4	6.3	89	4809	22.7	13.1	104
RESIDENCE OWNED	117770	28573	65.7	24.3	94	6224	59.8	5.3	85	7486	62.8	6.4	89	14863	70.3	12.6	100
VALUE: $50,000 OR MORE	70166	18749	43.1	26.7	103	3824	36.7	5.4	88	5030	42.2	7.2	101	9896	46.8	14.1	112
VALUE: UNDER $50,000	47604	9824	22.6	20.6	80	2400	23.1	5.0	81	2457	20.6	5.2	73	4968	23.5	10.4	83

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	43471	100.0	25.9	100	10408	100.0	6.2	100	11923	100.0	7.1	100	21139	100.0	12.6	100
MAGAZINES	QUINTILE 1	34022	11174	25.7	32.8	127	2629	25.3	7.7	125	2797	23.5	8.2	116	5748	27.2	16.9	134
	QUINTILE 2	34800	9545	22.0	27.4	106	2250	21.6	6.5	104	2737	23.0	7.9	111	4559	21.6	13.1	104
	QUINTILE 3	30514	7957	18.3	26.1	101	1652	15.9	5.4	87	2349	19.7	7.7	108	3957	18.7	13.0	103
	QUINTILE 4	33324	8406	19.3	25.2	97	2216	21.3	6.6	107	2091	17.5	6.3	88	4098	19.4	12.3	98
	QUINTILE 5	35066	6389	14.7	18.2	70	1661	16.0	4.7	76	1949	16.3	5.6	78	2779	13.1	7.9	63
NEWSPAPERS	QUINTILE 1	29107	8960	20.6	30.8	119	2199	21.1	7.6	122	2593	21.7	8.9	125	4168	19.7	14.3	114
	QUINTILE 2	49095	12643	29.1	25.8	99	2772	26.6	5.6	91	3732	31.3	7.6	107	6139	29.0	12.5	99
	QUINTILE 3	23107	6431	14.8	27.8	107	1525	14.7	6.6	106	1607	13.5	7.0	98	3300	15.6	14.3	113
	QUINTILE 4	33556	7774	17.9	23.2	89	1838	17.7	5.5	88	1880	15.8	5.6	79	4057	19.2	12.1	96
	QUINTILE 5	32863	7663	17.6	23.3	90	2075	19.9	6.3	102	2113	17.7	6.4	90	3475	16.4	10.6	84
OUTDOOR	QUINTILE 1	33431	10308	23.7	30.8	119	2240	21.5	6.7	108	2718	22.8	8.1	114	5349	25.3	16.0	127
	QUINTILE 2	33478	9898	22.8	29.6	114	2292	22.0	6.8	110	2680	22.5	8.0	113	4927	23.3	14.7	117
	QUINTILE 3	33574	8659	19.9	25.8	100	2186	21.0	6.5	105	2608	21.9	7.8	109	3866	18.3	11.5	91
	QUINTILE 4	33935	7869	18.1	23.2	89	2011	19.3	5.9	95	2048	17.2	6.0	85	3810	18.0	11.2	89
	QUINTILE 5	33310	6737	15.5	20.2	78	1679	16.1	5.0	81	1869	15.7	5.6	79	3189	15.1	9.6	76
RADIO-DRIVE TIME	QUINTILE 1	33136	9233	21.2	27.9	108	2082	20.0	6.3	101	2824	23.7	8.5	120	4327	20.5	13.1	104
	QUINTILE 2	31658	9056	20.8	28.6	110	2154	20.7	6.8	110	2298	19.3	7.3	102	4603	21.8	14.5	115
	QUINTILE 3	32541	9345	21.5	28.7	111	2404	23.1	7.4	119	2474	20.7	7.6	107	4467	21.1	13.7	109
	QUINTILE 4	34247	8836	20.3	25.8	100	2135	20.5	6.2	100	2390	20.0	7.0	98	4311	20.4	12.6	100
	QUINTILE 5	36144	7001	16.1	19.4	75	1632	15.7	4.5	73	1938	16.3	5.4	75	3431	16.2	9.5	75
RADIO-MID-DAY	TERCILE 1	45037	12465	28.7	27.7	107	2734	26.3	6.1	98	3861	32.4	8.6	121	5870	27.8	13.0	103
	TERCILE 2	44819	11928	27.4	26.6	103	3205	30.8	7.2	115	2877	24.1	6.4	90	5846	27.7	13.0	103
	TERCILE 3	77872	19079	43.9	24.5	95	4470	42.9	5.7	93	5186	43.5	6.7	94	9424	44.6	12.1	96
RADIO-TOTAL	QUINTILE 1	33763	9734	22.4	28.8	111	2371	22.8	7.0	113	2926	24.5	8.7	122	4437	21.0	13.1	104
	QUINTILE 2	33240	8912	20.5	26.8	103	2249	21.6	6.8	109	2428	20.4	7.3	103	4235	20.0	12.7	101
	QUINTILE 3	33408	9332	21.5	27.9	108	2119	20.4	6.3	102	2350	19.7	7.0	99	4863	23.0	14.6	115
	QUINTILE 4	34792	9266	21.3	26.6	103	2190	21.0	6.3	101	2437	20.4	7.0	99	4640	21.9	13.3	106
	QUINTILE 5	32524	6227	14.3	19.1	74	1480	14.2	4.6	73	1783	15.0	5.5	77	2964	14.0	9.1	72
TV-PRIME TIME	QUINTILE 1	33090	7787	17.9	23.5	91	1969	18.9	6.0	96	2419	20.3	7.3	103	3399	16.1	10.3	82
	QUINTILE 2	33357	8882	20.4	26.6	103	2238	21.5	6.7	108	2443	20.5	7.3	103	4201	19.9	12.6	100
	QUINTILE 3	33980	9410	21.6	27.7	107	2040	19.6	6.0	97	2512	21.1	7.4	104	4858	23.0	14.3	113
	QUINTILE 4	33854	8865	20.4	26.2	101	2059	19.8	6.1	98	2308	19.4	6.8	96	4498	21.3	13.3	105
	QUINTILE 5	33444	8528	19.6	25.5	98	2102	20.2	6.3	101	2242	18.8	6.7	94	4184	19.8	12.5	99
TV-DAYTIME	TERCILE 1	49121	10393	23.9	21.2	82	2618	25.2	5.3	86	2753	23.1	5.6	79	5022	23.8	10.2	81
	TERCILE 2	48823	12805	29.5	26.2	101	3168	30.4	6.5	105	3580	30.0	7.3	103	6057	28.7	12.4	98
	TERCILE 3	69782	20272	46.6	29.1	112	4622	44.4	6.6	107	5591	46.9	8.0	113	10060	47.6	14.4	114
TV-TOTAL	QUINTILE 1	33584	7569	17.4	22.5	87	1904	18.3	5.7	91	2226	18.7	6.6	93	3438	16.3	10.2	81
	QUINTILE 2	33441	8411	19.3	25.2	97	2023	19.4	6.0	97	2419	20.3	7.2	102	3970	18.8	11.9	94
	QUINTILE 3	33505	8970	20.6	26.8	103	2400	23.1	7.2	115	2492	20.9	7.4	105	4078	19.3	12.2	97
	QUINTILE 4	33466	9737	22.4	29.1	112	2116	20.3	6.3	102	2556	21.4	7.6	107	5065	24.0	15.1	120
	QUINTILE 5	33731	8785	20.2	26.0	100	1966	18.9	5.8	94	2230	18.7	6.6	93	4588	21.7	13.6	108
MAGAZINES-NEWSPAPERS: DUAL		44503	13565	31.2	30.5	118	3081	29.6	6.9	112	3926	32.9	8.8	124	6559	31.0	14.7	117
MAGAZINE IMPERATIVE		39363	11034	25.4	28.0	108	2705	26.0	6.9	111	2625	22.0	6.7	94	5704	27.0	14.5	115
NEWSPAPER IMPERATIVE		46441	11150	25.6	24.0	93	2623	25.2	5.6	91	3169	26.6	6.8	96	5359	25.4	11.5	92
MAGAZINES-OUTDOOR: DUAL		33726	11275	25.9	33.4	129	2483	23.9	7.4	119	3095	26.0	9.2	129	5697	27.0	16.9	134
MAGAZINE IMPERATIVE		52846	13686	31.5	25.9	100	3253	31.3	6.2	99	3768	31.6	7.1	100	6664	31.5	12.6	100
OUTDOOR IMPERATIVE		52140	13224	30.4	25.4	98	3199	30.7	6.1	99	3643	30.6	7.0	98	6383	30.2	12.2	97
MAGAZINES-RADIO: DUAL		37081	11111	25.6	30.0	116	2826	27.2	7.6	123	3063	25.7	8.3	116	5222	24.7	14.1	112
MAGAZINE IMPERATIVE		49747	13987	32.2	28.1	108	3020	29.0	6.1	98	3659	30.7	7.4	103	7308	34.6	14.7	117
RADIO IMPERATIVE		49208	12442	28.6	25.3	98	3045	29.3	6.2	100	3611	30.3	7.3	103	5786	27.4	11.8	93
MAGAZINES-TELEVISION: DUAL		33103	8980	20.7	27.1	105	2114	20.3	6.4	103	2322	19.5	7.0	99	4544	21.5	13.7	109
MAGAZINE IMPERATIVE		54575	16692	38.4	30.6	118	3855	37.0	7.1	114	4394	36.9	8.1	113	8443	39.9	15.5	123
TELEVISION IMPERATIVE		53249	11505	26.5	21.6	83	2976	28.6	5.6	90	3533	29.6	6.6	93	4996	23.6	9.4	74
NEWSPAPERS-OUTDOOR: DUAL		36255	11340	26.1	31.3	121	2541	24.4	7.0	113	3348	28.1	9.2	130	5451	25.8	15.0	119
NEWSPAPER IMPERATIVE		55591	13523	31.1	24.3	94	3155	30.3	5.7	91	3868	32.4	7.0	98	6500	30.7	11.7	93
OUTDOOR IMPERATIVE		48319	13009	29.9	26.9	104	3144	30.2	6.5	105	3155	26.5	6.5	92	6710	31.7	13.9	110
NEWSPAPERS-RADIO: DUAL		37242	10697	24.6	28.7	111	2762	26.5	7.4	120	3274	27.5	8.8	124	4661	22.0	12.5	99
NEWSPAPER IMPERATIVE		54423	14616	33.6	26.9	104	3109	29.9	5.7	92	3982	33.4	7.3	103	7524	35.6	13.8	110
RADIO IMPERATIVE		46650	12380	28.5	26.5	102	2991	28.7	6.4	103	3164	26.5	6.8	95	6225	29.4	13.3	106
NEWSPAPERS-TELEVISION: DUAL		35974	9624	22.1	26.8	103	2354	22.6	6.5	105	2827	23.7	7.9	111	4443	21.0	12.4	98
NEWSPAPER IMPERATIVE		56095	16051	36.9	28.6	110	3561	34.2	6.3	102	4528	38.0	8.1	114	7961	37.7	14.2	113
TELEVISION IMPERATIVE		47170	10743	24.7	22.8	88	2793	26.8	5.9	95	2869	24.1	6.1	86	5081	24.0	10.8	85
OUTDOOR-RADIO: DUAL		33748	10373	23.9	30.7	119	2380	22.9	7.1	114	2834	23.8	8.4	118	5159	24.4	15.3	121
OUTDOOR IMPERATIVE		52785	14672	33.8	27.8	107	3398	32.6	6.4	104	3992	33.5	7.6	106	7283	34.5	13.8	109
RADIO IMPERATIVE		52882	13231	30.4	25.0	97	3366	32.3	6.4	103	3691	31.0	7.0	98	6174	29.2	11.7	93
OUTDOOR-TELEVISION: DUAL		32030	9038	20.8	28.2	109	2215	21.3	6.9	111	2630	22.1	8.2	116	4192	19.8	13.1	104
OUTDOOR IMPERATIVE		54626	16622	38.2	30.4	117	3686	35.4	6.7	109	4350	36.5	8.0	112	8586	40.6	15.7	125
TELEVISION IMPERATIVE		54874	11676	26.9	21.3	82	3068	29.5	5.6	90	3327	27.9	6.1	85	5281	25.0	9.6	76
RADIO-TELEVISION: DUAL		33386	8690	20.0	26.0	100	2289	22.0	6.9	110	2579	21.6	7.7	109	3821	18.1	11.4	91
RADIO IMPERATIVE		53810	15790	36.3	29.3	113	3594	34.5	6.7	108	4280	35.9	8.0	112	7916	37.4	14.7	117
TELEVISION IMPERATIVE		54023	12393	28.5	22.9	89	3029	29.1	5.6	90	3492	29.3	6.5	91	5873	27.8	10.9	86

PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
NUMBERS OF BASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	43471	100.0	25.9	100	10408	100.0	6.2	100	11923	100.0	7.1	100	21139	100.0	12.6	100
ATLANTIC MONTHLY	867	293	0.7	33.8	130	**50	0.5	5.8	93	**60	0.5	6.9	97	*184	0.9	21.2	168
BARRON'S	1580	580	1.3	36.7	142	**71	0.7	4.5	72	*136	1.1	8.6	121	373	1.8	23.6	187
BETTER HOMES & GARDENS	22203	4867	11.2	21.9	85	1009	9.7	4.5	73	1009	8.5	4.5	64	2849	13.5	12.8	102
BON APPETIT	3810	1081	2.5	28.4	109	*200	1.9	5.2	85	*226	1.9	5.9	83	655	3.1	17.2	136
BUSINESS WEEK	4663	1684	3.9	36.1	139	325	3.1	7.0	112	565	4.7	12.1	170	795	3.8	17.0	135
CAR AND DRIVER	3102	1426	3.3	46.0	177	352	3.4	11.3	183	473	4.0	15.2	215	601	2.8	19.4	154
CBS MAGAZINE NETWORK (GROSS)	7311	3013	6.9	41.2	159	861	8.3	11.8	190	944	7.9	12.9	182	1208	5.7	16.5	131
CHANGING TIMES	3400	1054	2.4	31.0	120	*236	2.3	6.9	112	327	2.7	9.6	135	491	2.3	14.4	115
COLONIAL HOMES	1796	490	1.1	27.3	105	**97	0.9	5.4	87	*115	1.0	6.4	90	278	1.3	15.5	123
CONDE NAST MAG. PKG. (GROSS)	19924	5313	12.2	26.7	103	1365	13.1	6.9	110	1038	8.7	5.2	73	2910	13.8	14.6	116
CONSUMERS DIGEST	3125	835	1.9	26.7	103	**118	1.1	3.8	61	*236	2.0	7.6	106	482	2.3	15.4	122
COSMOPOLITAN	10577	3213	7.4	30.4	117	901	8.7	8.5	137	688	5.8	6.5	92	1625	7.7	15.4	122
COUNTRY LIVING	3746	1097	2.5	29.3	113	*251	2.4	6.7	108	*223	1.9	6.0	84	623	2.9	16.6	132
CUISINE	2214	609	1.4	27.5	106	**109	1.0	4.9	79	*181	1.5	8.2	115	319	1.5	14.4	114
CYCLE WORLD	2394	940	2.2	39.3	151	*270	2.6	11.3	182	333	2.8	13.9	196	336	1.6	14.0	111
DCI:CREATIVE IDEAS FOR LIV	3068	578	1.3	18.8	73	**96	0.9	3.1	50	**102	0.9	3.3	47	379	1.8	12.4	98
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2086	4.8	21.8	84	*253	2.4	2.6	43	356	3.0	3.7	52	1478	7.0	15.5	123
DISCOVER	2277	692	1.6	30.4	117	*269	2.6	11.8	190	*114	1.0	5.0	70	309	1.5	13.6	108
EBONY	7187	1258	2.9	17.5	68	334	3.2	4.6	75	353	3.0	4.9	69	571	2.7	7.9	63
ESQUIRE	2560	727	1.7	28.4	110	*195	1.9	7.6	123	221	1.9	8.6	121	311	1.5	12.1	96
ESSENCE	3242	546	1.3	16.8	65	*119	1.1	3.7	59	*143	1.2	4.4	62	283	1.3	8.7	69
FAMILY CIRCLE	19639	3988	9.2	20.3	78	744	7.1	3.8	61	985	8.3	5.0	71	2259	10.7	11.5	91
THE FAMILY HANDYMAN	3540	1205	2.8	34.0	131	*242	2.3	6.8	110	281	2.4	7.9	112	682	3.2	19.3	153
FAMILY WEEKLY	23924	6607	15.2	27.6	107	1487	14.3	6.2	100	1855	15.6	7.8	109	3265	15.4	13.6	108
FIELD & STREAM	9883	3416	7.9	34.6	133	897	8.6	9.1	146	921	7.7	9.3	131	1597	7.6	16.2	128
FOOD & WINE	1030	342	0.8	33.2	128	**62	0.6	6.0	97	**65	0.5	6.3	89	*215	1.0	20.9	166
FORBES	2679	1082	2.5	40.4	156	*146	1.4	5.4	88	277	2.3	10.3	145	660	3.1	24.6	195
FORTUNE	2931	1184	2.7	40.4	156	*184	1.8	6.3	101	341	2.9	11.6	164	660	3.1	22.5	179
GENTLEMEN'S QUARTERLY	3481	1477	3.4	42.4	164	518	5.0	14.9	240	265	2.2	7.6	107	694	3.3	19.9	158
GLAMOUR	7163	2102	4.8	29.3	113	559	5.4	7.8	126	374	3.1	5.2	73	1169	5.5	16.3	129
GOLF DIGEST	2355	914	2.1	38.8	150	*217	2.1	9.2	148	301	2.5	12.8	180	397	1.9	16.9	134
GOLF DIGEST/TENNIS (GROSS)	3610	1362	3.1	37.7	146	293	2.8	8.1	131	400	3.4	11.1	156	668	3.2	18.5	147
GOLF MAGAZINE	2046	831	1.9	40.6	157	*162	1.6	7.9	128	*254	2.1	12.4	175	415	2.0	20.3	161
GOLF MAGAZINE/SKI (GROSS)	3547	1409	3.2	39.7	153	355	3.4	10.0	161	396	3.3	11.2	157	657	3.1	18.5	147
GOOD HOUSEKEEPING	20353	4131	9.5	20.3	78	586	5.6	2.9	46	979	8.2	4.8	68	2566	12.1	12.6	100
HARPER'S BAZAAR	3362	743	1.7	22.1	85	*243	2.3	7.2	116	*122	1.0	3.6	51	378	1.8	11.2	89
HEALTH	2987	640	1.5	21.4	83	**79	0.8	2.6	43	*217	1.8	7.3	102	345	1.6	11.6	92
HEARST MAG CORP. BUY (GROSS)	67928	17690	40.7	26.0	100	3873	37.2	5.7	92	3959	33.2	5.8	82	9857	46.6	14.5	115
HEARST MAN POWER (GROSS)	11282	4129	9.5	36.6	141	1142	11.0	10.1	163	907	7.6	8.0	113	2079	9.8	18.4	146
HEARST WOMAN POWER (GROSS)	40514	9386	21.6	23.2	89	1836	17.6	4.5	73	2188	18.4	5.4	76	5361	25.4	13.2	105
HOUSE BEAUTIFUL	4885	1135	2.6	23.2	90	*161	1.5	3.3	53	*228	1.9	4.7	66	747	3.5	15.[illegible]	121
INC.	1308	550	1.3	42.0	162	**109	1.0	8.3	134	*135	1.1	10.3	145	305	1.4	23.3	185
JET	6498	1233	2.8	19.0	73	317	3.0	4.9	79	389	3.3	6.0	84	527	2.5	8.1	64
LADIES' HOME JOURNAL	14797	3099	7.1	20.9	81	541	5.2	3.7	59	821	6.9	5.5	78	1738	8.2	11.7	93
LHJ FAMILY GRP COMBO(GROSS)	21743	4969	11.4	22.9	88	879	8.4	4.0	65	1351	11.3	6.2	87	2738	13.0	12.6	100
LIFE	9881	3147	7.2	31.8	123	771	7.4	7.8	126	815	6.8	8.2	116	1561	7.4	15.8	125
L.A. TIMES HOME MAGAZINE	2775	783	1.8	28.2	109	*117	1.1	4.2	68	201	1.7	7.2	102	465	2.2	16.8	133
MADEMOISELLE	4219	1081	2.5	25.6	99	*259	2.5	6.1	99	*202	1.7	4.8	67	620	2.9	14.7	117
MC CALL'S	16422	3410	7.8	20.8	80	609	5.9	3.7	60	917	7.7	5.6	79	1884	8.9	11.5	91
MC CALL'S/WRK MOTHER (GROSS)	17919	3803	8.7	21.2	82	681	6.5	3.8	61	1002	8.4	5.6	79	2120	10.0	11.8	94
MECHANIX ILLUSTRATED	4433	1580	3.6	35.6	138	312	3.0	7.0	113	422	3.5	9.5	134	846	4.0	19.1	151
METROPOLITAN HOME	1504	379	0.9	25.2	97	**90	0.9	6.0	96	**89	0.7	5.9	83	*200	0.9	13.3	106
MONEY	4723	1757	4.0	37.2	144	*296	2.8	6.3	101	517	4.3	10.9	154	944	4.5	20.0	159
MOTHER EARTH NEWS	2325	890	2.0	38.3	148	*176	1.7	7.6	122	*240	2.0	10.3	145	474	2.2	20.4	162
MS.	1189	348	0.8	29.3	113	**59	0.6	5.0	80	**64	0.5	5.4	76	224	1.1	18.8	149
NATIONAL ENQUIRER	18892	4307	9.9	22.8	88	1011	9.7	5.4	86	1096	9.2	5.8	82	2200	10.4	11.6	92
NATIONAL GEOGRAPHIC	22129	6942	16.0	31.4	121	1413	13.6	6.4	103	1815	15.2	8.2	115	3714	17.6	16.8	133
NATIONAL SUNDAY MAGAZINE PKG	103750	28933	66.6	27.9	108	6922	66.5	6.7	108	7932	66.5	7.6	108	14080	66.6	13.6	108
NATURAL HISTORY	1379	400	0.9	29.0	112	**80	0.8	5.8	93	**109	0.9	7.9	111	*211	1.0	15.3	121
NEW WOMAN	2289	511	1.2	22.3	86	**111	1.1	4.8	78	*111	0.9	4.8	68	290	1.4	12.7	101
NEW YORK INCLUDING CUE	1088	308	0.7	28.3	109	**42	0.4	3.9	62	**61	0.5	5.6	79	206	1.0	18.9	150
THE NEW YORKER	2459	758	1.7	30.8	119	*141	1.4	5.7	92	*178	1.5	7.2	102	439	2.1	17.9	142
NEWSWEEK	16527	5169	11.9	31.3	121	1140	11.0	6.9	111	1477	12.4	8.9	126	2552	12.1	15.4	123
THE N.Y. TIMES DAILY EDITION	2739	815	1.9	29.8	115	*134	1.3	4.9	79	293	2.5	10.7	150	388	1.8	14.2	112
THE N.Y. TIMES MAGAZINE	4443	1341	3.1	30.2	116	*177	1.7	4.0	64	464	3.9	10.4	147	700	3.3	15.8	125
OMNI	2799	1206	2.8	43.1	166	*387	3.7	13.8	223	340	2.9	12.1	171	479	2.3	17.1	136
ON CABLE	2209	802	1.8	36.3	140	*229	2.2	10.4	167	*216	1.8	9.8	138	357	1.7	16.2	128
1001 HOME IDEAS	3959	1229	2.8	31.0	120	*260	2.5	6.6	106	314	2.6	7.9	112	655	3.1	16.5	131
ORGANIC GARDENING	3111	645	1.5	20.7	80	**60	0.6	1.9	31	*234	2.0	7.5	106	351	1.7	11.3	90
OUTDOOR LIFE	5024	1832	4.2	36.5	141	448	4.3	8.9	144	489	4.1	9.7	137	896	4.2	17.8	142
PARADE MAGAZINE	51292	14429	33.2	28.1	109	3369	32.4	6.6	106	3833	32.1	7.5	105	7227	34.2	14.1	112

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	43471	100.0	25.9	100	10408	100.0	6.2	100	11923	100.0	7.1	100	21139	100.0	12.6	100
PARENTS	5298	1558	3.6	29.4	113	*246	2.4	4.6	75	324	2.7	6.1	86	988	4.7	18.6	148
PENTHOUSE	5129	2280	5.2	44.5	172	651	6.3	12.7	205	604	5.1	11.8	166	1025	4.8	20.0	159
PEOPLE	21070	6248	14.4	29.7	114	1473	14.2	7.0	113	1734	14.5	8.2	116	3040	14.4	14.4	114
PLAYBOY	10562	4483	10.3	42.4	164	1322	12.7	12.5	202	1212	10.2	11.5	161	1949	9.2	18.5	146
POPULAR HOT RODDING	2498	1089	2.5	43.6	168	434	4.2	17.4	280	*290	2.4	11.6	163	365	1.7	14.6	116
POPULAR MECHANICS	5887	2068	4.8	35.1	136	508	4.9	8.6	139	455	3.8	7.7	109	1105	5.2	18.8	149
POPULAR SCIENCE	4317	1582	3.6	36.6	141	*303	2.9	7.0	113	424	3.6	9.8	138	855	4.0	19.8	157
PREVENTION	5792	1019	2.3	17.6	68	*165	1.6	2.8	46	*190	1.6	3.3	46	665	3.1	11.5	91
PSYCHOLOGY TODAY	3284	850	2.0	25.9	100	*191	1.8	5.8	94	*180	1.5	5.5	77	479	2.3	14.6	116
READER'S DIGEST	40046	9366	21.5	23.4	90	2036	19.6	5.1	82	2432	20.4	6.1	85	4898	23.2	12.2	97
REDBOOK	9584	2042	4.7	21.3	82	350	3.4	3.7	59	522	4.4	5.4	77	1170	5.5	12.2	97
ROAD & TRACK	2590	1229	2.8	47.5	183	*407	3.9	15.7	253	442	3.7	17.1	240	381	1.8	14.7	117
ROLLING STONE	3302	1622	3.7	49.1	190	545	5.2	16.5	266	410	3.4	12.4	175	667	3.2	20.2	160
RUNNER'S WORLD	1229	362	0.8	29.5	114	**94	0.9	7.6	123	*116	1.0	9.4	133	*152	0.7	12.4	98
SATURDAY EVENING POST	2110	559	1.3	26.5	102	*113	1.1	5.4	86	**98	0.8	4.6	65	348	1.6	16.5	131
SCIENCE 84	1543	546	1.3	35.4	137	**96	0.9	6.2	100	**121	1.0	7.8	110	329	1.6	21.3	169
SCIENCE DIGEST	1747	586	1.3	33.5	129	**161	1.5	9.2	149	**118	1.0	6.8	95	307	1.5	17.6	139
SCIENTIFIC AMERICAN	1994	778	1.8	39.0	151	*217	2.1	10.9	175	*235	2.0	11.8	166	325	1.5	16.3	129
SELF	3119	948	2.2	30.4	117	*281	2.7	9.0	145	*166	1.4	5.3	75	502	2.4	16.1	128
SEVENTEEN	3923	1044	2.4	26.6	103	*326	3.1	8.3	134	*227	1.9	5.8	81	490	2.3	12.5	99
SKI	1501	578	1.3	38.5	149	*193	1.9	12.9	207	*143	1.2	9.5	134	242	1.1	16.1	128
SMITHSONIAN	5976	1886	4.3	31.6	122	410	3.9	6.9	111	451	3.8	7.5	106	1025	4.8	17.2	136
SOAP OPERA DIGEST	4228	891	2.0	21.1	81	*254	2.4	6.0	97	213	1.8	5.0	71	424	2.0	10.0	80
SOUTHERN LIVING	6488	1509	3.5	23.3	90	*157	1.5	2.4	39	253	2.1	3.9	55	1098	5.2	16.9	134
SPORT	3500	1241	2.9	35.5	137	326	3.1	9.3	150	319	2.7	9.1	128	596	2.8	17.0	135
THE SPORTING NEWS	2456	1010	2.3	41.1	159	379	3.6	15.4	249	252	2.1	10.3	144	379	1.8	15.4	122
SPORTS AFIELD	3648	1474	3.4	40.4	156	473	4.5	13.0	209	334	2.8	9.2	129	667	3.2	18.3	145
SPORTS ILLUSTRATED	14484	5832	13.4	40.3	155	1688	16.2	11.7	188	1549	13.0	10.7	150	2595	12.3	17.9	142
STAR	12661	2869	6.6	22.7	87	713	6.9	5.6	91	873	7.3	6.9	97	1283	6.1	10.1	80
SUNDAY	52799	14981	34.5	28.4	109	3859	37.1	7.3	118	4337	36.4	8.2	116	6785	32.1	12.9	102
SUNSET	3513	1108	2.5	31.5	122	*185	1.8	5.3	85	*310	2.6	8.8	124	613	2.9	17.4	138
TV GUIDE	42766	11178	25.7	26.1	101	2673	25.7	6.3	101	2918	24.5	6.8	96	5587	26.4	13.1	104
TENNIS	1254	448	1.0	35.7	138	**77	0.7	6.1	99	**100	0.8	8.0	112	271	1.3	21.6	171
TIME	22054	6939	16.0	31.5	121	1673	16.1	7.6	122	1746	14.6	7.9	111	3520	16.7	16.0	127
TOWN & COUNTRY	1555	468	1.1	30.1	116	**78	0.7	5.0	81	**110	0.9	7.1	100	279	1.3	17.9	142
TRAVEL & LEISURE	2173	685	1.6	31.5	122	*126	1.2	5.8	93	*154	1.3	7.1	100	405	1.9	18.6	148
TRUE STORY	4636	987	2.3	21.3	82	*197	1.9	4.2	68	284	2.4	6.1	86	506	2.4	10.9	87
U.S.NEWS & WORLD REPORT	10353	2861	6.6	27.6	107	667	6.4	6.4	104	850	7.1	8.2	115	1344	6.4	13.0	103
USA TODAY	4994	1868	4.3	37.4	144	446	4.3	8.9	144	518	4.3	10.4	146	904	4.3	18.1	144
US	3528	1080	2.5	30.6	118	*182	1.7	5.2	83	304	2.5	8.6	121	594	2.8	16.8	134
VOGUE	5424	1181	2.7	21.8	84	*266	2.6	4.9	79	296	2.5	5.5	77	619	2.9	11.4	91
WALL STREET JOURNAL	6292	2360	5.4	37.5	145	450	4.3	7.2	115	732	6.1	11.6	164	1178	5.6	18.7	149
WEIGHT WATCHERS	2762	608	1.4	22.0	85	**53	0.5	1.9	31	*162	1.4	5.9	83	392	1.9	14.2	113
WOMAN'S DAY	16320	2956	6.8	18.1	70	569	5.5	3.5	56	645	5.4	4.0	56	1743	8.2	10.7	85
WORKING MOTHER	1496	394	0.9	26.3	102	**72	0.7	4.8	78	**85	0.7	5.7	80	*236	1.1	15.8	125
WORKING WOMAN	1851	580	1.3	31.3	121	**124	1.2	6.7	108	*155	1.3	8.4	118	*301	1.4	16.3	129
WORLD TENNIS	580	**187	0.4	32.2	124	**4	0.0	0.7	11	**48	0.4	8.3	116	**136	0.6	23.4	186
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4796	11.0	38.6	149	1284	12.3	10.3	167	1354	11.4	10.9	153	2158	10.2	17.4	138
BLAIR INSERTS	91671	25795	59.3	28.1	109	6143	59.0	6.7	108	7082	59.4	7.7	109	12570	59.5	13.7	109
DAILY NEWSPAPERS																	
READ ANY	109190	28992	66.7	26.6	102	6816	65.5	6.2	101	8086	67.8	7.4	104	14090	66.7	12.9	102
READ ONE	89587	23213	53.4	25.9	100	5387	51.8	6.0	97	6493	54.5	7.2	102	11332	53.6	12.6	100
READ TWO OR MORE	19602	5780	13.3	29.5	114	1429	13.7	7.3	117	1593	13.4	8.1	114	2758	13.0	14.1	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	30379	69.9	27.7	107	7124	68.4	6.5	105	8416	70.6	7.7	108	14839	70.2	13.5	107
READ ONE	95074	25635	59.0	27.0	104	6029	57.9	6.3	102	7030	59.0	7.4	104	12576	59.5	13.2	105
READ TWO OR MORE	14588	4745	10.9	32.5	126	1095	10.5	7.5	121	1386	11.6	9.5	134	2263	10.7	15.5	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.70				29.42				32.17				32.56			
30 DAY REACH	149706	39914	91.8	26.7	103	9613	92.4	6.4	103	10984	92.1	7.3	103	19317	91.4	12.9	102
50 SHWG - 30 DAY AV FREQ	15.16	16.55				15.39				16.97				16.89			
30 DAY REACH	142406	38277	88.1	26.9	104	9181	88.2	6.4	104	10452	87.7	7.3	103	18645	88.2	13.1	104
25 SHWG - 30 DAY AV FREQ	8.23	8.86				8.46				9.07				8.93			
30 DAY REACH	131152	35777	82.3	27.3	105	8357	80.3	6.4	103	9753	81.8	7.4	105	17667	83.6	13.5	107
CABLE TV: HOME WIRED	66879	19041	43.8	28.5	110	4534	43.6	6.8	109	5037	42.2	7.5	106	9469	44.8	14.2	112
HOME NOT WIRED	100848	24430	56.2	24.2	93	5874	56.4	5.8	94	6886	57.8	6.8	96	11671	55.2	11.6	92
HAVE PAY CABLE	35024	10987	25.3	31.4	121	2758	26.5	7.9	127	2861	24.0	8.2	115	5368	25.4	15.3	122

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	43471	100.0	25.9	100	10408	100.0	6.2	100	11923	100.0	7.1	100	21139	100.0	12.6	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	27326	62.9	28.6	110	6473	62.2	6.8	109	7506	63.0	7.8	110	13347	63.1	14.0	111
10:00 AM - 3:00 PM		63599	17494	40.2	27.5	106	4203	40.4	6.6	106	5011	42.0	7.9	111	8280	39.2	13.0	103
3:00 PM - 7:00 PM		72097	21725	50.0	30.1	116	5152	49.5	7.1	115	5921	49.7	8.2	116	10652	50.4	14.8	117
7:00 PM - MIDNIGHT		36670	10936	25.2	29.8	115	2985	28.7	8.1	131	2933	24.6	8.0	113	5018	23.7	13.7	109
MIDNIGHT - 6:00 AM		21908	6693	15.4	30.6	118	1727	16.6	7.9	127	1795	15.1	8.2	115	3171	15.0	14.5	115
6:00 AM - MIDNIGHT		127571	35939	82.7	28.2	109	8657	83.2	6.8	109	9769	81.9	7.7	108	17513	82.8	13.7	109
ENTIRE DAY		129239	36349	83.6	28.1	109	8782	84.4	6.8	110	9871	82.8	7.6	107	17695	83.7	13.7	109
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	10188	23.4	30.0	116	2193	21.1	6.4	104	2952	24.8	8.7	122	5043	23.9	14.8	118
ALL NEWS		6062	1653	3.8	27.3	105	399	3.8	6.6	106	475	4.0	7.8	110	779	3.7	12.9	102
AOR/PROGRESSIVE		11884	4596	10.6	38.7	149	1339	12.9	11.3	182	1224	10.3	10.3	145	2033	9.6	17.1	136
BEAUTIFUL MUSIC		11180	3091	7.1	27.6	107	743	7.1	6.6	107	884	7.4	7.9	111	1464	6.9	13.1	104
BLACK		4538	915	2.1	20.2	78	*230	2.2	5.1	82	288	2.4	6.3	89	397	1.9	8.7	69
CLASSICAL		3857	1385	3.2	35.9	139	357	3.4	9.3	149	348	2.9	9.0	127	681	3.2	17.7	140
CHR/ROCK		21946	7289	16.8	33.2	128	1650	15.9	7.5	121	2043	17.1	9.3	131	3596	17.0	16.4	130
COUNTRY		27262	7223	16.6	26.5	102	1768	17.0	6.5	105	1851	15.5	6.8	96	3605	17.1	13.2	105
GOLDEN OLDIES		3339	1013	2.3	30.3	117	*285	2.7	8.5	138	294	2.5	8.8	124	434	2.1	13.0	103
MOR/NOSTALGIA		10346	2765	6.4	26.7	103	643	6.2	6.2	100	833	7.0	8.1	113	1289	6.1	12.5	99
NEWS/TALK		8929	2378	5.5	26.6	103	563	5.4	6.3	102	644	5.4	7.2	101	1172	5.5	13.1	104
RELIGIOUS		5488	996	2.3	18.1	70	*184	1.8	3.4	54	*239	2.0	4.4	61	573	2.7	10.4	83
SOFT ROCK		1232	410	0.9	33.3	128	**127	1.2	10.3	166	**102	0.9	8.3	116	*181	0.9	14.7	117
URBAN CONTEMPORARY		3184	655	1.5	20.6	79	*193	1.9	6.1	98	*199	1.7	6.3	88	263	1.2	8.3	66
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	2254	5.2	32.6	126	598	5.7	8.7	139	698	5.9	10.1	142	958	4.5	13.9	110
ABC DIRECTION		5212	1503	3.5	28.8	111	450	4.3	8.6	139	350	2.9	6.7	94	702	3.3	13.5	107
ABC ENTERTAINMENT		10385	2766	6.4	26.6	103	621	6.0	6.0	96	772	6.5	7.4	105	1374	6.5	13.2	105
ABC FM		4762	1297	3.0	27.2	105	365	3.5	7.7	124	377	3.2	7.9	111	555	2.6	11.7	92
ABC INFORMATION		11339	2849	6.6	25.1	97	692	6.6	6.1	98	669	5.6	5.9	83	1488	7.0	13.1	104
ABC ROCK		4878	1893	4.4	38.8	150	609	5.9	12.5	201	539	4.5	11.0	155	745	3.5	15.3	121
CBS		10709	2957	6.8	27.6	107	598	5.7	5.6	90	827	6.9	7.7	109	1532	7.2	14.3	114
MUTUAL		10251	2719	6.3	26.5	102	667	6.4	6.5	105	652	5.5	6.4	89	1400	6.6	13.7	108
NBC		12243	3375	7.8	27.6	106	840	8.1	6.9	111	984	8.3	8.0	113	1551	7.3	12.7	101
RADIORADIO		4606	1361	3.1	29.5	114	432	4.2	9.4	151	266	2.2	5.8	81	663	3.1	14.4	114
RKO ONE		5148	1579	3.6	30.7	118	300	2.9	5.8	94	535	4.5	10.4	146	744	3.5	14.5	115
RKO TWO		7313	1782	4.1	24.4	94	404	3.9	5.5	89	402	3.4	5.5	77	976	4.6	13.3	106
THE SOURCE		5981	2022	4.7	33.8	130	510	4.9	8.5	137	550	4.6	9.2	129	962	4.6	16.1	128
NON-WIRED : BLAIR		19329	5360	12.3	27.7	107	1354	13.0	7.0	113	1407	11.8	7.3	102	2599	12.3	13.4	107
INTERNET		27139	8030	18.5	29.6	114	2143	20.6	7.9	127	2045	17.2	7.5	106	3842	18.2	14.2	112
KATZ RADIO GROUP		36319	10662	24.5	29.4	113	2399	23.0	6.6	106	3064	25.7	8.4	119	5199	24.6	14.3	114
SUPERNET		22361	6604	15.2	29.5	114	1857	17.8	8.3	134	1717	14.4	7.7	108	3030	14.3	13.6	108
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	3059	7.0	21.1	81	731	7.0	5.0	81	892	7.5	6.1	86	1436	6.8	9.9	78
WKDAY 9:00 AM - 1:00 PM		18688	3819	8.8	20.4	79	940	9.0	5.0	81	1019	8.5	5.5	77	1860	8.8	10.0	79
WKDAY 1:00 PM - 4:30 PM		24061	4675	10.8	19.4	75	1057	10.2	4.4	71	1375	11.5	5.7	80	2243	10.6	9.3	74
WKDAY 4:30 PM - 7:30 PM		44079	10623	24.4	24.1	93	2669	25.6	6.1	98	2972	24.9	6.7	95	4982	23.6	11.3	90
WKDAY 7:30 PM - 8:00 PM		61979	14639	33.7	23.6	91	3633	34.9	5.9	94	4095	34.3	6.6	93	6911	32.7	11.2	88
WKDAY 11:00 PM - 11:30 PM		49084	12571	28.9	25.6	99	3222	31.0	6.6	106	3562	29.9	7.3	102	5787	27.4	11.8	94
WKDAY 11:30 PM - 1:00 AM		16560	4353	10.0	26.3	101	1187	11.4	7.2	116	1157	9.7	7.0	98	2010	9.5	12.1	96
M-SAT 8-11 PM+SUN 7-11 PM		66967	16829	38.7	25.1	97	4012	38.5	6.0	97	4784	40.1	7.1	100	8033	38.0	12.0	95
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	1785	4.1	19.3	74	322	3.1	3.5	56	508	4.3	5.5	77	955	4.5	10.3	82
ANOTHER WORLD	N	6138	1056	2.4	17.2	66	179	1.7	2.9	47	375	3.1	6.1	86	502	2.4	8.2	65
AS THE WORLD TURNS	C	7707	1457	3.4	18.9	73	283	2.7	3.7	59	457	3.8	5.9	83	717	3.4	9.3	74
CAPITOL	C	4688	945	2.2	20.2	78	216	2.1	4.6	74	320	2.7	6.8	96	410	1.9	8.7	69
CBS MORN. NEWS 1	C	2792	602	1.4	21.6	83	108	1.0	3.9	62	133	1.1	4.8	67	360	1.7	12.9	102
CBS MORN. NEWS 2	C	2071	452	1.0	21.8	84	*78	0.7	3.8	61	*136	1.1	6.6	92	239	1.1	11.5	92
DAYS OF OUR LIVES	N	8018	1644	3.8	20.5	79	358	3.4	4.5	72	493	4.1	6.1	86	793	3.8	9.9	78
FACTS OF LIFE - DAYTIME	N	3487	720	1.7	20.6	80	159	1.5	4.6	73	226	1.9	6.5	91	335	1.6	9.6	76
FAMILY FEUD	A	4817	886	2.0	18.4	71	252	2.4	5.2	84	214	1.8	4.4	62	421	2.0	8.7	69
GENERAL HOSPITAL	A	8333	1414	3.3	17.0	65	372	3.6	4.5	72	410	3.4	4.9	69	633	3.0	7.6	60
GOOD MORNING, AMERICA-730	A	5472	1097	2.5	20.0	77	245	2.4	4.5	72	359	3.0	6.6	92	494	2.3	9.0	72
GOOD MORNING, AMERICA-830	A	3965	692	1.6	17.5	67	136	1.3	3.4	55	208	1.7	5.2	74	348	1.6	8.8	70
GUIDING LIGHT	C	7542	1489	3.4	19.7	76	286	2.7	3.8	61	468	3.9	6.2	87	735	3.5	9.7	77
ONE LIFE TO LIVE	A	6018	959	2.2	15.9	61	272	2.6	4.5	73	270	2.3	4.5	63	417	2.0	6.9	55
PRESS YOUR LUCK	C	3589	789	1.8	22.0	85	195	1.9	5.4	88	227	1.9	6.3	89	366	1.7	10.2	81
PRICE IS RIGHT 1	C	7418	1428	3.3	19.3	74	361	3.5	4.9	78	346	2.9	4.7	66	720	3.4	9.7	77
PRICE IS RIGHT 2	C	8276	1601	3.7	19.3	75	418	4.0	5.1	81	367	3.1	4.4	62	816	3.9	9.9	78
RYAN'S HOPE	A	4358	852	2.0	19.6	75	173	1.7	4.0	64	246	2.1	5.6	79	432	2.0	9.9	79
SALE OF THE CENTURY	N	3749	731	1.7	19.5	75	232	2.2	6.2	100	182	1.5	4.9	68	317	1.5	8.5	67
SEARCH FOR TOMORROW	N	2884	565	1.3	19.6	76	189	1.8	6.6	106	*135	1.1	4.7	66	240	1.1	8.3	66
TODAY SHOW 1	N	4869	1052	2.4	21.6	83	258	2.5	5.3	85	361	3.0	7.4	104	433	2.0	8.9	71
TODAY SHOW 2	N	4135	772	1.8	18.7	72	197	1.9	4.8	77	232	1.9	5.6	79	342	1.6	8.3	66
$25,000 PYRAMID	C	4361	965	2.2	22.1	85	271	2.6	6.2	100	254	2.1	5.8	82	440	2.1	10.1	80
WHEEL OF FORTUNE	N	6187	1222	2.8	19.8	76	333	3.2	5.4	87	358	3.0	5.8	81	531	2.5	8.6	68
YOUNG AND THE RESTLESS	C	8186	1536	3.5	18.8	72	347	3.3	4.2	68	458	3.8	5.6	79	731	3.5	8.9	71
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	1324	3.0	28.0	108	313	3.0	6.6	107	445	3.7	9.4	132	566	2.7	12.0	95
NBA PLAYOFF GAME -1	C	5127	1732	4.0	33.8	130	451	4.3	8.8	142	589	4.9	11.5	162	692	3.3	13.5	107
NBC MAJOR LEAGUE PRE-GAME	N	3945	1009	2.3	25.6	99	*274	2.6	6.9	112	315	2.6	8.0	112	420	2.0	10.6	84
SPORTSWORLD - SUN	N	3370	884	2.0	26.2	101	191	1.8	5.7	91	279	2.3	8.3	116	414	2.0	12.3	97
SUNDAY MORNING	C	4200	1208	2.8	28.8	111	214	2.1	5.1	82	495	4.2	11.8	166	498	2.4	11.9	94

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS		167727	43471	100.0	25.9	100	10408	100.0	6.2	100	11923	100.0	7.1	100	21139	100.0	12.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	12183	28.0	23.3	90	2991	28.7	5.7	92	3372	28.3	6.4	91	5820	27.5	11.1	88
NETWORK AFFILIATES - LATE		39164	9581	22.0	24.5	94	2406	23.1	6.1	99	2631	22.1	6.7	95	4545	21.5	11.6	92
INDEPENDENTS - LATE		5133	1436	3.3	28.0	108	336	3.2	6.5	105	424	3.6	8.3	116	675	3.2	13.2	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	5443	12.5	23.8	92	1297	12.5	5.7	92	1636	13.7	7.2	101	2509	11.9	11.0	87
ABC MONDAY NIGHT MOVIE	A	11258	2711	6.2	24.1	93	764	7.3	6.8	109	668	5.6	5.9	83	1279	6.1	11.4	90
ABC SUNDAY NIGHT MOVIE	A	23600	6031	13.9	25.6	99	1385	13.3	5.9	95	1802	15.1	7.6	107	2844	13.5	12.1	96
ABC WORLD NEWS TONIGHT	A	12801	3138	7.2	24.5	95	779	7.5	6.1	98	856	7.2	6.7	94	1503	7.1	11.7	93
AFTERMASH	C	10966	2821	6.5	25.7	99	685	6.6	6.2	101	931	7.8	8.5	119	1205	5.7	11.0	87
ALICE	C	17050	4071	9.4	23.9	92	972	9.3	5.7	92	1210	10.1	7.1	100	1889	8.9	11.1	88
AMERICAN PARADE	C	11998	2569	5.9	21.4	83	534	5.1	4.5	72	759	6.4	6.3	89	1277	6.0	10.6	84
BENSON	A	19258	4169	9.6	21.6	84	1115	10.7	5.8	93	1374	11.5	7.1	100	1680	7.9	8.7	69
BLUE THUNDER	A	11478	2912	6.7	25.4	98	860	8.3	7.5	121	885	7.4	7.7	108	1168	5.5	10.2	81
CAGNEY & LACEY	C	18263	4746	10.9	26.0	100	1133	10.9	6.2	100	1414	11.9	7.7	109	2199	10.4	12.0	96
CBS EVENING NEWS-DEAN	C	7733	1779	4.1	23.0	89	469	4.5	6.1	98	543	4.6	7.0	99	766	3.6	9.9	79
CBS EVENING NEWS-RATHER	C	15653	3847	8.8	24.6	95	863	8.3	5.5	89	1003	8.4	6.4	90	1980	9.4	12.6	100
CBS SAT. NEWS-SCHIEFFER	C	8744	1992	4.6	22.8	88	520	5.0	5.9	96	521	4.4	6.0	84	951	4.5	10.9	86
CBS SATURDAY NIGHT MOVIE	C	12000	3118	7.2	26.0	100	817	7.8	6.8	110	869	7.3	7.2	102	1431	6.8	11.9	95
CBS WEDNESDAY NIGHT MOVIE	C	11522	2903	6.7	25.2	97	598	5.7	5.2	84	921	7.7	8.0	112	1383	6.5	12.0	95
CHEERS	N	16818	4744	10.9	28.2	109	1110	10.7	6.6	106	1528	12.8	9.1	128	2107	10.0	12.5	99
DALLAS	C	37510	8651	19.9	23.1	89	1702	16.4	4.5	73	2704	22.7	7.2	101	4245	20.1	11.3	90
DIFF'RENT STROKES	N	11258	2403	5.5	21.3	82	478	4.6	4.2	68	812	6.8	7.2	101	1113	5.3	9.9	78
DOUBLE TROUBLE	N	12248	3040	7.0	24.8	96	684	6.6	5.6	90	947	7.9	7.7	109	1408	6.7	11.5	91
DUCK FACTORY	N	11100	3083	7.1	27.8	107	702	6.7	6.3	102	1037	8.7	9.3	131	1344	6.4	12.1	96
DUKES OF HAZZARD	C	12353	2807	6.5	22.7	88	841	8.1	6.8	110	669	5.6	5.4	76	1297	6.1	10.5	83
DYNASTY	A	33279	7469	17.2	22.4	87	1649	15.8	5.0	80	2235	18.7	6.7	94	3585	17.0	10.8	85
FACTS OF LIFE	N	13410	2938	6.8	21.9	85	689	6.6	5.1	83	934	7.8	7.0	98	1316	6.2	9.8	78
FALCON CREST	C	31093	6931	15.9	22.3	86	1219	11.7	3.9	63	2080	17.4	6.7	94	3632	17.2	11.7	93
FALL GUY	A	18649	4533	10.4	24.3	94	944	9.1	5.1	82	1400	11.7	7.5	106	2189	10.4	11.7	93
FAMILY TIES	N	13101	2737	6.3	20.9	81	692	6.6	5.3	85	782	6.6	6.0	84	1264	6.0	9.6	77
FANTASY ISLAND	A	13069	3078	7.1	23.6	91	738	7.1	5.6	91	819	6.9	6.3	88	1521	7.2	11.6	92
FOULUPS,BLEEPS & BLUNDERS	A	16588	4337	10.0	26.1	101	1113	10.7	6.7	108	1194	10.0	7.2	101	2030	9.6	12.2	97
FOUR SEASONS	C	9302	2213	5.1	23.8	92	502	4.8	5.4	87	732	6.1	7.9	111	980	4.6	10.5	84
GIMME A BREAK	N	13955	2541	5.8	18.2	70	653	6.3	4.7	75	780	6.5	5.6	79	1108	5.2	7.9	63
HART TO HART	A	15735	3589	8.3	22.8	88	827	7.9	5.3	85	1009	8.5	6.4	90	1753	8.3	11.1	88
HILL STREET BLUES	N	18257	5235	12.0	28.7	111	1306	12.5	7.2	115	1508	12.6	8.3	116	2420	11.4	13.3	105
HOTEL	A	24236	5299	12.2	21.9	84	1072	10.3	4.4	71	1618	13.6	6.7	94	2610	12.3	10.8	85
JEFFERSONS	C	17010	3991	9.2	23.5	91	890	8.6	5.2	84	1252	10.5	7.4	104	1848	8.7	10.9	86
JENNIFER SLEPT HERE	N	9397	2146	4.9	22.8	88	447	4.3	4.8	77	718	6.0	7.6	107	980	4.6	10.4	83
KATE & ALLIE	C	16762	4390	10.1	26.2	101	999	9.6	6.0	96	1359	11.4	8.1	114	2032	9.6	12.1	96
KNIGHT RIDER	N	13164	3387	7.8	25.7	99	732	7.0	5.6	90	1103	9.3	8.4	118	1552	7.3	11.8	94
LOVE BOAT	A	20400	4343	10.0	21.3	82	986	9.5	4.8	78	1294	10.9	6.3	89	2063	9.8	10.1	80
MAGNUM PI	C	22543	5770	13.3	25.6	99	1355	13.0	6.0	97	1476	12.4	6.5	92	2939	13.9	13.0	103
MAMA'S FAMILY	N	9852	2189	5.0	22.2	86	489	4.7	5.0	80	669	5.6	6.8	96	1031	4.9	10.5	83
MASTER, THE	N	8082	2061	4.7	25.5	98	401	3.9	5.0	80	692	5.8	8.6	120	969	4.6	12.0	95
MATT HOUSTON	A	12881	3285	7.6	25.5	98	852	8.2	6.6	107	957	8.0	7.4	105	1476	7.0	11.5	91
NBC MONDAY NIGHT MOVIE	N	23889	6676	15.4	27.9	108	1512	14.5	6.3	102	1868	15.7	7.8	110	3295	15.6	13.8	109
NBC NIGHTLY NEWS	N	11156	2740	6.3	24.6	95	803	7.7	7.2	116	665	5.6	6.0	84	1272	6.0	11.4	90
NBC NIGHTLY NEWS-SAT	N	7363	1688	3.9	22.9	88	355	3.4	4.8	78	573	4.8	7.8	109	760	3.6	10.3	82
NBC NIGHTLY NEWS-SUN	N	6214	1391	3.2	22.4	86	325	3.1	5.2	84	372	3.1	6.0	84	694	3.3	11.2	89
NBC SUNDAY NIGHT MOVIE	N	17590	5159	11.9	29.3	113	1567	15.1	8.9	144	1331	11.2	7.6	106	2261	10.7	12.9	102
NEWHART	C	16740	4329	10.0	25.9	100	981	9.4	5.9	94	1373	11.5	8.2	115	1975	9.3	11.8	94
ONE DAY AT A TIME	C	11820	2607	6.0	22.1	85	698	6.7	5.9	95	802	6.7	6.8	95	1107	5.2	9.4	74
PEOPLE ARE FUNNY	N	9138	2245	5.2	24.6	95	559	5.4	6.1	99	725	6.1	7.9	112	961	4.5	10.5	83
REAL PEOPLE	N	15979	3517	8.1	22.0	85	743	7.1	4.6	75	1149	9.6	7.2	101	1625	7.7	10.2	81
REMINGTON STEELE	N	14395	3676	8.5	25.5	99	928	8.9	6.4	104	1054	8.8	7.3	103	1694	8.0	11.8	93
RIPLEY'S BELIEVE IT - NOT	A	11362	3327	7.7	29.3	113	720	6.9	6.3	102	932	7.8	8.2	115	1674	7.9	14.7	117
RIPTIDE	N	13920	3227	7.4	23.2	89	806	7.7	5.8	93	912	7.6	6.6	92	1509	7.1	10.8	86
SCARECROW & MRS. KING	C	17571	4261	9.8	24.3	94	1070	10.3	6.1	98	1057	8.9	6.0	85	2133	10.1	12.1	96
SIMON & SIMON	C	20208	4818	11.1	23.8	92	1358	13.0	6.7	108	1102	9.2	5.5	77	2358	11.2	11.7	93
60 MINUTES	C	27668	6681	15.4	24.1	93	1373	13.2	5.0	80	2089	17.5	7.6	106	3219	15.2	11.6	92
ST. ELSEWHERE	N	13699	3699	8.5	27.0	104	1001	9.6	7.3	118	1103	9.3	8.1	113	1595	7.5	11.6	92
THREE'S COMPANY	A	20632	5225	12.0	25.3	98	1180	11.3	5.7	92	1465	12.3	7.1	100	2580	12.2	12.5	99
T.J. HOOKER	A	17136	3947	9.1	23.0	89	933	9.0	5.4	88	1111	9.3	6.5	91	1903	9.0	11.1	88
TONIGHT SHOW	N	4963	1361	3.1	27.4	106	331	3.2	6.7	107	373	3.1	7.5	106	657	3.1	13.2	105
TRAPPER JOHN, M.D.	C	16332	3618	8.3	22.2	85	859	8.3	5.3	85	1059	8.9	6.5	91	1700	8.0	10.4	83
TV BLOOPERS & PRAC. JOKES	N	18881	5047	11.6	26.7	103	1156	11.1	6.1	99	1463	12.3	7.7	109	2428	11.5	12.9	102
20/20	A	18315	4313	9.9	23.5	91	863	8.3	4.7	76	1188	10.0	6.5	91	2262	10.7	12.4	98
WEBSTER	A	18722	4050	9.3	21.6	83	978	9.4	5.2	84	1365	11.4	7.3	103	1708	8.1	9.1	72
WORLD NEWS - SUN	A	5327	1131	2.6	21.2	82	291	2.8	5.5	88	300	2.5	5.6	79	540	2.6	10.1	80
YELLOW ROSE	N	8370	1767	4.1	21.1	81	393	3.8	4.7	76	535	4.5	6.4	90	840	4.0	10.0	80
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	8284	19.1	32.0	124	2235	21.5	8.6	139	2359	19.8	9.1	128	3690	17.5	14.3	113
BASKETBALL - COLLEGE GAMES		14468	5380	12.4	37.2	143	1313	12.6	9.1	146	1678	14.1	11.6	163	2389	11.3	16.5	131
BASKETBALL - PRO GAMES		12124	4149	9.5	34.2	132	1191	11.4	9.8	158	1317	11.0	10.9	153	1641	7.8	13.5	107
BOWLING		9412	2710	6.2	28.8	111	849	8.2	9.0	145	898	7.5	9.5	134	963	4.6	10.2	81
BOXING		15409	5815	13.4	37.7	146	1583	15.2	10.3	166	1776	14.9	11.5	162	2457	11.6	15.9	127
FOOTBALL - COLLEGE GAMES		21400	7672	17.6	35.9	138	2065	19.8	9.6	156	2384	20.0	11.1	157	3223	15.2	15.1	119
FOOTBALL - PRO GAMES		35944	13687	31.5	38.1	147	3645	35.0	10.1	163	3899	32.7	10.8	153	6143	29.1	17.1	136
GOLF		9759	3804	8.8	39.0	150	918	8.8	9.4	152	1315	11.0	13.5	190	1572	7.4	16.1	128
POST-SEASON COLL. FOOTBALL		18123	7416	17.1	40.9	158	1930	18.5	10.6	172	2485	20.8	13.7	193	3001	14.2	16.6	131
POST-SEASON PRO FOOTBALL		22091	8707	20.0	39.4	152	2162	20.8	9.8	158	2494	20.9	11.3	159	4051	19.2	18.3	146
TENNIS		6764	1894	4.4	28.0	108	*348	3.3	5.1	83	493	4.1	7.3	103	1053	5.0	15.6	124
WRESTLING - PROFESSIONAL		9695	2884	6.6	29.7	115	734	7.1	7.6	122	758	6.4	7.8	110	1392	6.6	14.4	114

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES	79263	27734	100.0	35.0	100	7690	100.0	9.7	100	7904	100.0	10.0	100	12140	100.0	15.3	100
HOUSEHOLD HEADS	66405	22440	80.9	33.8	97	5540	72.0	8.3	86	6352	80.4	9.6	96	10547	86.9	15.9	104
18 - 24	13945	6238	22.5	44.7	128	2492	32.4	17.9	184	1806	22.8	13.0	130	1941	16.0	13.9	91
25 - 34	19334	8413	30.3	43.5	124	2129	27.7	11.0	114	2394	30.3	12.4	124	3891	32.1	20.1	131
35 - 44	14196	5105	18.4	36.0	103	1187	15.4	8.4	86	1423	18.0	10.0	101	2495	20.6	17.6	115
45 - 54	10896	3519	12.7	32.3	92	868	11.3	8.0	82	1011	12.8	9.3	93	1640	13.5	15.1	98
55 - 64	10378	2815	10.1	27.1	78	502	6.5	4.8	50	797	10.1	7.7	77	1516	12.5	14.6	95
65 OR OLDER	10514	1645	5.9	15.6	45	513	6.7	4.9	50	474	6.0	4.5	45	658	5.4	6.3	41
18 - 34	33279	14651	52.8	44.0	126	4620	60.1	13.9	143	4199	53.1	12.6	127	5832	48.0	17.5	114
18 - 49	52904	21502	77.5	40.6	116	6289	81.8	11.9	123	6025	76.2	11.4	114	9188	75.7	17.4	113
25 - 54	44426	17036	61.4	38.3	110	4183	54.4	9.4	97	4828	61.1	10.9	109	8025	66.1	18.1	118
35 - 49	19625	6851	24.7	34.9	100	1669	21.7	8.5	88	1826	23.1	9.3	93	3356	27.6	17.1	112
50 OR OLDER	26359	6231	22.5	23.6	68	1401	18.2	5.3	55	1879	23.8	7.1	71	2952	24.3	11.2	73
GRADUATED COLLEGE	15982	6647	24.0	41.6	119	1205	15.7	7.5	78	2104	26.6	13.2	132	3338	27.5	20.9	136
ATTENDED COLLEGE	13629	5789	20.9	42.5	121	1845	24.0	13.5	140	1601	20.3	11.7	118	2343	19.3	17.2	112
GRADUATED HIGH SCHOOL	28591	10429	37.6	36.5	104	2954	38.4	10.3	106	2884	36.5	10.1	101	4591	37.8	16.1	105
DID NOT GRADUATE HIGH SCHOOL	21061	4869	17.6	23.1	66	1686	21.9	8.0	83	1314	16.6	6.2	63	1869	15.4	8.9	58
EMPLOYED FULL-TIME	52316	19678	71.0	37.6	107	5038	65.5	9.6	99	5488	69.4	10.5	105	9152	75.4	17.5	114
EMPLOYED PART-TIME	4113	1613	5.8	39.2	112	*542	7.0	13.2	136	*472	6.0	11.5	115	*599	4.9	14.6	95
NOT EMPLOYED	22834	6443	23.2	28.2	81	2110	27.4	9.2	95	1944	24.6	8.5	85	2390	19.7	10.5	68
PROFESSIONAL/MANAGER	15034	5958	21.5	39.6	113	1014	13.2	6.7	70	1789	22.6	11.9	119	3154	26.0	21.0	137
TECH/CLERICAL/SALES	11255	4831	17.4	42.9	123	1255	16.3	11.2	115	1451	18.4	12.9	129	2125	17.5	18.9	123
PRECISION/CRAFT	11607	4072	14.7	35.1	100	1060	13.8	9.1	94	1233	15.6	10.6	107	1779	14.7	15.3	100
OTHER EMPLOYED	18534	6430	23.2	34.7	99	2251	29.3	12.1	125	1487	18.8	8.0	80	2692	22.2	14.5	95
SINGLE	19562	8533	30.8	43.6	125	3301	42.9	16.9	174	2587	32.7	13.2	133	2645	21.8	13.5	88
MARRIED	51896	16841	60.7	32.5	93	3637	47.3	7.0	72	4736	59.9	9.1	92	8467	69.7	16.3	107
DIVORCED/SEPARATED/WIDOWED	7804	2360	8.5	30.2	86	751	9.8	9.6	99	580	7.3	7.4	75	1029	8.5	13.2	86
PARENTS	25372	9537	34.4	37.6	107	2000	26.0	7.9	81	2512	31.8	9.9	99	5024	41.4	19.8	129
WHITE	69658	25412	91.6	36.5	104	6960	90.5	10.0	103	7129	90.2	10.2	103	11323	93.3	16.3	106
BLACK	7909	1760	6.3	22.3	64	510	6.6	6.4	66	578	7.3	7.3	73	673	5.5	8.5	56
OTHER	1696	*562	2.0	33.1	95	**219	2.8	12.9	133	**197	2.5	11.6	116	**145	1.2	8.5	56
NORTHEAST-CENSUS	17202	6511	23.5	37.9	108	2126	27.6	12.4	127	1822	23.1	10.6	106	2563	21.1	14.9	97
NORTH CENTRAL	20461	7989	28.8	39.0	112	2420	31.5	11.8	122	2328	29.5	11.4	114	3242	26.7	15.8	103
SOUTH	26695	7348	26.5	27.5	79	1647	21.4	6.2	64	2169	27.4	8.1	81	3532	29.1	13.2	86
WEST	14906	5886	21.2	39.5	113	1496	19.5	10.0	103	1585	20.1	10.6	107	2804	23.1	18.8	123
NORTHEAST-MKTG.	17962	6200	22.4	34.5	99	1788	23.3	10.0	103	1846	23.4	10.3	103	2565	21.1	14.3	93
EAST CENTRAL	11741	4627	16.7	39.4	113	1481	19.3	12.6	130	1327	16.8	11.3	113	1819	15.0	15.5	101
WEST CENTRAL	13518	5398	19.5	39.9	114	1640	21.3	12.1	125	1510	19.1	11.2	112	2248	18.5	16.6	109
SOUTH	23168	6465	23.3	27.9	80	1505	19.6	6.5	67	1778	22.5	7.7	77	3182	26.2	13.7	90
PACIFIC	12874	5045	18.2	39.2	112	1276	16.6	9.9	102	1444	18.3	11.2	112	2326	19.2	18.1	118
COUNTY SIZE A	32596	11750	42.4	36.0	103	3357	43.7	10.3	106	3581	45.3	11.0	110	4811	39.6	14.8	96
COUNTY SIZE B	23814	8865	32.0	37.2	106	2304	30.0	9.7	100	2421	30.6	10.2	102	4141	34.1	17.4	114
COUNTY SIZE C	12663	4252	15.3	33.6	96	1272	16.5	10.0	104	1023	12.9	8.1	81	1957	16.1	15.5	101
COUNTY SIZE D	10190	2867	10.3	28.1	80	757	9.8	7.4	77	879	11.1	8.6	87	1231	10.1	12.1	79
METRO CENTRAL CITY	23190	8324	30.0	35.9	103	2487	32.3	10.7	111	2284	28.9	9.8	99	3553	29.3	15.3	100
METRO SUBURBAN	36920	13765	49.6	37.3	107	3674	47.8	10.0	103	3979	50.3	10.8	108	6112	50.3	16.6	108
NON METRO	19152	5645	20.4	29.5	84	1528	19.9	8.0	82	1641	20.8	8.6	86	2476	20.4	12.9	84
TOP 5 ADI'S	18703	6464	23.3	34.6	99	2093	27.2	11.2	115	2020	25.6	10.8	108	2351	19.4	12.6	82
TOP 10 ADI'S	26158	8945	32.3	34.2	98	2761	35.9	10.6	109	2873	36.3	11.0	110	3312	27.3	12.7	83
TOP 20 ADI'S	36612	12977	46.8	35.4	101	3814	49.6	10.4	107	3788	47.9	10.3	104	5375	44.3	14.7	96
HSHLD INC. $50,000 OR MORE	9326	3732	13.5	40.0	114	1033	13.4	11.1	114	1182	15.0	12.7	127	1517	12.5	16.3	106
$40,000 OR MORE	18002	7032	25.4	39.1	112	1789	23.3	9.9	102	2254	28.5	12.5	126	2989	24.6	16.6	108
$30,000 OR MORE	31361	12285	44.3	39.2	112	3000	39.0	9.6	99	3719	47.1	11.9	119	5565	45.8	17.7	116
$25,000 OR MORE	39858	15603	56.3	39.1	112	3862	50.2	9.7	100	4741	60.0	11.9	119	7000	57.7	17.6	115
$20,000 - $24,999	8664	3072	11.1	35.5	101	992	12.9	11.4	118	689	8.7	8.0	80	1391	11.5	16.1	105
$15,000 - $19,999	7964	2904	10.5	36.5	104	947	12.3	11.9	123	756	9.6	9.5	95	1201	9.9	15.1	98
$10,000 - $14,999	11093	3275	11.8	29.5	84	1006	13.1	9.1	93	798	10.1	7.2	72	1471	12.1	13.3	87
UNDER $10,000	11683	2880	10.4	24.7	70	883	11.5	7.6	78	920	11.6	7.9	79	1077	8.9	9.2	60
HOUSEHOLD OF 1 PERSON	7453	2744	9.9	36.8	105	761	9.9	10.2	105	934	11.8	12.5	126	1048	8.6	14.1	92
2 PEOPLE	24757	7584	27.3	30.6	88	2045	26.6	8.3	85	2236	28.3	9.0	91	3303	27.2	13.3	87
3 OR 4 PEOPLE	32682	12097	43.6	37.0	106	3063	39.8	9.4	97	3456	43.7	10.6	106	5578	45.9	17.1	111
5 OR MORE PEOPLE	14370	5308	19.1	36.9	106	1821	23.7	12.7	131	1277	16.2	8.9	89	2211	18.2	15.4	100
NO CHILD IN HSHLD	46768	15514	55.9	33.2	95	4569	59.4	9.8	101	4787	60.6	10.2	103	6158	50.7	13.2	86
CHILD(REN) UNDER 2 YRS	4799	1936	7.0	40.3	115	**232	3.0	4.8	50	*564	7.1	11.8	118	1141	9.4	23.8	155
2 - 5 YEARS	11125	4501	16.2	40.5	116	861	11.2	7.7	80	989	12.5	8.9	89	2651	21.8	23.8	156
6 - 11 YEARS	14193	4858	17.5	34.2	98	1185	15.4	8.3	86	1336	16.9	9.4	94	2337	19.3	16.5	108
12 - 17 YEARS	17402	6331	22.8	36.4	104	2108	27.4	12.1	125	1507	19.1	8.7	87	2717	22.4	15.6	102
RESIDENCE OWNED	56398	18767	67.7	33.3	95	4855	63.1	8.6	89	5086	64.3	9.0	90	8826	72.7	15.6	102
VALUE: $50,000 OR MORE	34811	12481	45.0	35.9	102	2955	38.4	8.5	87	3558	45.0	10.2	102	5967	49.2	17.1	112
VALUE: UNDER $50,000	21587	6286	22.7	29.1	83	1900	24.7	8.8	91	1528	19.3	7.1	71	2859	23.6	13.2	86

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES		79263	27734	100.0	35.0	100	7690	100.0	9.7	100	7904	100.0	10.0	100	12140	100.0	15.3	100
MAGAZINES	QUINTILE 1	16033	7229	26.1	45.1	129	1983	25.8	12.4	127	1905	24.1	11.9	119	3341	27.5	20.8	136
	QUINTILE 2	15354	5527	19.9	36.0	103	1523	19.8	9.9	102	1709	21.6	11.1	112	2295	18.9	14.9	98
	QUINTILE 3	15888	5569	20.1	35.1	100	1347	17.5	8.5	87	1723	21.8	10.8	109	2498	20.6	15.7	103
	QUINTILE 4	17310	5577	20.1	32.2	92	1627	21.2	9.4	97	1395	17.6	8.1	81	2555	21.0	14.8	96
	QUINTILE 5	14677	3832	13.8	26.1	75	1210	15.7	8.2	85	1172	14.8	8.0	80	1451	12.0	9.9	65
NEWSPAPERS	QUINTILE 1	15277	6064	21.9	39.7	113	1642	21.4	10.7	111	1854	23.5	12.1	122	2568	21.2	16.8	110
	QUINTILE 2	22745	8321	30.0	36.6	105	2118	27.5	9.3	96	2511	31.8	11.0	111	3691	30.4	16.2	106
	QUINTILE 3	10692	3834	13.8	35.9	102	1014	13.2	9.5	98	997	12.6	9.3	94	1823	15.0	17.1	111
	QUINTILE 4	11646	3914	14.1	33.6	96	1260	16.4	10.8	112	972	12.3	8.3	84	1682	13.9	14.4	94
	QUINTILE 5	18903	5601	20.2	29.6	85	1656	21.5	8.8	90	1570	19.9	8.3	83	2375	19.6	12.6	82
OUTDOOR	QUINTILE 1	16620	6342	22.9	38.2	109	1604	20.9	9.7	99	1693	21.4	10.2	102	3045	25.1	18.3	120
	QUINTILE 2	16377	6347	22.9	38.8	111	1731	22.5	10.6	109	1751	22.2	10.7	107	2865	23.6	17.5	114
	QUINTILE 3	15995	5436	19.6	34.0	97	1530	19.9	9.6	99	1838	23.3	11.5	115	2068	17.0	12.9	84
	QUINTILE 4	15592	4988	18.0	32.0	91	1550	20.2	9.9	102	1360	17.2	8.7	87	2078	17.1	13.3	87
	QUINTILE 5	14679	4621	16.7	31.5	90	1275	16.6	8.7	90	1262	16.0	8.6	86	2084	17.2	14.2	93
RADIO-DRIVE	QUINTILE 1	15746	5974	21.5	37.9	108	1661	21.6	10.5	109	1837	23.2	11.7	117	2477	20.4	15.7	103
TIME	QUINTILE 2	15067	5726	20.6	38.0	109	1646	21.4	10.9	113	1436	18.2	9.5	96	2644	21.8	17.5	115
	QUINTILE 3	15631	5902	21.3	37.8	108	1745	22.7	11.2	115	1598	20.2	10.2	103	2560	21.1	16.4	107
	QUINTILE 4	16245	5541	20.0	34.1	97	1444	18.8	8.9	92	1681	21.3	10.3	104	2417	19.9	14.9	97
	QUINTILE 5	16573	4590	16.6	27.7	79	1194	15.5	7.2	74	1353	17.1	8.2	82	2043	16.8	12.3	80
RADIO-MID-	TERCILE 1	21788	8169	29.5	37.5	107	2192	28.5	10.1	104	2545	32.2	11.7	117	3432	28.3	15.8	103
DAY	TERCILE 2	21151	7404	26.7	35.0	100	2231	29.0	10.5	109	1853	23.4	8.8	88	3320	27.3	15.7	102
	TERCILE 3	36323	12161	43.8	33.5	96	3267	42.5	9.0	93	3505	44.3	9.6	97	5389	44.4	14.8	97
RADIO-TOTAL	QUINTILE 1	15977	6452	23.3	40.4	115	1916	24.9	12.0	124	1927	24.4	12.1	121	2609	21.5	16.3	107
	QUINTILE 2	15923	5471	19.7	34.4	98	1657	21.5	10.4	107	1507	19.1	9.5	95	2306	19.0	14.5	95
	QUINTILE 3	14980	5740	20.7	38.3	110	1525	19.8	10.2	105	1515	19.2	10.1	101	2700	22.2	18.0	118
	QUINTILE 4	17123	5881	21.2	34.3	98	1472	19.1	8.6	89	1708	21.6	10.0	100	2702	22.3	15.8	103
	QUINTILE 5	15260	4190	15.1	27.5	78	1120	14.6	7.3	76	1247	15.8	8.2	82	1823	15.0	11.9	78
TV-PRIME	QUINTILE 1	15674	5133	18.5	32.7	94	1441	18.7	9.2	95	1628	20.6	10.4	104	2064	17.0	13.2	86
TIME	QUINTILE 2	15944	5546	20.0	34.8	99	1636	21.3	10.3	106	1607	20.3	10.1	101	2303	19.0	14.4	94
	QUINTILE 3	16037	6046	21.8	37.7	108	1573	20.5	9.8	101	1611	20.4	10.0	101	2862	23.6	17.8	117
	QUINTILE 4	15412	5442	19.6	35.3	101	1494	19.4	9.7	100	1463	18.5	9.5	95	2486	20.5	16.1	105
	QUINTILE 5	16194	5567	20.1	34.4	98	1545	20.1	9.5	98	1595	20.2	9.8	99	2427	20.0	15.0	98
TV-DAYTIME	TERCILE 1	19156	5765	20.8	30.1	86	1802	23.4	9.4	97	1483	18.8	7.7	78	2481	20.4	13.0	85
	TERCILE 2	19343	7173	25.9	37.1	106	2126	27.6	11.0	113	2141	27.1	11.1	111	2906	23.9	15.0	98
	TERCILE 3	40764	14796	53.3	36.3	104	3763	48.9	9.2	95	4279	54.1	10.5	105	6754	55.6	16.6	108
TV-TOTAL	QUINTILE 1	15844	4903	17.7	30.9	88	1401	18.2	8.8	91	1395	17.6	8.8	88	2107	17.4	13.3	87
	QUINTILE 2	15767	5562	20.1	35.3	101	1523	19.8	9.7	100	1743	22.1	11.1	111	2296	18.9	14.6	95
	QUINTILE 3	15775	5723	20.6	36.3	104	1813	23.6	11.5	118	1590	20.1	10.1	101	2320	19.1	14.7	96
	QUINTILE 4	15903	5965	21.5	37.5	107	1592	20.7	10.0	103	1733	21.9	10.9	109	2640	21.7	16.6	108
	QUINTILE 5	15974	5582	20.1	34.9	100	1361	17.7	8.5	88	1443	18.3	9.0	91	2778	22.9	17.4	114
MAGAZINES-NEWSPAPERS: DUAL		21225	8956	32.3	42.2	121	2340	30.4	11.0	114	2783	35.2	13.1	131	3834	31.6	18.1	118
MAGAZINE IMPERATIVE		17728	6432	23.2	36.3	104	1941	25.2	10.9	113	1599	20.2	9.0	90	2893	23.8	16.3	107
NEWSPAPER IMPERATIVE		22987	7391	26.6	32.2	92	1953	25.4	8.5	88	2074	26.2	9.0	90	3364	27.7	14.6	96
MAGAZINES-OUTDOOR: DUAL		16244	7040	25.4	43.3	124	1798	23.4	11.1	114	2114	26.7	13.0	131	3129	25.8	19.3	126
MAGAZINE IMPERATIVE		24016	8850	31.9	36.9	105	2451	31.9	10.2	105	2504	31.7	10.4	105	3895	32.1	16.2	106
OUTDOOR IMPERATIVE		26020	8395	30.3	32.3	92	2345	30.5	9.0	93	2282	28.9	8.8	88	3768	31.0	14.5	95
MAGAZINES-RADIO: DUAL		16918	6888	24.8	40.7	116	2111	27.5	12.5	129	1951	24.7	11.5	116	2827	23.3	16.7	109
MAGAZINE IMPERATIVE		23456	8891	32.1	37.9	108	2175	28.3	9.3	96	2545	32.2	10.9	109	4171	34.4	17.8	116
RADIO IMPERATIVE		23900	8171	29.5	34.2	98	2385	31.0	10.0	103	2332	29.5	9.8	98	3455	28.5	14.5	94
MAGAZINES-TELEVISION: DUAL		15791	5829	21.0	36.9	105	1568	20.4	9.9	102	1609	20.4	10.2	102	2652	21.8	16.8	110
MAGAZINE IMPERATIVE		25476	10421	37.6	40.9	117	2838	36.9	11.1	115	2906	36.8	11.4	114	4677	38.5	18.4	120
TELEVISION IMPERATIVE		25744	7779	28.0	30.2	86	2343	30.5	9.1	94	2374	30.0	9.2	92	3062	25.2	11.9	78
NEWSPAPERS-OUTDOOR: DUAL		17628	7062	25.5	40.1	114	1781	23.2	10.1	104	2139	27.1	12.1	122	3142	25.9	17.8	116
NEWSPAPER IMPERATIVE		26414	9187	33.1	34.8	99	2379	30.9	9.0	93	2801	35.4	10.6	106	4007	33.0	15.2	99
OUTDOOR IMPERATIVE		23059	7866	28.4	34.1	97	2258	29.4	9.8	101	1952	24.7	8.5	85	3655	30.1	15.9	103
NEWSPAPERS-RADIO: DUAL		17996	7011	25.3	39.0	111	2118	27.5	11.8	121	2013	25.5	11.2	112	2879	23.7	16.0	104
NEWSPAPER IMPERATIVE		26269	9561	34.5	36.4	104	2229	29.0	8.5	87	2863	36.2	10.9	109	4468	36.8	17.0	111
RADIO IMPERATIVE		21342	7597	27.4	35.6	102	2268	29.5	10.6	110	2053	26.0	9.6	96	3276	27.0	15.4	100
NEWSPAPERS-TELEVISION: DUAL		17359	6423	23.2	37.0	106	1813	23.6	10.4	108	1862	23.6	10.7	108	2748	22.6	15.8	103
NEWSPAPER IMPERATIVE		26889	10301	37.1	38.3	109	2624	34.1	9.8	101	3074	38.9	11.4	115	4603	37.9	17.1	112
TELEVISION IMPERATIVE		21698	6714	24.2	30.9	88	2022	26.3	9.3	96	1878	23.8	8.7	87	2814	23.2	13.0	85
OUTDOOR-RADIO: DUAL		16456	6419	23.1	39.0	111	1791	23.3	10.9	112	1731	21.9	10.5	105	2898	23.9	17.6	115
OUTDOOR IMPERATIVE		25870	9175	33.1	35.5	101	2362	30.7	9.1	94	2650	33.5	10.2	103	4163	34.3	16.1	105
RADIO IMPERATIVE		23943	8552	30.8	35.7	102	2578	33.5	10.8	111	2494	31.6	10.4	104	3481	28.7	14.5	95
OUTDOOR-TELEVISION: DUAL		15918	5890	21.2	37.0	106	1660	21.6	10.4	107	1801	22.8	11.3	113	2429	20.0	15.3	100
OUTDOOR IMPERATIVE		26398	10194	36.8	38.6	110	2694	35.0	10.2	105	2737	34.6	10.4	104	4763	39.2	18.0	118
TELEVISION IMPERATIVE		24851	7638	27.5	30.7	88	2305	30.0	9.3	96	2278	28.8	9.2	92	3054	25.2	12.3	80
RADIO-TELEVISION: DUAL		15584	5588	20.1	35.9	102	1691	22.0	10.9	112	1551	19.6	10.0	100	2346	19.3	15.1	98
RADIO IMPERATIVE		25472	9914	35.7	38.9	111	2755	35.8	10.8	111	2803	35.5	11.0	110	4356	35.9	17.1	112
TELEVISION IMPERATIVE		25578	8105	29.2	31.7	91	2213	28.8	8.7	89	2453	31.0	9.6	96	3439	28.3	13.4	88

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	27734	100.0	35.0	100	7690	100.0	9.7	100	7904	100.0	10.0	100	12140	100.0	15.3	100
ATLANTIC MONTHLY	452	*218	0.8	48.2	138	**48	0.6	10.6	109	**45	0.6	10.0	100	**126	1.0	27.9	182
BARRON'S	1058	402	1.4	38.0	109	**49	0.6	4.6	48	**99	1.3	9.4	94	*254	2.1	24.0	157
BETTER HOMES & GARDENS	4773	1755	6.3	36.8	105	567	7.4	11.9	122	378	4.8	7.9	79	809	6.7	16.9	111
BON APPETIT	1037	476	1.7	45.9	131	**115	1.5	11.1	114	**106	1.3	10.2	103	256	2.1	24.7	161
BUSINESS WEEK	3193	1362	4.9	42.7	122	294	3.8	9.2	95	494	6.3	15.5	155	573	4.7	17.9	117
CAR AND DRIVER	2705	1316	4.7	48.7	139	349	4.5	12.9	133	446	5.6	16.5	165	520	4.3	19.2	126
CBS MAGAZINE NETWORK (GROSS)	5678	2520	9.1	44.4	127	791	10.3	13.9	144	789	10.0	13.9	139	940	7.7	16.6	108
CHANGING TIMES	1847	670	2.4	36.3	104	*178	2.3	9.6	99	*190	2.4	10.3	103	302	2.5	16.4	107
COLONIAL HOMES	492	*166	0.6	33.7	96	**33	0.4	6.7	69	**41	0.5	8.3	84	*92	0.8	18.7	122
CONDE NAST MAG. PKG. (GROSS)	2066	668	2.4	32.3	92	*291	3.8	14.1	145	*122	1.5	5.9	59	*255	2.1	12.3	81
CONSUMERS DIGEST	1719	576	2.1	33.5	96	**80	1.0	4.7	48	*171	2.2	9.9	100	325	2.7	18.9	123
COSMOPOLITAN	1762	704	2.5	40.0	114	*288	3.7	16.3	168	*127	1.6	7.2	72	290	2.4	16.5	107
COUNTRY LIVING	1110	458	1.7	41.3	118	**154	2.0	13.9	143	**100	1.3	9.0	90	*204	1.7	18.4	120
CUISINE	660	264	1.0	40.0	114	**47	0.6	7.1	73	**95	1.2	14.4	144	*122	1.0	18.5	121
CYCLE WORLD	1924	768	2.8	39.9	114	*249	3.2	12.9	133	*243	3.1	12.6	127	*276	2.3	14.3	94
DCI:CREATIVE IDEAS FOR LIV	437	*127	0.5	29.1	83	**29	0.4	6.6	68	**26	0.3	5.9	60	**72	0.6	16.5	108
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	891	3.2	35.8	102	*168	2.2	6.7	70	*168	2.1	6.7	68	556	4.6	22.3	146
DISCOVER	1279	526	1.9	41.1	118	*247	3.2	19.3	199	**81	1.0	6.3	64	*198	1.6	15.5	101
EBONY	2898	734	2.6	25.3	72	*216	2.8	7.5	77	*229	2.9	7.9	79	288	2.4	9.9	65
ESQUIRE	1384	484	1.7	35.0	100	*138	1.8	10.0	103	*153	1.9	11.1	111	192	1.6	13.9	91
ESSENCE	850	*250	0.9	29.4	84	**68	0.9	8.0	82	**67	0.8	7.9	79	**115	0.9	13.5	88
FAMILY CIRCLE	2430	952	3.4	39.2	112	*229	3.0	9.4	97	293	3.7	12.1	121	430	3.5	17.7	116
THE FAMILY HANDYMAN	2356	859	3.1	36.5	104	*198	2.6	8.4	87	*194	2.5	8.2	83	468	3.9	19.9	130
FAMILY WEEKLY	11533	4264	15.4	37.0	106	1161	15.1	10.1	104	1129	14.3	9.8	98	1974	16.3	17.1	112
FIELD & STREAM	7444	2871	10.4	38.6	110	833	10.8	11.2	115	779	9.9	10.5	105	1259	10.4	16.9	110
FOOD & WINE	416	*193	0.7	46.4	133	**40	0.5	9.6	99	**38	0.5	9.1	92	**116	1.0	27.9	182
FORBES	1865	871	3.1	46.7	133	*135	1.8	7.2	75	232	2.9	12.4	125	505	4.2	27.1	177
FORTUNE	1849	908	3.3	49.1	140	*158	2.1	8.5	88	295	3.7	16.0	160	456	3.8	24.7	161
GENTLEMEN'S QUARTERLY	2284	1024	3.7	44.8	128	396	5.1	17.3	179	*234	3.0	10.2	103	394	3.2	17.3	113
GLAMOUR	538	*194	0.7	36.1	103	**115	1.5	21.4	220	**20	0.3	3.7	37	**59	0.5	11.0	72
GOLF DIGEST	1649	761	2.7	46.1	132	*194	2.5	11.8	121	247	3.1	15.0	150	320	2.6	19.4	127
GOLF DIGEST/TENNIS (GROSS)	2294	1038	3.7	45.2	129	262	3.4	11.4	118	322	4.1	14.0	141	454	3.7	19.8	129
GOLF MAGAZINE	1577	706	2.5	44.8	128	*161	2.1	10.2	105	*210	2.7	13.3	134	336	2.8	21.3	139
GOLF MAGAZINE/SKI (GROSS)	2487	1142	4.1	45.9	131	337	4.4	13.6	140	325	4.1	13.1	131	480	4.0	19.3	126
GOOD HOUSEKEEPING	2569	959	3.5	37.3	107	*219	2.8	8.5	88	254	3.2	9.9	99	486	4.0	18.9	124
HARPER'S BAZAAR	431	**135	0.5	31.3	90	**66	0.9	15.3	158	**21	0.3	4.9	49	**48	0.4	11.1	73
HEALTH	788	*203	0.7	25.8	74	**43	0.6	5.5	56	**85	1.1	10.8	108	**75	0.6	9.5	62
HEARST MAG CORP. BUY (GROSS)	18781	7144	25.8	38.0	109	2044	26.6	10.9	112	1661	21.0	8.8	89	3440	28.3	18.3	120
HEARST MAN POWER (GROSS)	9169	3574	12.9	39.0	111	1048	13.6	11.4	118	819	10.4	8.9	90	1706	14.1	18.6	121
HEARST WOMAN POWER (GROSS)	5452	2031	7.3	37.3	106	559	7.3	10.3	106	499	6.3	9.2	92	972	8.0	17.8	116
HOUSE BEAUTIFUL	1020	336	1.2	32.9	94	**68	0.9	6.7	69	**69	0.9	6.8	68	*199	1.6	19.5	127
INC.	993	459	1.7	46.2	132	**101	1.3	10.2	105	**127	1.6	12.8	128	*231	1.9	23.3	152
JET	2808	784	2.8	27.9	80	*241	3.1	8.6	88	*230	2.9	8.2	82	313	2.6	11.1	73
LADIES' HOME JOURNAL	1868	657	2.4	35.2	101	*177	2.3	9.5	98	*213	2.7	11.4	114	267	2.2	14.3	93
LHJ FAMILY GRP COMBO(GROSS)	3582	1318	4.8	36.8	105	363	4.7	10.1	104	403	5.1	11.3	113	552	4.5	15.4	101
LIFE	4817	1913	6.9	39.7	114	639	8.3	13.3	137	483	6.1	10.0	101	791	6.5	16.4	107
L.A. TIMES HOME MAGAZINE	1465	492	1.8	33.6	96	*111	1.4	7.6	78	*162	2.0	11.1	111	219	1.8	14.9	98
MADEMOISELLE	460	**147	0.5	32.0	91	**92	1.2	20.0	206	**18	0.2	3.9	39	**38	0.3	8.3	54
MC CALL'S	1764	508	1.8	28.8	82	**98	1.3	5.6	57	*163	2.1	9.2	93	246	2.0	13.9	91
MC CALL'S/WRK MOTHER (GROSS)	2062	648	2.3	31.4	90	*120	1.6	5.8	60	*187	2.4	9.1	91	341	2.8	16.5	108
MECHANIX ILLUSTRATED	3625	1346	4.9	37.1	106	293	3.8	8.1	83	351	4.4	9.7	97	703	5.8	19.4	127
METROPOLITAN HOME	495	*186	0.7	37.6	107	**36	0.5	7.3	75	**36	0.5	7.3	73	**114	0.9	23.0	150
MONEY	3017	1319	4.8	43.7	125	*261	3.4	8.7	89	379	4.8	12.6	126	680	5.6	22.5	147
MOTHER EARTH NEWS	1203	546	2.0	45.4	130	*144	1.9	12.0	123	*150	1.9	12.5	125	252	2.1	20.9	137
MS.	*257	**78	0.3	30.4	87	**16	0.2	6.2	64	**41	0.5	16.0	160	**22	0.2	8.6	56
NATIONAL ENQUIRER	6921	2471	8.9	35.7	102	647	8.4	9.3	96	588	7.4	8.5	85	1236	10.2	17.9	117
NATIONAL GEOGRAPHIC	11626	4620	16.7	39.7	114	1134	14.7	9.8	101	1271	16.1	10.9	110	2215	18.2	19.1	124
NATIONAL SUNDAY MAGAZINE PKG	49424	18577	67.0	37.6	107	5177	67.3	10.5	108	5288	66.9	10.7	107	8112	66.8	16.4	107
NATURAL HISTORY	753	*237	0.9	31.5	90	**73	0.9	9.7	100	**47	0.6	6.2	63	**117	1.0	15.5	101
NEW WOMAN	*296	**51	0.2	17.2	49	**2	0.0	0.7	7	**12	0.2	4.1	41	**36	0.3	12.2	79
NEW YORK INCLUDING CUE	541	191	0.7	35.3	101	**21	0.3	3.9	40	**45	0.6	8.3	83	*125	1.0	23.1	151
THE NEW YORKER	1078	437	1.6	40.5	116	*92	1.2	8.5	88	*111	1.4	10.3	103	234	1.9	21.7	142
NEWSWEEK	9602	3701	13.3	38.5	110	951	12.4	9.9	102	1137	14.4	11.8	119	1613	13.3	16.8	110
THE N.Y. TIMES DAILY EDITION	1376	618	2.2	44.9	128	*116	1.5	8.4	87	259	3.3	18.8	189	243	2.0	17.7	115
THE N.Y. TIMES MAGAZINE	2110	901	3.2	42.7	122	*156	2.0	7.4	76	367	4.6	17.4	174	379	3.1	18.0	117
OMNI	1927	951	3.4	49.4	141	*300	3.9	15.6	160	269	3.4	14.0	140	382	3.1	19.8	129
ON CABLE	911	474	1.7	52.0	149	*172	2.2	18.9	195	*130	1.6	14.3	143	*171	1.4	18.8	123
1001 HOME IDEAS	927	458	1.7	49.4	141	*144	1.9	15.5	160	**105	1.3	11.3	114	*210	1.7	22.7	148
ORGANIC GARDENING	1430	373	1.3	26.1	75	**44	0.6	3.1	32	*154	1.9	10.8	108	*175	1.4	12.2	80
OUTDOOR LIFE	4064	1568	5.7	38.6	110	379	4.9	9.3	96	435	5.5	10.7	107	754	6.2	18.6	121
PARADE MAGAZINE	24538	9056	32.7	36.9	105	2545	33.1	10.4	107	2489	31.5	10.1	102	4022	33.1	16.4	107

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C ACROSS %	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C ACROSS %	HEAVY USERS D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C ACROSS %	MEDIUM USERS D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C ACROSS %	LIGHT USERS D INDX
TOTAL MALES	79263	27734	100.0	35.0	100	7690	100.0	9.7	100	7904	100.0	10.0	100	12140	100.0	15.3	100
PARENTS	1126	484	1.7	43.0	123	**63	0.8	5.6	58	*135	1.7	12.0	120	287	2.4	25.5	166
PENTHOUSE	4157	1964	7.1	47.2	135	596	7.8	14.3	148	532	6.7	12.8	128	835	6.9	20.1	131
PEOPLE	7591	3166	11.4	41.7	119	917	11.9	12.1	125	945	12.0	12.4	125	1304	10.7	17.2	112
PLAYBOY	8379	4061	14.6	48.5	139	1195	15.5	14.3	147	1158	14.7	13.8	139	1708	14.1	20.4	133
POPULAR HOT RODDING	2110	988	3.6	46.8	134	*392	5.1	16.6	191	*277	3.5	13.1	132	318	2.6	15.1	98
POPULAR MECHANICS	4850	1843	6.6	38.0	109	485	6.3	10.0	103	414	5.2	8.5	86	944	7.8	19.5	127
POPULAR SCIENCE	3397	1368	4.9	40.3	115	*300	3.9	8.8	91	385	4.9	11.3	114	683	5.6	20.1	131
PREVENTION	1720	529	1.9	30.8	88	*124	1.6	7.2	74	*124	1.6	7.2	72	281	2.3	16.3	107
PSYCHOLOGY TODAY	1344	493	1.8	36.7	105	*173	2.2	12.9	133	**102	1.3	7.6	76	*218	1.8	16.2	106
READER'S DIGEST	16016	5262	19.0	32.9	94	1478	19.2	9.2	95	1469	18.6	9.2	92	2316	19.1	14.5	94
REDBOOK	1121	368	1.3	32.8	94	**53	0.7	4.7	49	**119	1.5	10.6	106	*197	1.6	17.6	115
ROAD & TRACK	2161	1117	4.0	51.7	148	*403	5.2	18.6	192	405	5.1	18.7	188	309	2.5	14.3	93
ROLLING STONE	1948	1078	3.9	55.3	158	363	4.7	18.6	192	*280	3.5	14.4	144	436	3.6	22.4	146
RUNNER'S WORLD	899	302	1.1	33.6	96	**94	1.2	10.5	108	**84	1.1	9.3	94	**124	1.0	13.8	90
SATURDAY EVENING POST	841	276	1.0	32.8	94	**65	0.8	7.7	80	**46	0.6	5.5	55	*166	1.4	19.7	129
SCIENCE 84	841	343	1.2	40.8	117	**95	1.2	11.3	116	**63	0.8	7.5	75	*186	1.5	22.1	144
SCIENCE DIGEST	1194	425	1.5	35.6	102	**137	1.8	11.5	118	**92	1.2	7.7	77	*196	1.6	16.4	107
SCIENTIFIC AMERICAN	1379	617	2.2	44.7	128	**172	2.2	12.5	129	*226	2.9	16.4	164	220	1.8	16.0	104
SELF	436	*119	0.4	27.3	78	**35	0.5	8.0	83	**39	0.5	8.9	90	**46	0.4	10.6	69
SEVENTEEN	614	**189	0.7	30.8	88	**65	0.8	10.6	109	**73	0.9	11.9	119	**51	0.4	8.3	54
SKI	910	436	1.6	47.9	137	*177	2.3	19.5	200	*115	1.5	12.6	127	*144	1.2	15.8	103
SMITHSONIAN	2937	1294	4.7	44.1	126	300	3.9	10.2	105	366	4.6	12.5	125	628	5.2	21.4	140
SOAP OPERA DIGEST	545	*181	0.7	33.2	95	**36	0.5	6.6	68	**41	0.5	7.5	75	**104	0.9	19.1	125
SOUTHERN LIVING	2054	765	2.8	37.2	106	**139	1.8	6.8	70	**142	1.8	6.9	69	484	4.0	23.6	154
SPORT	2799	1070	3.9	38.2	109	309	4.0	11.0	114	263	3.3	9.4	94	498	4.1	17.8	116
THE SPORTING NEWS	1938	816	2.9	42.1	120	*243	3.2	12.5	129	*249	3.2	12.8	129	*323	2.7	16.7	109
SPORTS AFIELD	3125	1306	4.7	41.8	119	426	5.5	13.6	141	313	4.0	10.0	100	567	4.7	18.1	118
SPORTS ILLUSTRATED	11159	4898	17.7	43.9	125	1418	18.4	12.7	131	1358	17.2	12.2	122	2123	17.5	19.0	124
STAR	4095	1435	5.2	35.0	100	426	5.5	10.4	107	425	5.4	10.4	104	585	4.8	14.3	93
SUNDAY	25169	9746	35.1	38.7	111	2754	35.8	10.9	113	2991	37.8	11.9	119	4001	33.0	15.9	104
SUNSET	1294	587	2.1	45.4	130	**76	1.0	5.9	61	**200	2.5	15.5	155	*312	2.6	24.1	157
TV GUIDE	18508	6539	23.6	35.3	101	1877	24.4	10.1	105	1849	23.4	10.0	100	2813	23.2	15.2	99
TENNIS	645	277	1.0	42.9	123	**68	0.9	10.5	109	**75	0.9	11.6	117	*135	1.1	20.9	137
TIME	12124	4739	17.1	39.1	112	1385	18.0	11.4	118	1237	15.7	10.2	102	2117	17.4	17.5	114
TOWN & COUNTRY	493	*224	0.8	45.4	130	**54	0.7	11.0	113	**53	0.7	10.8	108	**117	1.0	23.7	155
TRAVEL & LEISURE	1122	478	1.7	42.6	122	**98	1.3	8.7	90	*126	1.6	11.2	113	*254	2.1	22.6	148
TRUE STORY	690	**134	0.5	19.4	56	**33	0.4	4.8	49	**18	0.2	2.6	26	**84	0.7	12.2	79
U.S.NEWS & WORLD REPORT	6571	2189	7.9	33.3	95	587	7.6	8.9	92	675	8.5	10.3	103	927	7.6	14.1	92
USA TODAY	3120	1401	5.1	44.9	128	416	5.4	13.3	137	397	5.0	12.7	128	588	4.8	18.8	123
US	1315	544	2.0	41.4	118	**115	1.5	8.7	90	*179	2.3	13.6	137	*250	2.1	19.0	124
VOGUE	632	*208	0.7	32.9	94	**50	0.7	7.9	82	**46	0.6	7.3	73	**112	0.9	17.7	116
WALL STREET JOURNAL	4247	1841	6.6	43.3	124	339	4.4	8.0	82	618	7.8	14.6	146	885	7.3	20.8	136
WEIGHT WATCHERS	398	*134	0.5	33.7	96	**34	0.4	8.5	88	**33	0.4	8.3	83	**67	0.6	16.8	110
WOMAN'S DAY	1139	360	1.3	31.6	90	**94	1.2	8.3	85	**60	0.8	5.3	53	*206	1.7	18.1	118
WORKING MOTHER	*298	**140	0.5	47.0	134	**22	0.3	7.4	76	**23	0.3	7.7	77	**95	0.8	31.9	208
WORKING WOMAN	327	**116	0.4	35.5	101	**39	0.5	11.9	123	**26	0.3	8.0	80	**51	0.4	15.6	102
WORLD TENNIS	397	**135	0.5	34.0	97	**4	0.1	1.0	10	**40	0.5	10.1	101	**92	0.8	23.2	151
ZIFF-DAVIS MAG NETWK (GROSS)	9635	4227	15.2	43.9	125	1265	16.4	13.1	135	1184	15.0	12.3	123	1778	14.6	18.5	120
BLAIR INSERTS	43762	16554	59.7	37.8	108	4590	59.7	10.5	108	4771	60.4	10.9	109	7193	59.3	16.4	107
DAILY NEWSPAPERS																	
READ ANY	52459	19046	68.7	36.3	104	5104	66.4	9.7	100	5558	70.3	10.6	106	8385	69.1	16.0	104
READ ONE	41891	14992	54.1	35.8	102	3981	51.8	9.5	98	4385	55.5	10.5	105	6626	54.6	15.8	103
READ TWO OR MORE	10568	4054	14.6	38.4	110	1123	14.6	10.6	110	1172	14.8	11.1	111	1758	14.5	16.6	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	19404	70.0	37.4	107	5317	69.1	10.2	106	5542	70.1	10.7	107	8545	70.4	16.5	107
READ ONE	44561	16363	59.0	36.7	105	4529	58.9	10.2	105	4588	58.0	10.3	103	7245	59.7	16.3	106
READ TWO OR MORE	7368	3041	11.0	41.3	118	788	10.2	10.7	110	953	12.1	12.9	130	1300	10.7	17.6	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.10				28.50				30.64				33.09			
30 DAY REACH	71522	25467	91.8	35.6	102	7137	92.8	10.0	103	7306	92.4	10.2	102	11024	90.8	15.4	101
50 SHWG - 30 DAY AV FREQ	15.55	16.32				14.95				16.11				17.36			
30 DAY REACH	68168	24282	87.6	35.6	102	6798	88.4	10.0	103	6958	88.0	10.2	102	10526	86.7	15.4	101
25 SHWG - 30 DAY AV FREQ	8.43	8.84				8.33				8.67				9.27			
30 DAY REACH	62898	22403	80.8	35.6	102	6081	79.1	9.7	100	6468	81.8	10.3	103	9854	81.2	15.7	102
CABLE TV: HOME WIRED	31664	12148	43.8	38.4	110	3406	44.3	10.8	111	3302	41.8	10.4	105	5440	44.8	17.2	112
HOME NOT WIRED	47599	15586	56.2	32.7	94	4284	55.7	9.0	93	4602	58.2	9.7	97	6700	55.2	14.1	92
HAVE PAY CABLE	17139	7168	25.8	41.8	120	2069	26.9	12.1	124	1871	23.7	10.9	109	3228	26.6	18.8	123

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES	79263	27734	100.0	35.0	100	7690	100.0	9.7	100	7904	100.0	10.0	100	12140	100.0	15.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	17645	63.6	37.0	106	4964	64.6	10.4	107	4981	63.0	10.5	105	7700	63.4	16.2	106
10:00 AM - 3:00 PM	29926	11071	39.9	37.0	106	3148	40.9	10.5	108	3196	40.4	10.7	107	4727	38.9	15.8	103
3:00 PM - 7:00 PM	37666	14491	52.2	38.5	110	3981	51.8	10.6	109	4091	51.8	10.9	109	6418	52.9	17.0	111
7:00 PM - MIDNIGHT	18909	7250	26.1	38.3	110	2345	30.5	12.4	128	2015	25.5	10.7	107	2890	23.8	15.3	100
MIDNIGHT - 6:00 AM	11822	4626	16.7	39.1	112	1346	17.5	11.4	117	1265	16.0	10.7	107	2015	16.6	17.0	111
6:00 AM - MIDNIGHT	63254	23340	84.2	36.9	105	6571	85.4	10.4	107	6549	82.9	10.4	104	10221	84.2	16.2	106
ENTIRE DAY	64057	23628	85.2	36.9	105	6646	86.4	10.4	107	6643	84.0	10.4	104	10339	85.2	16.1	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	6424	23.2	38.7	111	1741	22.6	10.5	108	1798	22.7	10.8	109	2885	23.8	17.4	113
ALL NEWS	3542	1222	4.4	34.5	99	335	4.4	9.5	97	373	4.7	10.5	106	515	4.2	14.5	95
AOR/PROGRESSIVE	7465	3286	11.8	44.0	126	1109	14.4	14.9	153	927	11.7	12.4	125	1251	10.3	16.8	109
BEAUTIFUL MUSIC	5061	1940	7.0	38.3	110	545	7.1	10.8	111	599	7.6	11.8	119	796	6.6	15.7	103
BLACK	1914	454	1.6	23.7	68	**146	1.9	7.6	79	*160	2.0	8.4	84	*148	1.2	7.7	50
CLASSICAL	2304	1025	3.7	44.5	127	247	3.2	10.7	110	272	3.4	11.8	118	506	4.2	22.0	143
CHR/ROCK	10663	4537	16.4	42.5	122	1230	16.0	11.5	119	1412	17.9	13.2	133	1896	15.6	17.8	116
COUNTRY	13919	4755	17.1	34.2	98	1350	17.6	9.7	100	1311	16.6	9.4	94	2093	17.2	15.0	98
GOLDEN OLDIES	2040	802	2.9	39.3	112	*245	3.2	12.0	124	*230	2.9	11.3	113	327	2.7	16.0	105
MOR/NOSTALGIA	5105	1976	7.1	38.7	111	474	6.2	9.3	96	612	7.7	12.0	120	891	7.3	17.5	114
NEWS/TALK	4764	1744	6.3	36.6	105	447	5.8	9.4	97	457	5.8	9.6	96	840	6.9	17.6	115
RELIGIOUS	2164	600	2.2	27.7	79	*124	1.6	5.7	59	*126	1.6	5.8	58	350	2.9	16.2	106
SOFT ROCK	623	296	1.1	47.5	136	**103	1.3	16.5	170	**81	1.0	13.0	130	*112	0.9	18.0	117
URBAN CONTEMPORARY	1331	364	1.3	27.3	78	**125	1.6	9.4	97	**109	1.4	8.2	82	**130	1.1	9.8	64
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1304	4.7	40.9	117	453	5.9	14.2	147	362	4.6	11.4	114	489	4.0	15.3	100
ABC DIRECTION	2724	1068	3.9	39.2	112	312	4.1	11.5	118	280	3.5	10.3	103	476	3.9	17.5	114
ABC ENTERTAINMENT	5256	1816	6.5	34.6	99	461	6.0	8.8	90	540	6.8	10.3	103	815	6.7	15.5	101
ABC FM	2263	823	3.0	36.4	104	284	3.7	12.5	129	*219	2.8	9.7	97	321	2.6	14.2	93
ABC INFORMATION	5618	1949	7.0	34.7	99	572	7.4	10.2	105	479	6.1	8.5	86	899	7.4	16.0	104
ABC ROCK	2857	1246	4.5	43.6	125	472	6.1	16.5	170	332	4.2	11.6	117	442	3.6	15.5	101
CBS	5953	2129	7.7	35.8	102	535	7.0	9.0	93	572	7.2	9.6	96	1022	8.4	17.2	112
MUTUAL	4979	1604	5.8	32.2	92	416	5.4	8.4	86	395	5.0	7.9	80	793	6.5	15.9	104
NBC	7279	2660	9.6	36.5	104	738	9.6	10.1	105	841	10.6	11.6	116	1081	8.9	14.9	97
RADIORADIO	2389	859	3.1	36.0	103	283	3.7	11.8	122	*150	1.9	6.3	63	427	3.5	17.9	117
RKO ONE	2583	1040	3.7	40.3	115	213	2.8	8.2	85	371	4.7	14.4	144	456	3.8	17.7	115
RKO TWO	3674	1153	4.2	31.4	90	304	4.0	8.3	85	287	3.6	7.8	78	562	4.6	15.3	100
THE SOURCE	3514	1355	4.9	38.6	110	430	5.6	12.2	126	407	5.1	11.6	116	518	4.3	14.7	96
NON-WIRED : BLAIR	9864	3557	12.8	36.1	103	1113	14.5	11.3	116	919	11.6	9.3	93	1525	12.6	15.5	101
INTERNET	13522	5133	18.5	38.0	108	1664	21.6	12.3	127	1343	17.0	9.9	100	2126	17.5	15.7	103
KATZ RADIO GROUP	19321	7161	25.8	37.1	106	1787	23.2	9.2	95	2221	28.1	11.5	115	3154	26.0	16.3	107
SUPERNET	10739	4433	16.0	41.3	118	1391	18.1	13.0	134	1171	14.8	10.9	109	1871	15.4	17.4	114
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1536	5.5	30.1	86	440	5.7	8.6	89	464	5.9	9.1	91	632	5.2	12.4	81
WKDAY 9:00 AM - 1:00 PM	5383	1686	6.1	31.3	90	539	7.0	10.0	103	425	5.4	7.9	79	722	5.9	13.4	88
WKDAY 1:00 PM - 4:30 PM	6469	1972	7.1	30.5	87	570	7.4	8.8	91	597	7.6	9.2	93	805	6.6	12.4	81
WKDAY 4:30 PM - 7:30 PM	19661	6597	23.8	33.6	96	1924	25.0	9.8	101	1821	23.0	9.3	93	2852	23.5	14.5	95
WKDAY 7:30 PM - 8:00 PM	27579	9192	33.1	33.3	95	2666	34.7	9.7	100	2608	33.0	9.5	95	3919	32.3	14.2	93
WKDAY 11:00 PM - 11:30 PM	22964	8145	29.4	35.5	101	2314	30.1	10.1	104	2399	30.4	10.4	105	3432	28.3	14.9	98
WKDAY 11:30 PM - 1:00 AM	8158	2863	10.3	35.1	100	887	11.5	10.9	112	809	10.2	9.9	99	1168	9.6	14.3	93
M-SAT 8-11 PM+SUN 7-11 PM	30140	10428	37.6	34.6	99	2896	37.7	9.6	99	3055	38.7	10.1	102	4477	36.9	14.9	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	553	2.0	27.0	77	126	1.6	6.2	63	168	2.1	8.2	82	259	2.1	12.6	83
ANOTHER WORLD N	1214	328	1.2	27.0	77	90	1.2	7.4	76	*150	1.9	12.4	124	88	0.7	7.2	47
AS THE WORLD TURNS C	1740	573	2.1	32.9	94	*155	2.0	8.9	92	177	2.2	10.2	102	242	2.0	13.9	91
CAPITOL C	1016	356	1.3	35.0	100	**101	1.3	9.9	102	*143	1.8	14.1	141	*111	0.9	10.9	71
CBS MORN. NEWS 1 C	1203	336	1.2	27.9	80	*72	0.9	6.0	62	*65	0.8	5.4	54	198	1.6	16.5	107
CBS MORN. NEWS 2 C	773	254	0.9	32.9	94	*52	0.7	6.7	69	**62	0.8	8.0	80	140	1.2	18.1	118
DAYS OF OUR LIVES N	1629	499	1.8	30.6	88	171	2.2	10.5	108	*146	1.8	9.0	90	182	1.5	11.2	73
FACTS OF LIFE - DAYTIME N	961	314	1.1	32.7	93	*99	1.3	10.3	106	*124	1.6	12.9	129	90	0.7	9.4	61
FAMILY FEUD A	1390	419	1.5	30.1	86	*168	2.2	12.1	125	*95	1.2	6.8	69	155	1.3	11.2	73
GENERAL HOSPITAL A	1463	425	1.5	29.0	83	170	2.2	11.6	120	130	1.6	8.9	89	126	1.0	8.6	56
GOOD MORNING, AMERICA-730 A	1705	495	1.8	29.0	83	152	2.0	8.9	92	159	2.0	9.3	94	184	1.5	10.8	70
GOOD MORNING, AMERICA-830 A	889	216	0.8	24.3	69	*58	0.8	6.5	67	*59	0.7	6.6	67	99	0.8	11.1	73
GUIDING LIGHT C	1754	562	2.0	32.0	92	*145	1.9	8.3	85	*172	2.2	9.8	98	245	2.0	14.0	91
ONE LIFE TO LIVE A	1100	254	0.9	23.1	66	*109	1.4	9.9	102	*52	0.7	4.7	47	93	0.8	8.5	55
PRESS YOUR LUCK C	1222	456	1.6	37.3	107	*154	2.0	12.6	130	*113	1.4	9.2	93	188	1.5	15.4	100
PRICE IS RIGHT 1 C	2692	793	2.9	29.5	84	278	3.6	10.3	106	144	1.8	5.3	54	372	3.1	13.8	90
PRICE IS RIGHT 2 C	2764	849	3.1	30.7	88	283	3.7	10.2	106	159	2.0	5.8	58	407	3.4	14.7	96
RYAN'S HOPE A	880	256	0.9	29.1	83	**80	1.0	9.1	94	*74	0.9	8.4	84	*102	0.8	11.6	76
SALE OF THE CENTURY N	926	303	1.1	32.7	94	141	1.8	15.2	157	*68	0.9	7.3	74	95	0.8	10.3	67
SEARCH FOR TOMORROW N	359	*95	0.3	26.5	76	**56	0.7	15.6	161	**14	0.2	3.9	39	**25	0.2	7.0	45
TODAY SHOW 1 N	1890	529	1.9	28.0	80	115	1.5	6.1	63	223	2.8	11.8	118	190	1.6	10.1	66
TODAY SHOW 2 N	1344	366	1.3	27.2	78	*139	1.8	10.3	107	107	1.4	8.0	80	120	1.0	8.9	58
$25,000 PYRAMID C	1462	560	2.0	38.3	109	189	2.5	12.9	133	*116	1.5	7.9	80	255	2.1	17.4	114
WHEEL OF FORTUNE N	1497	507	1.8	33.9	97	167	2.2	11.2	115	157	2.0	10.5	105	184	1.5	12.3	80
YOUNG AND THE RESTLESS C	1954	654	2.4	33.5	96	192	2.5	9.8	101	199	2.5	10.2	102	264	2.2	13.5	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	961	3.5	34.9	100	241	3.1	8.7	90	365	4.6	13.2	133	355	2.9	12.9	84
NBA PLAYOFF GAME -1 C	3881	1486	5.4	38.3	109	421	5.5	10.8	112	480	6.1	12.4	124	585	4.8	15.1	98
NBC MAJOR LEAGUE PRE-GAME N	2805	840	3.0	29.9	86	*226	2.9	8.1	83	*261	3.3	9.3	93	353	2.9	12.6	82
SPORTSWORLD - SUN N	2041	662	2.4	32.4	93	174	2.3	8.5	88	208	2.6	10.2	102	280	2.3	13.7	90
SUNDAY MORNING C	2555	935	3.4	36.6	105	189	2.5	7.4	76	391	4.9	15.3	153	356	2.9	13.9	91

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL MALES		79263	27734	100.0	35.0	100	7690	100.0	9.7	100	7904	100.0	10.0	100	12140	100.0	15.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	8019	28.9	33.0	94	2229	29.0	9.2	94	2258	28.6	9.3	93	3532	29.1	14.5	95
NETWORK AFFILIATES - LATE		17197	6029	21.7	35.1	100	1669	21.7	9.7	100	1770	22.4	10.3	103	2590	21.3	15.1	98
INDEPENDENTS - LATE		2887	960	3.5	33.3	95	267	3.5	9.2	95	290	3.7	10.0	101	402	3.3	13.9	91
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	3481	12.6	30.8	88	954	12.4	8.4	87	1141	14.4	10.1	101	1387	11.4	12.3	80
ABC MONDAY NIGHT MOVIE	A	4379	1581	5.7	36.1	103	512	6.7	11.7	121	407	5.1	9.3	93	662	5.5	15.1	99
ABC SUNDAY NIGHT MOVIE	A	9910	3543	12.8	35.8	102	935	12.2	9.4	97	1170	14.8	11.8	118	1438	11.8	14.5	95
ABC WORLD NEWS TONIGHT	A	6212	2156	7.8	34.7	99	610	7.9	9.8	101	587	7.4	9.4	95	960	7.9	15.5	101
AFTERMASH	C	4575	1678	6.1	36.7	105	511	6.6	11.2	115	518	6.6	11.3	114	649	5.3	14.2	93
ALICE	C	6777	2297	8.3	33.9	97	774	10.1	11.4	118	641	8.1	9.5	95	882	7.3	13.0	85
AMERICAN PARADE	C	4868	1444	5.2	29.7	85	362	4.7	7.4	77	446	5.6	9.2	92	636	5.2	13.1	85
BENSON	A	7593	2371	8.5	31.2	89	774	10.1	10.2	105	803	10.2	10.6	106	794	6.5	10.5	68
BLUE THUNDER	A	6036	2081	7.5	34.5	99	726	9.4	12.0	124	605	7.7	10.0	101	751	6.2	12.4	81
CAGNEY & LACEY	C	7698	2902	10.5	37.7	108	824	10.7	10.7	110	855	10.8	11.1	111	1223	10.1	15.9	104
CBS EVENING NEWS-DEAN	C	4066	1321	4.8	32.5	93	379	4.9	9.3	96	378	4.8	9.3	93	564	4.6	13.9	91
CBS EVENING NEWS-RATHER	C	8092	2621	9.5	32.4	93	693	9.0	8.6	88	596	7.5	7.4	74	1332	11.0	16.5	107
CBS SAT. NEWS-SCHIEFFER	C	4795	1369	4.9	28.6	82	352	4.6	7.3	76	316	4.0	6.6	66	701	5.8	14.6	95
CBS SATURDAY NIGHT MOVIE	C	6034	2053	7.4	34.0	97	567	7.4	9.4	97	627	7.9	10.4	104	859	7.1	14.2	93
CBS WEDNESDAY NIGHT MOVIE	C	4993	1675	6.0	33.5	96	425	5.5	8.5	88	586	7.4	11.7	118	664	5.5	13.3	87
CHEERS	N	6976	2875	10.4	41.2	118	768	10.0	11.0	113	934	11.8	13.4	134	1173	9.7	16.8	110
DALLAS	C	13575	4397	15.9	32.4	93	1028	13.4	7.6	78	1432	18.1	10.5	106	1938	16.0	14.3	93
DIFF'RENT STROKES	N	3684	1156	4.2	31.4	90	304	4.0	8.3	85	398	5.0	10.8	108	454	3.7	12.3	80
DOUBLE TROUBLE	N	4462	1560	5.6	35.0	100	376	4.9	8.4	87	555	7.0	12.4	125	629	5.2	14.1	92
DUCK FACTORY	N	4810	1974	7.1	41.0	117	460	6.0	9.6	99	700	8.9	14.6	146	814	6.7	16.9	110
DUKES OF HAZZARD	C	5951	1977	7.1	33.2	95	612	8.0	10.3	106	510	6.5	8.6	86	855	7.0	14.4	94
DYNASTY	A	11325	3590	12.9	31.7	91	994	12.9	8.8	90	1115	14.1	9.8	99	1481	12.2	13.1	85
FACTS OF LIFE	N	4512	1355	4.9	30.0	86	388	5.0	8.6	89	458	5.8	10.2	102	508	4.2	11.3	74
FALCON CREST	C	9215	3009	10.8	32.7	93	598	7.8	6.5	67	1012	12.8	11.0	110	1399	11.5	15.2	99
FALL GUY	A	8604	2899	10.5	33.7	96	713	9.3	8.3	85	961	12.2	11.2	112	1225	10.1	14.2	93
FAMILY TIES	N	4179	1353	4.9	32.4	93	390	5.1	9.3	96	407	5.1	9.7	98	556	4.6	13.3	87
FANTASY ISLAND	A	4781	1799	6.5	37.6	108	528	6.9	11.0	114	538	6.8	11.3	113	733	6.0	15.3	100
FOULUPS,BLEEPS & BLUNDERS	A	6697	2589	9.3	38.7	110	817	10.6	12.2	126	687	8.7	10.3	103	1085	8.9	16.2	106
FOUR SEASONS	C	3873	1346	4.9	34.8	99	388	5.0	10.0	103	421	5.3	10.9	109	538	4.4	13.9	91
GIMME A BREAK	N	4310	1211	4.4	28.1	80	359	4.7	8.3	86	375	4.7	8.7	87	478	3.9	11.1	72
HART TO HART	A	5751	1848	6.7	32.1	92	485	6.3	8.4	87	576	7.3	10.0	100	787	6.5	13.7	89
HILL STREET BLUES	N	8568	3175	11.4	37.1	106	834	10.8	9.7	100	1013	12.8	11.8	119	1328	10.9	15.5	101
HOTEL	A	8801	2754	9.9	31.3	89	700	9.1	8.0	82	785	9.9	8.9	89	1268	10.4	14.4	94
JEFFERSONS	C	6978	2238	8.1	32.1	92	688	8.9	9.9	102	643	8.1	9.2	92	906	7.5	13.0	85
JENNIFER SLEPT HERE	N	3021	1038	3.7	34.4	98	292	3.8	9.7	100	353	4.5	11.7	117	393	3.2	13.0	85
KATE & ALLIE	C	6811	2606	9.4	38.3	109	751	9.8	11.0	114	866	11.0	12.7	128	989	8.1	14.5	95
KNIGHT RIDER	N	5256	1909	6.9	36.3	104	500	6.5	9.5	98	714	9.0	13.6	136	695	5.7	13.2	86
LOVE BOAT	A	7174	2335	8.4	32.5	93	700	9.1	9.8	101	603	7.6	8.4	84	1032	8.5	14.4	94
MAGNUM PI	C	10438	3612	13.0	34.6	99	1054	13.7	10.1	104	860	10.9	8.2	83	1698	14.0	16.3	106
MAMA'S FAMILY	N	3488	1109	4.0	31.8	91	341	4.4	9.8	101	255	3.2	7.3	73	513	4.2	14.7	96
MASTER, THE	N	4127	1424	5.1	34.5	99	324	4.2	7.9	81	500	6.3	12.1	121	600	4.9	14.5	95
MATT HOUSTON	A	5978	2236	8.1	37.4	107	671	8.7	11.2	116	587	7.4	9.8	98	977	8.0	16.3	107
NBC MONDAY NIGHT MOVIE	N	10446	3973	14.3	38.0	109	1087	14.1	10.4	107	1182	15.0	11.3	113	1704	14.0	16.3	107
NBC NIGHTLY NEWS	N	5571	1948	7.0	35.0	100	608	7.9	10.9	112	527	6.7	9.5	95	813	6.7	14.6	95
NBC NIGHTLY NEWS-SAT	N	3675	1141	4.1	31.0	89	264	3.4	7.2	74	337	4.3	9.2	92	540	4.4	14.7	96
NBC NIGHTLY NEWS-SUN	N	2905	880	3.2	30.3	87	*205	2.7	7.1	73	221	2.8	7.6	76	455	3.7	15.7	102
NBC SUNDAY NIGHT MOVIE	N	8352	3389	12.2	40.6	116	1133	14.7	13.6	140	955	12.1	11.4	115	1301	10.7	15.6	102
NEWHART	C	6864	2562	9.2	37.3	107	721	9.4	10.5	108	866	11.0	12.6	127	975	8.0	14.2	93
ONE DAY AT A TIME	C	3866	1215	4.4	31.4	90	430	5.6	11.1	115	325	4.1	8.4	84	461	3.8	11.9	78
PEOPLE ARE FUNNY	N	3956	1410	5.1	35.6	102	451	5.9	11.4	118	396	5.0	10.0	100	563	4.6	14.2	93
REAL PEOPLE	N	6305	1967	7.1	31.2	89	467	6.1	7.4	76	657	8.3	10.4	104	843	6.9	13.4	87
REMINGTON STEELE	N	5884	2191	7.9	37.2	106	603	7.8	10.2	106	649	8.2	11.0	111	939	7.7	16.0	104
RIPLEY'S BELIEVE IT - NOT	A	5706	2177	7.8	38.2	109	540	7.0	9.5	98	586	7.4	10.3	103	1051	8.7	18.4	120
RIPTIDE	N	6202	1989	7.2	32.1	92	521	6.8	8.4	87	596	7.5	9.6	96	872	7.2	14.1	92
SCARECROW & MRS. KING	C	6513	2442	8.8	37.5	107	759	9.9	11.7	120	590	7.5	9.1	91	1093	9.0	16.8	110
SIMON & SIMON	C	8593	2959	10.7	34.4	98	972	12.6	11.3	117	614	7.8	7.1	72	1373	11.3	16.0	104
60 MINUTES	C	13342	4600	16.6	34.5	99	1090	14.2	8.2	84	1459	18.5	10.9	110	2051	16.9	15.4	100
ST. ELSEWHERE	N	6029	2215	8.0	36.7	105	622	8.1	10.3	106	712	9.0	11.8	118	881	7.3	14.6	95
THREE'S COMPANY	A	8565	3003	10.8	35.1	100	761	9.9	8.9	92	935	11.8	10.9	109	1308	10.8	15.3	100
T.J. HOOKER	A	7400	2368	8.5	32.0	91	695	9.0	9.4	97	584	7.4	7.9	79	1090	9.0	14.7	96
TONIGHT SHOW	N	2433	883	3.2	36.3	104	256	3.3	10.5	108	266	3.4	10.9	110	361	3.0	14.8	97
TRAPPER JOHN, M.D.	C	5958	1923	6.9	32.3	92	581	7.6	9.8	101	643	8.1	10.8	108	699	5.8	11.7	77
TV BLOOPERS & PRAC. JOKES	N	9086	3219	11.6	35.4	101	857	11.1	9.4	97	948	12.0	10.4	105	1414	11.6	15.6	102
20/20	A	8306	2648	9.5	31.9	91	616	8.0	7.4	76	739	9.3	8.9	89	1293	10.7	15.6	102
WEBSTER	A	6788	2150	7.8	31.7	91	632	8.2	9.3	96	733	9.3	10.8	108	786	6.5	11.6	76
WORLD NEWS - SUN	A	2036	700	2.5	34.4	98	*205	2.7	10.1	104	*177	2.2	8.7	87	317	2.6	15.6	102
YELLOW ROSE	N	3174	841	3.0	26.5	76	240	3.1	7.6	78	225	2.8	7.1	71	377	3.1	11.9	78
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	6488	23.4	39.8	114	1816	23.6	11.1	115	1856	23.5	11.4	114	2817	23.2	17.3	113
BASKETBALL - COLLEGE GAMES		10054	4303	15.5	42.8	122	1122	14.6	11.2	115	1363	17.2	13.6	136	1819	15.0	18.1	118
BASKETBALL - PRO GAMES		8248	3323	12.0	40.3	115	1066	13.9	12.9	133	997	12.6	12.1	121	1260	10.4	15.3	100
BOWLING		5356	1897	6.8	35.4	101	633	8.2	11.8	122	572	7.2	10.7	107	692	5.7	12.9	84
BOXING		11255	4874	17.6	43.3	124	1379	17.9	12.3	126	1464	18.5	13.0	130	2030	16.7	18.0	118
FOOTBALL - COLLEGE GAMES		14647	6369	23.0	43.5	124	1822	23.7	12.4	128	2061	26.1	14.1	141	2486	20.5	17.0	111
FOOTBALL - PRO GAMES		23581	10650	38.4	45.2	129	3092	40.2	13.1	135	3079	39.0	13.1	131	4479	36.9	19.0	124
GOLF		6145	2910	10.5	47.4	135	744	9.7	12.1	125	1033	13.1	16.8	169	1133	9.3	18.4	120
POST-SEASON COLL. FOOTBALL		12828	5984	21.6	46.6	133	1661	21.6	12.9	133	2019	25.5	15.7	158	2304	19.0	18.0	117
POST-SEASON PRO FOOTBALL		15397	7136	25.7	46.3	132	1846	24.0	12.0	124	2125	26.9	13.8	138	3165	26.1	20.6	134
TENNIS		3483	1310	4.7	37.6	107	**278	3.6	8.0	82	*338	4.3	9.7	97	694	5.7	19.9	130
WRESTLING - PROFESSIONAL		6023	2149	7.7	35.7	102	567	7.4	9.4	97	*558	7.1	9.3	93	1024	8.4	17.0	111

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	15737	100.0	17.8	100	2719	100.0	3.1	100	4020	100.0	4.5	100	8999	100.0	10.2	100
FEMALE HOMEMAKERS	80986	13798	87.7	17.0	96	2246	82.6	2.8	90	3638	90.5	4.5	99	7914	87.9	9.8	96
EMPLOYED MOTHERS	18702	3705	23.5	19.8	111	*411	15.1	2.2	72	926	23.0	5.0	109	2369	26.3	12.7	125
18 - 24	14726	4271	27.1	29.0	163	1005	37.0	6.8	222	1010	25.1	6.9	151	2256	25.1	15.3	151
25 - 34	20202	4971	31.6	24.6	138	639	23.5	3.2	103	1187	29.5	5.9	129	3146	35.0	15.6	153
35 - 44	14781	2574	16.4	17.4	98	*439	16.1	3.0	97	626	15.6	4.2	93	1509	16.8	10.2	100
45 - 54	11449	1530	9.7	13.4	75	*247	9.1	2.2	70	*393	9.8	3.4	76	890	9.9	7.8	76
55 - 64	11846	1294	8.2	10.9	61	**177	6.5	1.5	49	*411	10.2	3.5	76	705	7.8	6.0	59
65 OR OLDER	15459	1097	7.0	7.1	40	**212	7.8	1.4	45	*392	9.8	2.5	56	493	5.5	3.2	31
18 - 34	34928	9242	58.7	26.5	149	1644	60.5	4.7	153	2197	54.7	6.3	138	5402	60.0	15.5	152
18 - 49	55154	12606	80.1	22.9	128	2181	80.2	4.0	129	3029	75.3	5.5	121	7396	82.2	13.4	132
25 - 54	46433	9075	57.7	19.5	110	1324	48.7	2.9	93	2206	54.9	4.8	105	5545	61.6	11.9	117
35 - 49	20226	3363	21.4	16.6	93	*537	19.7	2.7	86	832	20.7	4.1	91	1994	22.2	9.9	97
50 OR OLDER	33310	3131	19.9	9.4	53	538	19.8	1.6	53	991	24.7	3.0	65	1603	17.8	4.8	47
GRADUATED COLLEGE	12110	2979	18.9	24.6	138	**291	10.7	2.4	78	630	15.7	5.2	114	2058	22.9	17.0	167
ATTENDED COLLEGE	15309	3367	21.4	22.0	124	*539	19.8	3.5	115	793	19.7	5.2	114	2035	22.6	13.3	131
GRADUATED HIGH SCHOOL	36912	6818	43.3	18.5	104	1216	44.7	3.3	107	1737	43.2	4.7	104	3865	42.9	10.5	103
DID NOT GRADUATE HIGH SCHOOL	24134	2573	16.3	10.7	60	673	24.8	2.8	91	860	21.4	3.6	78	1041	11.6	4.3	42
EMPLOYED FULL-TIME	35457	8008	50.9	22.6	127	1289	47.4	3.6	118	1928	48.0	5.4	120	4791	53.2	13.5	133
EMPLOYED PART-TIME	8514	2081	13.2	24.4	137	**267	9.8	3.1	102	*572	14.2	6.7	148	1242	13.8	14.6	143
NOT EMPLOYED	44494	5649	35.9	12.7	71	1163	42.8	2.6	85	1519	37.8	3.4	75	2967	33.0	6.7	66
PROFESSIONAL/MANAGER	10811	2666	16.9	24.7	139	**264	9.7	2.4	79	613	15.2	5.7	125	1788	19.9	16.5	163
TECH/CLERICAL/SALES	19640	4559	29.0	23.2	130	734	27.0	3.7	122	1041	25.9	5.3	117	2784	30.9	14.2	139
PRECISION/CRAFT	1023	**226	1.4	22.1	124	**61	2.2	6.0	194	**30	0.7	2.9	65	**136	1.5	13.3	131
OTHER EMPLOYED	12498	2637	16.8	21.1	119	*497	18.3	4.0	129	815	20.3	6.5	144	1324	14.7	10.6	104
SINGLE	15995	4685	29.8	29.3	165	1171	43.1	7.3	238	1184	29.5	7.4	163	2331	25.9	14.6	143
MARRIED	51689	8073	51.3	15.6	88	929	34.2	1.8	58	1889	47.0	3.7	80	5255	58.4	10.2	100
DIVORCED/SEPARATED/WIDOWED	20780	2979	18.9	14.3	81	618	22.7	3.0	97	947	23.6	4.6	100	1414	15.7	6.8	67
PARENTS	33922	6122	38.9	18.0	101	837	30.8	2.5	80	1451	36.1	4.3	94	3834	42.6	11.3	111
WHITE	76422	14473	92.0	18.9	106	2468	90.8	3.2	105	3629	90.3	4.7	104	8377	93.1	11.0	108
BLACK	10066	894	5.7	8.9	50	*240	8.8	2.4	78	*236	5.9	2.3	52	417	4.6	4.1	41
OTHER	1976	**370	2.4	18.7	105	**11	0.4	0.6	18	**155	3.9	7.8	173	**205	2.3	10.4	102
NORTHEAST-CENSUS	19803	3283	20.9	16.6	93	644	23.7	3.3	106	779	19.4	3.9	87	1861	20.7	9.4	92
NORTH CENTRAL	22181	4809	30.6	21.7	122	823	30.3	3.7	121	1473	36.6	6.6	146	2513	27.9	11.3	111
SOUTH	30082	3774	24.0	12.5	71	578	21.3	1.9	63	896	22.3	3.0	66	2300	25.6	7.6	75
WEST	16398	3871	24.6	23.6	133	*673	24.8	4.1	134	873	21.7	5.3	117	2325	25.8	14.2	139
NORTHEAST-MKTG.	20163	3229	20.5	16.0	90	676	24.9	3.4	109	752	18.7	3.7	82	1802	20.0	8.9	88
EAST CENTRAL	13054	2454	15.6	18.8	106	*417	15.3	3.2	104	741	18.4	5.7	125	1296	14.4	9.9	98
WEST CENTRAL	14993	3552	22.6	23.7	133	*591	21.7	3.9	128	998	24.8	6.7	146	1963	21.8	13.1	129
SOUTH	25785	3207	20.4	12.4	70	*425	15.6	1.6	54	774	19.3	3.0	66	2008	22.3	7.8	77
PACIFIC	14470	3295	20.9	22.8	128	*609	22.4	4.2	137	756	18.8	5.2	115	1930	21.4	13.3	131
COUNTY SIZE A	36705	6794	43.2	18.5	104	1262	46.4	3.4	112	1678	41.7	4.6	101	3854	42.8	10.5	103
COUNTY SIZE B	26819	4708	29.9	17.6	99	899	33.1	3.4	109	1240	30.8	4.6	102	2569	28.5	9.6	94
COUNTY SIZE C	13597	2502	15.9	18.4	103	*338	12.4	2.5	81	673	16.7	4.9	109	1492	16.6	11.0	108
COUNTY SIZE D	11344	1733	11.0	15.3	86	**219	8.1	1.9	63	*429	10.7	3.8	83	1085	12.1	9.6	94
METRO CENTRAL CITY	26825	4863	30.9	18.1	102	951	35.0	3.5	115	1197	29.8	4.5	98	2715	30.2	10.1	99
METRO SUBURBAN	39912	7583	48.2	19.0	107	1420	52.2	3.6	116	1970	49.0	4.9	109	4194	46.6	10.5	103
NON METRO	21728	3291	20.9	15.1	85	*347	12.8	1.6	52	853	21.2	3.9	86	2091	23.2	9.6	95
TOP 5 ADI'S	20847	3663	23.3	17.6	99	599	22.0	2.9	93	1044	26.0	5.0	110	2020	22.4	9.7	95
TOP 10 ADI'S	28719	4667	29.7	16.3	91	725	26.7	2.5	82	1364	33.9	4.7	105	2578	28.6	9.0	88
TOP 20 ADI'S	40904	7539	47.9	18.4	104	1391	51.2	3.4	111	1959	48.7	4.8	105	4189	46.5	10.2	101
HSHLD INC. $50,000 OR MORE	7931	1661	10.6	20.9	118	**294	10.8	3.7	121	**221	5.5	2.8	61	1146	12.7	14.4	142
$40,000 OR MORE	15233	3554	22.6	23.3	131	*586	21.6	3.8	125	715	17.8	4.7	103	2253	25.0	14.8	145
$30,000 OR MORE	28333	5913	37.6	20.9	117	937	34.5	3.3	108	1184	29.5	4.2	92	3792	42.1	13.4	132
$25,000 OR MORE	36417	7477	47.5	20.5	115	1080	39.7	3.0	96	1632	40.6	4.5	99	4765	53.0	13.1	129
$20,000 - $24,999	9943	1924	12.2	19.4	109	**292	10.7	2.9	96	*410	10.2	4.1	91	1222	13.6	12.3	121
$15,000 - $19,999	9211	1757	11.2	19.1	107	**285	10.5	3.1	101	*465	11.6	5.0	111	1007	11.2	10.9	107
$10,000 - $14,999	13477	2241	14.2	16.6	93	*468	17.2	3.5	113	599	14.9	4.4	98	1174	13.0	8.7	86
UNDER $10,000	19418	2338	14.9	12.0	68	595	21.9	3.1	100	913	22.7	4.7	103	830	9.2	4.3	42
HOUSEHOLD OF 1 PERSON	11987	1569	10.0	13.1	74	316	11.6	2.6	86	408	10.1	3.4	75	845	9.4	7.0	69
2 PEOPLE	27046	5196	33.0	19.2	108	969	35.6	3.6	117	1490	37.1	5.5	121	2738	30.4	10.1	100
3 OR 4 PEOPLE	34251	6183	39.3	18.1	101	890	32.7	2.6	85	1551	38.6	4.5	100	3742	41.6	10.9	107
5 OR MORE PEOPLE	15180	2789	17.7	18.4	103	*544	20.0	3.6	117	*571	14.2	3.8	83	1675	18.6	11.0	108
NO CHILD IN HSHLD	49819	8548	54.3	17.2	96	1609	59.2	3.2	105	2383	59.3	4.8	105	4557	50.6	9.1	90
CHILD(REN) UNDER 2 YRS	6045	1151	7.3	19.0	107	**175	6.4	2.9	94	**232	5.8	3.8	84	744	8.3	12.3	121
2 - 5 YEARS	15233	2838	18.0	18.6	105	*392	14.4	2.6	84	625	15.5	4.1	90	1821	20.2	12.0	118
6 - 11 YEARS	16260	2955	18.8	18.2	102	*516	19.0	3.2	103	817	20.3	5.0	111	1621	18.0	10.0	98
12 - 17 YEARS	19173	3524	22.4	18.4	103	*628	23.1	3.3	107	804	20.0	4.2	92	2092	23.2	10.9	107
RESIDENCE OWNED	61371	9807	62.3	16.0	90	1369	50.3	2.2	73	2401	59.7	3.9	86	6037	67.1	9.8	97
VALUE: $50,000 OR MORE	35355	6269	39.8	17.7	100	*869	32.0	2.5	80	1471	36.6	4.2	92	3928	43.6	11.1	109
VALUE: UNDER $50,000	26016	3538	22.5	13.6	76	*500	18.4	1.9	63	929	23.1	3.6	79	2109	23.4	8.1	80

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	15737	100.0	17.8	100	2719	100.0	3.1	100	4020	100.0	4.5	100	8999	100.0	10.2	100
MAGAZINES QUINTILE 1	17988	3945	25.1	21.9	123	*646	23.8	3.6	117	892	22.2	5.0	109	2406	26.7	13.4	131
QUINTILE 2	19446	4019	25.5	20.7	116	726	26.7	3.7	121	1029	25.6	5.3	116	2264	25.2	11.6	114
QUINTILE 3	14626	2388	15.2	16.3	92	*305	11.2	2.1	68	625	15.5	4.3	94	1458	16.2	10.0	98
QUINTILE 4	16014	2829	18.0	17.7	99	590	21.7	3.7	120	697	17.3	4.4	96	1543	17.1	9.6	95
QUINTILE 5	20389	2557	16.2	12.5	70	*452	16.6	2.2	72	777	19.3	3.8	84	1328	14.8	6.5	64
NEWSPAPERS QUINTILE 1	13830	2895	18.4	20.9	118	*557	20.5	4.0	131	739	18.4	5.3	118	1600	17.8	11.6	114
QUINTILE 2	26350	4322	27.5	16.4	92	653	24.0	2.5	81	1221	30.4	4.6	102	2448	27.2	9.3	91
QUINTILE 3	12415	2598	16.5	20.9	118	*511	18.8	4.1	134	610	15.2	4.9	108	1476	16.4	11.9	117
QUINTILE 4	21911	3860	24.5	17.6	99	578	21.3	2.6	86	908	22.6	4.1	91	2375	26.4	10.8	107
QUINTILE 5	13960	2062	13.1	14.8	83	*420	15.4	3.0	98	*542	13.5	3.9	85	1100	12.2	7.9	77
OUTDOOR QUINTILE 1	16810	3966	25.2	23.6	133	637	23.4	3.8	123	1025	25.5	6.1	134	2304	25.6	13.7	135
QUINTILE 2	17101	3551	22.6	20.8	117	*562	20.7	3.3	107	928	23.1	5.4	119	2061	22.9	12.1	118
QUINTILE 3	17579	3223	20.5	18.3	103	656	24.1	3.7	121	770	19.2	4.4	96	1798	20.0	10.2	101
QUINTILE 4	18343	2881	18.3	15.7	88	*460	16.9	2.5	82	689	17.1	3.8	83	1732	19.2	9.4	93
QUINTILE 5	18631	2116	13.4	11.4	64	*404	14.9	2.2	71	607	15.1	3.3	72	1104	12.3	5.9	58
RADIO-DRIVE TIME QUINTILE 1	17390	3258	20.7	18.7	105	*421	15.5	2.4	79	987	24.6	5.7	125	1850	20.6	10.6	105
QUINTILE 2	16591	3329	21.2	20.1	113	*508	18.7	3.1	100	862	21.4	5.2	114	1959	21.8	11.8	116
QUINTILE 3	16910	3443	21.9	20.4	114	660	24.3	3.9	127	876	21.8	5.2	114	1908	21.2	11.3	111
QUINTILE 4	18002	3295	20.9	18.3	103	692	25.5	3.8	125	709	17.6	3.9	87	1895	21.1	10.5	103
QUINTILE 5	19572	2411	15.3	12.3	69	*438	16.1	2.2	73	585	14.6	3.0	66	1388	15.4	7.1	70
RADIO-MID-DAY TERCILE 1	23248	4296	27.3	18.5	104	542	19.9	2.3	76	1315	32.7	5.7	124	2439	27.1	10.5	103
TERCILE 2	23667	4524	28.7	19.1	107	974	35.8	4.1	134	1024	25.5	4.3	95	2526	28.1	10.7	105
TERCILE 3	41549	6918	44.0	16.7	94	1202	44.2	2.9	94	1681	41.8	4.0	89	4035	44.8	9.7	95
RADIO-TOTAL QUINTILE 1	17786	3282	20.9	18.5	104	455	16.7	2.6	83	999	24.9	5.6	124	1828	20.3	10.3	101
QUINTILE 2	17316	3441	21.9	19.9	112	*591	21.7	3.4	111	921	22.9	5.3	117	1929	21.4	11.1	110
QUINTILE 3	18428	3592	22.8	19.5	110	*594	21.8	3.2	105	835	20.8	4.5	100	2163	24.0	11.7	115
QUINTILE 4	17669	3385	21.5	19.2	108	718	26.4	4.1	132	729	18.1	4.1	91	1938	21.5	11.0	108
QUINTILE 5	17265	2037	12.9	11.8	66	*360	13.2	2.1	68	536	13.3	3.1	68	1141	12.7	6.6	65
TV-PRIME TIME QUINTILE 1	17416	2654	16.9	15.2	86	*528	19.4	3.0	99	791	19.7	4.5	100	1335	14.8	7.7	75
QUINTILE 2	17413	3336	21.2	19.2	108	601	22.1	3.5	112	837	20.8	4.8	106	1898	21.1	10.9	107
QUINTILE 3	17943	3364	21.4	18.7	105	*467	17.2	2.6	85	901	22.4	5.0	111	1996	22.2	11.1	109
QUINTILE 4	18442	3423	21.8	18.6	104	*565	20.8	3.1	100	845	21.0	4.6	101	2013	22.4	10.9	107
QUINTILE 5	17250	2961	18.8	17.2	96	*557	20.5	3.2	105	647	16.1	3.8	83	1757	19.5	10.2	100
TV-DAYTIME TERCILE 1	29966	4628	29.4	15.4	87	817	30.0	2.7	89	1270	31.6	4.2	93	2542	28.2	8.5	83
TERCILE 2	29480	5632	35.8	19.1	107	1043	38.4	3.5	115	1439	35.8	4.9	107	3151	35.0	10.7	105
TERCILE 3	29018	5477	34.8	18.9	106	860	31.6	3.0	96	1311	32.6	4.5	99	3306	36.7	11.4	112
TV-TOTAL QUINTILE 1	17740	2666	16.9	15.0	84	503	18.5	2.8	92	831	20.7	4.7	103	1331	14.8	7.5	74
QUINTILE 2	17674	2849	18.1	16.1	91	*500	18.4	2.8	92	676	16.8	3.8	84	1674	18.6	9.5	93
QUINTILE 3	17730	3247	20.6	18.3	103	*587	21.6	3.3	108	902	22.4	5.1	112	1758	19.5	9.9	97
QUINTILE 4	17563	3773	24.0	21.5	121	524	19.3	3.0	97	823	20.5	4.7	103	2425	26.9	13.8	136
QUINTILE 5	17757	3202	20.3	18.0	101	*605	22.3	3.4	111	788	19.6	4.4	98	1810	20.1	10.2	100
MAGAZINES-NEWSPAPERS: DUAL	23278	4609	29.3	19.8	111	741	27.3	3.2	104	1143	28.4	4.9	108	2725	30.3	11.7	115
MAGAZINE IMPERATIVE	21634	4602	29.2	21.3	120	764	28.1	3.5	115	1026	25.5	4.7	104	2811	31.2	13.0	128
NEWSPAPER IMPERATIVE	23455	3760	23.9	16.0	90	670	24.6	2.9	93	1094	27.2	4.7	103	1995	22.2	8.5	84
MAGAZINES-OUTDOOR: DUAL	17482	4235	26.9	24.2	136	686	25.2	3.9	128	982	24.4	5.6	124	2568	28.5	14.7	144
MAGAZINE IMPERATIVE	28830	4835	30.7	16.8	94	802	29.5	2.8	91	1265	31.5	4.4	97	2769	30.8	9.6	94
OUTDOOR IMPERATIVE	26119	4829	30.7	18.5	104	854	31.4	3.3	106	1361	33.9	5.2	115	2615	29.1	10.0	98
MAGAZINES-RADIO: DUAL	20162	4222	26.8	20.9	118	715	26.3	3.5	115	1112	27.7	5.5	121	2395	26.6	11.9	117
MAGAZINE IMPERATIVE	26292	5096	32.4	19.4	109	845	31.1	3.2	105	1114	27.7	4.2	93	3137	34.9	11.9	117
RADIO IMPERATIVE	25308	4271	27.1	16.9	95	660	24.3	2.6	85	1280	31.8	5.1	111	2331	25.9	9.2	91
MAGAZINES-TELEVISION: DUAL	17312	3150	20.0	18.2	102	*546	20.1	3.2	103	713	17.7	4.1	91	1891	21.0	10.9	107
MAGAZINE IMPERATIVE	29099	6272	39.9	21.6	121	1017	37.4	3.5	114	1489	37.0	5.1	113	3766	41.8	12.9	127
TELEVISION IMPERATIVE	27505	3725	23.7	13.5	76	632	23.2	2.3	75	1159	28.8	4.2	93	1934	21.5	7.0	69
NEWSPAPERS-OUTDOOR: DUAL	18628	4278	27.2	23.0	129	760	28.0	4.1	133	1210	30.1	6.5	143	2309	25.7	12.4	122
NEWSPAPER IMPERATIVE	29178	4336	27.6	14.9	84	776	28.5	2.7	87	1067	26.5	3.7	80	2493	27.7	8.5	84
OUTDOOR IMPERATIVE	25260	5143	32.7	20.4	114	886	32.6	3.5	114	1203	29.9	4.8	105	3054	33.9	12.1	119
NEWSPAPERS-RADIO: DUAL	19246	3686	23.4	19.2	108	644	23.7	3.3	109	1261	31.4	6.6	144	1782	19.8	9.3	91
NEWSPAPER IMPERATIVE	28155	5055	32.1	18.0	101	880	32.4	3.1	102	1119	27.8	4.0	87	3056	34.0	10.9	107
RADIO IMPERATIVE	25308	4783	30.4	18.9	106	723	26.6	2.9	93	1111	27.6	4.4	97	2948	32.8	11.6	115
NEWSPAPERS-TELEVISION: DUAL	18615	3201	20.3	17.2	97	541	19.9	2.9	95	965	24.0	5.2	114	1695	18.8	9.1	90
NEWSPAPER IMPERATIVE	29207	5749	36.5	19.7	111	937	34.5	3.2	104	1454	36.2	5.0	110	3358	37.3	11.5	113
TELEVISION IMPERATIVE	25472	4029	25.6	15.8	89	771	28.4	3.0	98	990	24.6	3.9	86	2267	25.2	8.9	87
OUTDOOR-RADIO: DUAL	17292	3954	25.1	22.9	129	589	21.7	3.4	111	1103	27.4	6.4	140	2261	25.1	13.1	129
OUTDOOR IMPERATIVE	26915	5497	34.9	20.4	115	1035	38.1	3.8	125	1342	33.4	5.0	110	3119	34.7	11.6	114
RADIO IMPERATIVE	28938	4679	29.7	16.2	91	788	29.0	2.7	89	1197	29.8	4.1	91	2693	29.9	9.3	91
OUTDOOR-TELEVISION: DUAL	16112	3148	20.0	19.5	110	*555	20.4	3.4	112	830	20.6	5.2	113	1763	19.6	10.9	108
OUTDOOR IMPERATIVE	28228	6428	40.8	22.8	128	991	36.4	3.5	114	1614	40.1	5.7	126	3823	42.5	13.5	133
TELEVISION IMPERATIVE	30024	4038	25.7	13.4	76	763	28.1	2.5	83	1049	26.1	3.5	77	2227	24.7	7.4	73
RADIO-TELEVISION: DUAL	17803	3102	19.7	17.4	98	598	22.0	3.4	109	1028	25.6	5.8	127	1476	16.4	8.3	82
RADIO IMPERATIVE	28338	5876	37.3	20.7	117	840	30.9	3.0	96	1477	36.7	5.2	115	3560	39.6	12.6	123
TELEVISION IMPERATIVE	28445	4288	27.2	15.1	85	816	30.0	2.9	93	1038	25.8	3.6	80	2434	27.0	8.6	84

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	15737	100.0	17.8	100	2719	100.0	3.1	100	4020	100.0	4.5	100	8999	100.0	10.2	100
ATLANTIC MONTHLY	415	**75	0.5	18.1	102	**2	0.1	0.5	16	**15	0.4	3.6	80	**58	0.6	14.0	137
BARRON'S	522	*178	1.1	34.1	192	**23	0.8	4.4	143	**37	0.9	7.1	156	**119	1.3	22.8	224
BETTER HOMES & GARDENS	17429	3112	19.8	17.9	100	442	16.3	2.5	83	630	15.7	3.6	80	2040	22.7	11.7	115
BON APPETIT	2772	605	3.8	21.8	123	**85	3.1	3.1	100	**121	3.0	4.4	96	399	4.4	14.4	141
BUSINESS WEEK	1469	323	2.1	22.0	124	**30	1.1	2.0	66	**71	1.8	4.8	106	*222	2.5	15.1	149
CAR AND DRIVER	397	**111	0.7	28.0	157	**3	0.1	0.8	25	**27	0.7	6.8	150	**81	0.9	20.4	201
CBS MAGAZINE NETWORK (GROSS)	1633	493	3.1	30.2	170	**70	2.6	4.3	139	**155	3.9	9.5	209	*268	3.0	16.4	161
CHANGING TIMES	1554	384	2.4	24.7	139	**57	2.1	3.7	119	**136	3.4	8.8	193	*190	2.1	12.2	120
COLONIAL HOMES	1304	324	2.1	24.8	140	**64	2.4	4.9	160	**75	1.9	5.8	127	*186	2.1	14.3	140
CONDE NAST MAG. PKG. (GROSS)	17858	4645	29.5	26.0	146	1074	39.5	6.0	196	916	22.8	5.1	113	2655	29.5	14.9	146
CONSUMERS DIGEST	1406	*259	1.6	18.4	104	**38	1.4	2.7	88	**65	1.6	4.6	102	*157	1.7	11.2	110
COSMOPOLITAN	8815	2509	15.9	28.5	160	613	22.5	7.0	226	561	14.0	6.4	140	1335	14.8	15.1	149
COUNTRY LIVING	2636	639	4.1	24.2	136	**97	3.6	3.7	120	**123	3.1	4.7	103	419	4.7	15.9	156
CUISINE	1554	345	2.2	22.2	125	**62	2.3	4.0	130	**86	2.1	5.5	122	*197	2.2	12.7	125
CYCLE WORLD	469	**172	1.1	36.7	206	**21	0.8	4.5	146	**91	2.3	19.4	427	**60	0.7	12.8	126
DCI:CREATIVE IDEAS FOR LIV	2631	451	2.9	17.1	96	**67	2.5	2.5	83	**76	1.9	2.9	64	308	3.4	11.7	115
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1195	7.6	16.9	95	**86	3.2	1.2	40	*188	4.7	2.7	59	922	10.2	13.1	128
DISCOVER	998	*165	1.0	16.5	93	**22	0.8	2.2	72	**32	0.8	3.2	71	**111	1.2	11.1	109
EBONY	4289	524	3.3	12.2	69	**118	4.3	2.8	90	*124	3.1	2.9	64	283	3.1	6.6	65
ESQUIRE	1176	*243	1.5	20.7	116	**57	2.1	4.8	158	**68	1.7	5.8	127	**118	1.3	10.0	99
ESSENCE	2392	296	1.9	12.4	70	**51	1.9	2.1	69	**76	1.9	3.2	70	*169	1.9	7.1	69
FAMILY CIRCLE	17209	3036	19.3	17.6	99	515	18.9	3.0	97	692	17.2	4.0	88	1829	20.3	10.6	104
THE FAMILY HANDYMAN	1184	346	2.2	29.2	164	**44	1.6	3.7	121	**87	2.2	7.3	162	*214	2.4	18.1	178
FAMILY WEEKLY	12391	2343	14.9	18.9	106	326	12.0	2.6	86	726	18.1	5.9	129	1292	14.4	10.4	103
FIELD & STREAM	2438	545	3.5	22.4	126	**65	2.4	2.7	87	**142	3.5	5.8	128	337	3.7	13.8	136
FOOD & WINE	614	*149	0.9	24.3	136	**22	0.8	3.6	117	**27	0.7	4.4	97	**99	1.1	16.1	159
FORBES	813	*211	1.3	26.0	146	**11	0.4	1.4	44	**45	1.1	5.5	122	*155	1.7	19.1	187
FORTUNE	1083	*276	1.8	25.5	143	**26	1.0	2.4	78	**46	1.1	4.2	93	*204	2.3	18.8	185
GENTLEMEN'S QUARTERLY	1197	453	2.9	37.8	213	**122	4.5	10.2	332	**32	0.8	2.7	59	*300	3.3	25.1	246
GLAMOUR	6625	1909	12.1	28.8	162	444	16.3	6.7	218	355	8.8	5.4	118	1110	12.3	16.8	165
GOLF DIGEST	707	*153	1.0	21.6	122	**22	0.8	3.1	101	**54	1.3	7.6	168	**77	0.9	10.9	107
GOLF DIGEST/TENNIS (GROSS)	1316	323	2.1	24.5	138	**31	1.1	2.4	77	**78	1.9	5.9	130	*214	2.4	16.3	160
GOLF MAGAZINE	469	**124	0.8	26.4	149	**2	0.1	0.4	14	**44	1.1	9.4	206	**79	0.9	16.8	166
GOLF MAGAZINE/SKI (GROSS)	1060	*267	1.7	25.2	142	**18	0.7	1.7	55	**71	1.8	6.7	147	*177	2.0	16.7	164
GOOD HOUSEKEEPING	17784	3172	20.2	17.8	100	367	13.5	2.1	67	725	18.0	4.1	90	2080	23.1	11.7	115
HARPER'S BAZAAR	2931	608	3.9	20.7	117	**177	6.5	6.0	196	**102	2.5	3.5	77	330	3.7	11.3	111
HEALTH	2199	437	2.8	19.9	112	**36	1.3	1.6	53	**132	3.3	6.0	132	*269	3.0	12.2	120
HEARST MAG CORP. BUY (GROSS)	49148	10546	67.0	21.5	121	1830	67.3	3.7	121	2298	57.2	4.7	103	6418	71.3	13.1	128
HEARST MAN POWER (GROSS)	2113	555	3.5	26.3	148	**94	3.5	4.4	145	**88	2.2	4.2	92	373	4.1	17.7	174
HEARST WOMAN POWER (GROSS)	35062	7355	46.7	21.0	118	1277	47.0	3.6	118	1689	42.0	4.8	106	4389	48.8	12.5	123
HOUSE BEAUTIFUL	3865	800	5.1	20.7	116	**93	3.4	2.4	78	*159	4.0	4.1	91	548	6.1	14.2	139
INC.	315	**91	0.6	28.9	162	**8	0.3	2.5	83	**9	0.2	2.9	63	**74	0.8	23.5	231
JET	3690	449	2.9	12.2	68	**76	2.8	2.1	67	*159	4.0	4.3	95	*213	2.4	5.8	57
LADIES' HOME JOURNAL	12930	2442	15.5	18.9	106	364	13.4	2.8	92	607	15.1	4.7	103	1471	16.3	11.4	112
LHJ FAMILY GRP COMBO(GROSS)	18161	3650	23.2	20.1	113	516	19.0	2.8	92	948	23.6	5.2	115	2186	24.3	12.0	118
LIFE	5065	1235	7.8	24.4	137	*132	4.9	2.6	85	333	8.3	6.6	145	770	8.6	15.2	149
L.A. TIMES HOME MAGAZINE	1310	291	1.8	22.2	125	**7	0.3	0.5	17	**39	1.0	3.0	66	*246	2.7	18.8	185
MADEMOISELLE	3759	934	5.9	24.8	140	*168	6.2	4.5	145	*184	4.6	4.9	108	582	6.5	15.5	152
MC CALL'S	14658	2902	18.4	19.8	111	511	18.8	3.5	113	754	18.8	5.1	113	1638	18.2	11.2	110
MC CALL'S/WRK MOTHER (GROSS)	15857	3156	20.1	19.9	112	561	20.6	3.5	115	815	20.3	5.1	113	1780	19.8	11.2	110
MECHANIX ILLUSTRATED	809	*235	1.5	29.0	163	**20	0.7	2.5	80	**71	1.8	8.8	193	**144	1.6	17.8	175
METROPOLITAN HOME	1009	*193	1.2	19.1	108	**54	2.0	5.4	174	**53	1.3	5.3	116	**87	1.0	8.6	85
MONEY	1707	438	2.8	25.7	144	**36	1.3	2.1	69	**138	3.4	8.1	178	*264	2.9	15.5	152
MOTHER EARTH NEWS	1123	344	2.2	30.6	172	**32	1.2	2.8	93	**90	2.2	8.0	176	*223	2.5	19.9	195
MS.	932	269	1.7	28.9	162	**44	1.6	4.7	154	**23	0.6	2.5	54	*202	2.2	21.7	213
NATIONAL ENQUIRER	11971	1836	11.7	15.3	86	363	13.4	3.0	99	508	12.6	4.2	93	965	10.7	8.1	79
NATIONAL GEOGRAPHIC	10503	2322	14.8	22.1	124	*278	10.2	2.6	86	544	13.5	5.2	114	1500	16.7	14.3	140
NATIONAL SUNDAY MAGAZINE PKG	54325	10356	65.8	19.1	107	1745	64.2	3.2	105	2643	65.7	4.9	107	5968	66.3	11.0	108
NATURAL HISTORY	626	*163	1.0	26.0	146	**7	0.3	1.1	36	**63	1.6	10.1	221	**94	1.0	15.0	148
NEW WOMAN	1992	461	2.9	23.1	130	**108	4.0	5.4	176	**99	2.5	5.0	109	*254	2.8	12.8	125
NEW YORK INCLUDING CUE	547	*117	0.7	21.4	120	**20	0.7	3.7	119	**16	0.4	2.9	64	**81	0.9	14.8	146
THE NEW YORKER	1380	321	2.0	23.3	131	**49	1.8	3.6	116	**67	1.7	4.9	107	205	2.3	14.9	146
NEWSWEEK	6925	1468	9.3	21.2	119	*189	7.0	2.7	89	341	8.5	4.9	108	939	10.4	13.6	133
THE N.Y. TIMES DAILY EDITION	1363	197	1.3	14.5	81	**18	0.7	1.3	43	**35	0.9	2.6	57	*145	1.6	10.6	105
THE N.Y. TIMES MAGAZINE	2333	440	2.8	18.9	106	**21	0.8	0.9	29	**97	2.4	4.2	91	322	3.6	13.8	136
OMNI	872	*254	1.6	29.1	164	**86	3.2	9.9	321	**71	1.8	8.1	179	**97	1.1	11.1	109
ON CABLE	1298	*328	2.1	25.3	142	**56	2.1	4.3	140	**86	2.1	6.6	146	*186	2.1	14.3	141
1001 HOME IDEAS	3032	771	4.9	25.4	143	**116	4.3	3.8	124	*209	5.2	6.9	152	446	5.0	14.7	145
ORGANIC GARDENING	1680	*273	1.7	16.3	91	**17	0.6	1.0	33	**80	2.0	4.8	105	*176	2.0	10.5	103
OUTDOOR LIFE	960	*264	1.7	27.5	155	**69	2.5	7.2	234	**54	1.3	5.6	124	*142	1.6	14.8	145
PARADE MAGAZINE	26755	5373	34.1	20.1	113	823	30.3	3.1	100	1344	33.4	5.0	111	3205	35.6	12.0	118

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALES	88464	15737	100.0	17.8	100	2719	100.0	3.1	100	4020	100.0	4.5	100	8999	100.0	10.2	100
PARENTS	4173	1074	6.8	25.7	145	**184	6.8	4.4	143	*189	4.7	4.5	100	702	7.8	16.8	165
PENTHOUSE	973	*317	2.0	32.6	183	**55	2.0	5.7	184	**72	1.8	7.4	163	*190	2.1	19.5	192
PEOPLE	13479	3082	19.6	22.9	129	556	20.4	4.1	134	789	19.6	5.9	129	1736	19.3	12.9	127
PLAYBOY	2183	422	2.7	19.3	109	**128	4.7	5.9	191	**54	1.3	2.5	54	*241	2.7	11.0	109
POPULAR HOT RODDING	388	**102	0.6	26.3	148	**42	1.5	10.8	352	**13	0.3	3.4	74	**47	0.5	12.1	119
POPULAR MECHANICS	1037	*226	1.4	21.8	123	**23	0.8	2.2	72	**41	1.0	4.0	87	*162	1.8	15.6	154
POPULAR SCIENCE	920	*215	1.4	23.4	131	**4	0.1	0.4	14	**39	1.0	4.2	93	**172	1.9	18.7	184
PREVENTION	4071	490	3.1	12.0	68	**41	1.5	1.0	33	**66	1.6	1.6	36	384	4.3	9.4	93
PSYCHOLOGY TODAY	1940	357	2.3	18.4	103	**18	0.7	0.9	30	**78	1.9	4.0	88	261	2.9	13.5	132
READER'S DIGEST	24031	4104	26.1	17.1	96	558	20.5	2.3	76	964	24.0	4.0	88	2582	28.7	10.7	106
REDBOOK	8464	1674	10.6	19.8	111	*297	10.9	3.5	114	403	10.0	4.8	105	974	10.8	11.5	113
ROAD & TRACK	429	**113	0.7	26.3	148	**4	0.1	0.9	30	**37	0.9	8.6	190	**72	0.8	16.8	165
ROLLING STONE	1355	543	3.5	40.1	225	**182	6.7	13.4	437	*130	3.2	9.6	211	*232	2.6	17.1	168
RUNNER'S WORLD	329	**60	0.4	18.2	103	**0	0.0	0.0	0	**33	0.8	10.0	221	**27	0.3	8.2	81
SATURDAY EVENING POST	1268	282	1.8	22.2	125	**48	1.8	3.8	123	**52	1.3	4.1	90	*182	2.0	14.4	141
SCIENCE 84	702	*202	1.3	28.8	162	**1	0.0	0.1	5	**58	1.4	8.3	182	**143	1.6	20.4	200
SCIENCE DIGEST	553	*161	1.0	29.1	164	**24	0.9	4.3	141	**26	0.6	4.7	103	**111	1.2	20.1	197
SCIENTIFIC AMERICAN	615	*161	1.0	26.2	147	**46	1.7	7.5	243	**9	0.2	1.5	32	**106	1.2	17.2	169
SELF	2683	829	5.3	30.9	174	*246	9.0	9.2	298	*127	3.2	4.7	104	456	5.1	17.0	167
SEVENTEEN	3309	854	5.4	25.8	145	*261	9.6	7.9	257	*154	3.8	4.7	102	439	4.9	13.3	130
SKI	591	*142	0.9	24.0	135	**17	0.6	2.9	94	**28	0.7	4.7	104	**98	1.1	16.6	163
SMITHSONIAN	3039	591	3.8	19.4	109	**109	4.0	3.6	117	*84	2.1	2.8	61	398	4.4	13.1	129
SOAP OPERA DIGEST	3683	711	4.5	19.3	109	*219	8.1	5.9	193	*172	4.3	4.7	103	320	3.6	8.7	85
SOUTHERN LIVING	4434	744	4.7	16.8	94	**18	0.7	0.4	13	*112	2.8	2.5	56	614	6.8	13.8	136
SPORT	701	*172	1.1	24.5	138	**18	0.7	2.6	84	**56	1.4	8.0	176	**98	1.1	14.0	137
THE SPORTING NEWS	518	**194	1.2	37.5	211	**135	5.0	26.1	848	**3	0.1	0.6	13	**56	0.6	10.8	106
SPORTS AFIELD	523	*168	1.1	32.1	181	**47	1.7	9.0	292	**21	0.5	4.0	88	**100	1.1	19.1	188
SPORTS ILLUSTRATED	3325	934	5.9	28.1	158	*270	9.9	8.1	264	*191	4.8	5.7	126	472	5.2	14.2	140
STAR	8567	1433	9.1	16.7	94	287	10.6	3.4	109	448	11.1	5.2	115	698	7.8	8.1	80
SUNDAY	27630	5235	33.3	18.9	107	1104	40.6	4.0	130	1346	33.5	4.9	107	2785	30.9	10.1	99
SUNSET	2219	521	3.3	23.5	132	**110	4.0	5.0	161	**110	2.7	5.0	109	301	3.3	13.6	133
TV GUIDE	24258	4640	29.5	19.1	108	797	29.3	3.3	107	1069	26.6	4.4	97	2774	30.8	11.4	112
TENNIS	609	*170	1.1	27.9	157	**9	0.3	1.5	48	**25	0.6	4.1	90	**137	1.5	22.5	221
TIME	9929	2200	14.0	22.2	125	*287	10.6	2.9	94	510	12.7	5.1	113	1404	15.6	14.1	139
TOWN & COUNTRY	1062	244	1.6	23.0	129	**25	0.9	2.4	77	**57	1.4	5.4	118	*162	1.8	15.3	150
TRAVEL & LEISURE	1051	207	1.3	19.7	111	**28	1.0	2.7	87	**28	0.7	2.7	59	*151	1.7	14.4	141
TRUE STORY	3946	853	5.4	21.6	122	*164	6.0	4.2	135	*266	6.6	6.7	148	423	4.7	10.7	105
U.S.NEWS & WORLD REPORT	3782	672	4.3	17.8	100	**80	2.9	2.1	69	*174	4.3	4.6	101	417	4.6	11.0	108
USA TODAY	1874	467	3.0	24.9	140	**29	1.1	1.5	50	*121	3.0	6.5	142	317	3.5	16.9	166
US	2213	536	3.4	24.2	136	**67	2.5	3.0	99	*125	3.1	5.6	124	344	3.8	15.5	153
VOGUE	4792	973	6.2	20.3	114	*216	7.9	4.5	147	250	6.2	5.2	115	507	5.6	10.6	104
WALL STREET JOURNAL	2045	519	3.3	25.4	143	**111	4.1	5.4	177	**114	2.8	5.6	123	293	3.3	14.3	141
WEIGHT WATCHERS	2364	474	3.0	20.1	113	**20	0.7	0.8	28	*129	3.2	5.5	120	325	3.6	13.7	135
WOMAN'S DAY	15182	2597	16.5	17.1	96	475	17.5	3.1	102	585	14.6	3.9	85	1537	17.1	10.1	100
WORKING MOTHER	1198	*253	1.6	21.1	119	**50	1.8	4.2	136	**62	1.5	5.2	114	**141	1.6	11.8	116
WORKING WOMAN	1523	464	2.9	30.5	171	**85	3.1	5.6	182	**129	3.2	8.5	186	*250	2.8	16.4	161
WORLD TENNIS	*183	**53	0.3	29.0	163	**0	0.0	0.0	0	**9	0.2	4.9	108	**44	0.5	24.0	236
ZIFF-DAVIS MAG NETWK (GROSS)	2776	569	3.6	20.5	115	**19	0.7	0.7	22	*170	4.2	6.1	135	380	4.2	13.7	135
BLAIR INSERTS	47909	9242	58.7	19.3	108	1553	57.1	3.2	105	2312	57.5	4.8	106	5377	59.8	11.2	110
DAILY NEWSPAPERS																	
READ ANY	56731	9946	63.2	17.5	99	1712	63.0	3.0	98	2529	62.9	4.5	98	5705	63.4	10.1	99
READ ONE	47696	8221	52.2	17.2	97	1407	51.7	2.9	96	2108	52.4	4.4	97	4706	52.3	9.9	97
READ TWO OR MORE	9034	1725	11.0	19.1	107	305	11.2	3.4	110	421	10.5	4.7	103	1000	11.1	11.1	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	10975	69.7	19.0	107	1807	66.5	3.1	102	2875	71.5	5.0	110	6294	69.9	10.9	107
READ ONE	50513	9272	58.9	18.4	103	1500	55.2	3.0	97	2442	60.7	4.8	106	5331	59.2	10.6	104
READ TWO OR MORE	7219	1704	10.8	23.6	133	*307	11.3	4.3	138	433	10.8	6.0	132	964	10.7	13.4	131
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	32.75				32.08				35.22				31.85			
30 DAY REACH	78184	14446	91.8	18.5	104	2476	91.1	3.2	103	3678	91.5	4.7	104	8293	92.2	10.6	104
50 SHWG - 30 DAY AV FREQ	14.80	16.95				16.65				18.68				16.29			
30 DAY REACH	74239	13995	88.9	18.9	106	2383	87.6	3.2	104	3494	86.9	4.7	104	8118	90.2	10.9	107
25 SHWG - 30 DAY AV FREQ	8.05	8.89				8.81				9.84				8.51			
30 DAY REACH	68254	13374	85.0	19.6	110	2276	83.7	3.3	108	3285	81.7	4.8	106	7814	86.8	11.4	113
CABLE TV: HOME WIRED	35215	6893	43.8	19.6	110	1128	41.5	3.2	104	1736	43.2	4.9	108	4029	44.8	11.4	112
HOME NOT WIRED	53250	8844	56.2	16.6	93	1590	58.5	3.0	97	2284	56.8	4.3	94	4970	55.2	9.3	92
HAVE PAY CABLE	17885	3819	24.3	21.4	120	*689	25.3	3.9	125	990	24.6	5.5	122	2140	23.8	12.0	118

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	15737	100.0	17.8	100	2719	100.0	3.1	100	4020	100.0	4.5	100	8999	100.0	10.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	9682	61.5	20.2	113	1509	55.5	3.1	102	2526	62.8	5.3	116	5647	62.8	11.8	116
10:00 AM - 3:00 PM	33674	6423	40.8	19.1	107	1055	38.8	3.1	102	1815	45.1	5.4	119	3553	39.5	10.6	104
3:00 PM - 7:00 PM	34431	7234	46.0	21.0	118	1171	43.1	3.4	111	1829	45.5	5.3	117	4233	47.0	12.3	121
7:00 PM - MIDNIGHT	17761	3686	23.4	20.8	117	640	23.5	3.6	117	918	22.8	5.2	114	2128	23.6	12.0	118
MIDNIGHT - 6:00 AM	10087	2067	13.1	20.5	115	381	14.0	3.8	123	530	13.2	5.3	116	1156	12.8	11.5	113
6:00 AM - MIDNIGHT	64318	12598	80.1	19.6	110	2086	76.7	3.2	106	3220	80.1	5.0	110	7292	81.0	11.3	111
ENTIRE DAY	65181	12720	80.8	19.5	110	2136	78.6	3.3	107	3228	80.3	5.0	109	7356	81.7	11.3	111
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	3764	23.9	21.6	122	452	16.6	2.6	84	1154	28.7	6.6	146	2158	24.0	12.4	122
ALL NEWS	2520	430	2.7	17.1	96	**64	2.4	2.5	83	**102	2.5	4.0	89	*265	2.9	10.5	103
AOR/PROGRESSIVE	4419	1310	8.3	29.6	167	*230	8.5	5.2	169	298	7.4	6.7	148	782	8.7	17.7	174
BEAUTIFUL MUSIC	6119	1151	7.3	18.8	106	*198	7.3	3.2	105	286	7.1	4.7	103	667	7.4	10.9	107
BLACK	2623	461	2.9	17.6	99	**84	3.1	3.2	104	**128	3.2	4.9	107	*250	2.8	9.5	94
CLASSICAL	1553	360	2.3	23.2	130	**110	4.0	7.1	230	**76	1.9	4.9	108	*175	1.9	11.3	111
CHR/ROCK	11282	2751	17.5	24.4	137	420	15.4	3.7	121	631	15.7	5.6	123	1700	18.9	15.1	148
COUNTRY	13343	2468	15.7	18.5	104	417	15.3	3.1	102	539	13.4	4.0	89	1511	16.8	11.3	111
GOLDEN OLDIES	1299	*210	1.3	16.2	91	**40	1.5	3.1	100	**64	1.6	4.9	108	**107	1.2	8.2	81
MOR/NOSTALGIA	5241	789	5.0	15.1	85	**169	6.2	3.2	105	*222	5.5	4.2	93	398	4.4	7.6	75
NEWS/TALK	4165	635	4.0	15.2	86	**116	4.3	2.8	91	*186	4.6	4.5	98	332	3.7	8.0	78
RELIGIOUS	3324	396	2.5	11.9	67	**60	2.2	1.8	59	**113	2.8	3.4	75	*223	2.5	6.7	66
SOFT ROCK	609	**113	0.7	18.6	104	**24	0.9	3.9	128	**21	0.5	3.4	76	**68	0.8	11.2	110
URBAN CONTEMPORARY	1853	291	1.8	15.7	88	**67	2.5	3.6	118	**90	2.2	4.9	107	*133	1.5	7.2	71
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	950	6.0	25.5	143	*145	5.3	3.9	127	*336	8.4	9.0	199	469	5.2	12.6	124
ABC DIRECTION	2488	435	2.8	17.5	98	**138	5.1	5.5	180	**70	1.7	2.8	62	*227	2.5	9.1	90
ABC ENTERTAINMENT	5129	950	6.0	18.5	104	**160	5.9	3.1	101	*232	5.8	4.5	100	559	6.2	10.9	107
ABC FM	2498	473	3.0	18.9	106	**81	3.0	3.2	105	*158	3.9	6.3	139	*234	2.6	9.4	92
ABC INFORMATION	5721	900	5.7	15.7	88	**120	4.4	2.1	68	*190	4.7	3.3	73	589	6.5	10.3	101
ABC ROCK	2021	646	4.1	32.0	180	**137	5.0	6.8	221	*206	5.1	10.2	224	*303	3.4	15.0	147
CBS	4756	827	5.3	17.4	98	**62	2.3	1.3	42	*255	6.3	5.4	118	510	5.7	10.7	105
MUTUAL	5272	1115	7.1	21.1	119	*251	9.2	4.8	155	*257	6.4	4.9	107	607	6.7	11.5	113
NBC	4964	715	4.5	14.4	81	**102	3.8	2.1	67	*143	3.6	2.9	63	470	5.2	9.5	93
RADIORADIO	2218	501	3.2	22.6	127	**149	5.5	6.7	219	**116	2.9	5.2	115	*236	2.6	10.6	105
RKO ONE	2565	539	3.4	21.0	118	**87	3.2	3.4	110	*164	4.1	6.4	141	288	3.2	11.2	110
RKO TWO	3640	630	4.0	17.3	97	**100	3.7	2.7	89	**116	2.9	3.2	70	414	4.6	11.4	112
THE SOURCE	2467	667	4.2	27.0	152	**80	2.9	3.2	106	*143	3.6	5.8	128	444	4.9	18.0	177
NON-WIRED : BLAIR	9466	1803	11.5	19.0	107	*241	8.9	2.5	83	487	12.1	5.1	113	1074	11.9	11.3	112
INTERNET	13616	2898	18.4	21.3	120	479	17.6	3.5	114	702	17.5	5.2	113	1717	19.1	12.6	124
KATZ RADIO GROUP	16998	3501	22.2	20.6	116	613	22.5	3.6	117	843	21.0	5.0	109	2045	22.7	12.0	118
SUPERNET	11622	2171	13.8	18.7	105	467	17.2	4.0	131	546	13.6	4.7	103	1159	12.9	10.0	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1522	9.7	16.1	91	291	10.7	3.1	100	428	10.6	4.5	100	803	8.9	8.5	84
WKDAY 9:00 AM - 1:00 PM	13304	2133	13.6	16.0	90	401	14.7	3.0	98	594	14.8	4.5	98	1138	12.6	8.6	84
WKDAY 1:00 PM - 4:30 PM	17591	2702	17.2	15.4	86	487	17.9	2.8	90	778	19.4	4.4	97	1438	16.0	8.2	80
WKDAY 4:30 PM - 7:30 PM	24418	4025	25.6	16.5	93	745	27.4	3.1	99	1150	28.6	4.7	104	2130	23.7	8.7	86
WKDAY 7:30 PM - 8:00 PM	34400	5447	34.6	15.8	89	967	35.6	2.8	91	1488	37.0	4.3	95	2992	33.2	8.7	86
WKDAY 11:00 PM - 11:30 PM	26120	4426	28.1	16.9	95	908	33.4	3.5	113	1163	28.9	4.5	98	2355	26.2	9.0	89
WKDAY 11:30 PM - 1:00 AM	8402	1490	9.5	17.7	100	300	11.0	3.6	116	348	8.7	4.1	91	842	9.4	10.0	99
M-SAT 8-11 PM+SUN 7-11 PM	36828	6400	40.7	17.4	98	1116	41.0	3.0	99	1729	43.0	4.7	103	3555	39.5	9.7	95
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	1232	7.8	17.1	96	195	7.2	2.7	88	340	8.5	4.7	104	696	7.7	9.6	95
ANOTHER WORLD N	4924	728	4.6	14.8	83	*89	3.3	1.8	59	225	5.6	4.6	101	414	4.6	8.4	83
AS THE WORLD TURNS C	5966	884	5.6	14.8	83	127	4.7	2.1	69	281	7.0	4.7	104	476	5.3	8.0	78
CAPITOL C	3672	590	3.7	16.1	90	*114	4.2	3.1	101	176	4.4	4.8	105	299	3.3	8.1	80
CBS MORN. NEWS 1 C	1590	267	1.7	16.8	94	**36	1.3	2.3	74	**68	1.7	4.3	94	162	1.8	10.2	100
CBS MORN. NEWS 2 C	1298	199	1.3	15.3	86	**25	0.9	1.9	63	**74	1.8	5.7	125	99	1.1	7.6	75
DAYS OF OUR LIVES N	6389	1145	7.3	17.9	101	188	6.9	2.9	96	347	8.6	5.4	120	611	6.8	9.6	94
FACTS OF LIFE - DAYTIME N	2526	406	2.6	16.1	90	*59	2.2	2.3	76	102	2.5	4.0	89	245	2.7	9.7	95
FAMILY FEUD A	3427	468	3.0	13.7	77	*83	3.1	2.4	79	*118	2.9	3.4	76	266	3.0	7.8	76
GENERAL HOSPITAL A	6870	989	6.3	14.4	81	202	7.4	2.9	96	280	7.0	4.1	90	507	5.6	7.4	73
GOOD MORNING, AMERICA-730 A	3767	602	3.8	16.0	90	*93	3.4	2.5	80	200	5.0	5.3	117	310	3.4	8.2	81
GOOD MORNING, AMERICA-830 A	3076	475	3.0	15.4	87	*78	2.9	2.5	83	149	3.7	4.8	107	248	2.8	8.1	79
GUIDING LIGHT C	5789	927	5.9	16.0	90	*141	5.2	2.4	79	296	7.4	5.1	113	490	5.4	8.5	83
ONE LIFE TO LIVE A	4918	705	4.5	14.3	81	163	6.0	3.3	108	218	5.4	4.4	98	324	3.6	6.6	65
PRESS YOUR LUCK C	2367	333	2.1	14.1	79	**41	1.5	1.7	56	*114	2.8	4.8	106	177	2.0	7.5	74
PRICE IS RIGHT 1 C	4727	634	4.0	13.4	75	*83	3.1	1.8	57	203	5.0	4.3	95	348	3.9	7.4	72
PRICE IS RIGHT 2 C	5511	753	4.8	13.7	77	136	5.0	2.5	80	209	5.2	3.8	83	409	4.5	7.4	73
RYAN'S HOPE A	3479	595	3.8	17.1	96	*93	3.4	2.7	87	*172	4.3	4.9	109	330	3.7	9.5	93
SALE OF THE CENTURY N	2823	429	2.7	15.2	85	*91	3.3	3.2	105	*115	2.9	4.1	90	222	2.5	7.9	77
SEARCH FOR TOMORROW N	2525	469	3.0	18.6	104	*133	4.9	5.3	171	*121	3.0	4.8	105	215	2.4	8.5	84
TODAY SHOW 1 N	2979	523	3.3	17.6	99	*143	5.3	4.8	156	*138	3.4	4.6	102	243	2.7	8.2	80
TODAY SHOW 2 N	2792	406	2.6	14.5	82	*58	2.1	2.1	68	125	3.1	4.5	99	223	2.5	8.0	79
$25,000 PYRAMID C	2899	405	2.6	14.0	79	*82	3.0	2.8	92	*138	3.4	4.8	105	185	2.1	6.4	63
WHEEL OF FORTUNE N	4689	715	4.5	15.2	86	166	6.1	3.5	115	202	5.0	4.3	95	347	3.9	7.4	73
YOUNG AND THE RESTLESS C	6231	881	5.6	14.1	79	156	5.7	2.5	81	259	6.4	4.2	91	467	5.2	7.5	74
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	363	2.3	18.4	103	*72	2.6	3.7	119	**80	2.0	4.1	89	211	2.3	10.7	105
NBA PLAYOFF GAME -1 C	1246	245	1.6	19.7	111	**29	1.1	2.3	76	**110	2.7	8.8	194	*106	1.2	8.5	84
NBC MAJOR LEAGUE PRE-GAME N	1140	*170	1.1	14.9	84	**48	1.8	4.2	137	**55	1.4	4.8	106	**68	0.8	6.0	59
SPORTSWORLD - SUN N	1328	*223	1.4	16.8	94	**17	0.6	1.3	42	**72	1.8	5.4	119	**134	1.5	10.1	99
SUNDAY MORNING C	1645	272	1.7	16.5	93	**26	1.0	1.6	51	**105	2.6	6.4	140	*142	1.6	8.6	85

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRAFT BEER (FROM TAP/KEG): USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	15737	100.0	17.8	100	2719	100.0	3.1	100	4020	100.0	4.5	100	8999	100.0	10.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	4164	26.5	14.9	84	762	28.0	2.7	89	1115	27.7	4.0	88	2287	25.4	8.2	80
NETWORK AFFILIATES - LATE		21966	3552	22.6	16.2	91	737	27.1	3.4	109	861	21.4	3.9	86	1954	21.7	8.9	87
INDEPENDENTS - LATE		2247	476	3.0	21.2	119	*70	2.6	3.1	101	*134	3.3	6.0	131	273	3.0	12.1	119
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	1962	12.5	17.0	96	343	12.6	3.0	97	495	12.3	4.3	95	1123	12.5	9.7	96
ABC MONDAY NIGHT MOVIE	A	6879	1130	7.2	16.4	92	252	9.3	3.7	119	261	6.5	3.8	83	617	6.9	9.0	88
ABC SUNDAY NIGHT MOVIE	A	13690	2488	15.8	18.2	102	450	16.6	3.3	107	632	15.7	4.6	102	1406	15.6	10.3	101
ABC WORLD NEWS TONIGHT	A	6589	982	6.2	14.9	84	170	6.3	2.6	84	269	6.7	4.1	90	543	6.0	8.2	81
AFTERMASH	C	6391	1143	7.3	17.9	101	*175	6.4	2.7	89	*413	10.3	6.5	142	555	6.2	8.7	85
ALICE	C	10273	1774	11.3	17.3	97	*199	7.3	1.9	63	569	14.2	5.5	122	1006	11.2	9.8	96
AMERICAN PARADE	C	7130	1126	7.2	15.8	89	*172	6.3	2.4	78	313	7.8	4.4	97	641	7.1	9.0	88
BENSON	A	11665	1798	11.4	15.4	87	341	12.5	2.9	95	571	14.2	4.9	108	886	9.8	7.6	75
BLUE THUNDER	A	5442	831	5.3	15.3	86	*134	4.9	2.5	80	280	7.0	5.1	113	416	4.6	7.6	75
CAGNEY & LACEY	C	10565	1844	11.7	17.5	98	308	11.3	2.9	95	559	13.9	5.3	116	976	10.8	9.2	91
CBS EVENING NEWS-DEAN	C	3668	458	2.9	12.5	70	**90	3.3	2.5	80	*165	4.1	4.5	99	*202	2.2	5.5	54
CBS EVENING NEWS-RATHER	C	7561	1226	7.8	16.2	91	171	6.3	2.3	74	407	10.1	5.4	118	648	7.2	8.6	84
CBS SAT. NEWS-SCHIEFFER	C	3948	622	4.0	15.8	89	*167	6.1	4.2	138	205	5.1	5.2	114	250	2.8	6.3	62
CBS SATURDAY NIGHT MOVIE	C	5966	1065	6.8	17.9	100	250	9.2	4.2	136	242	6.0	4.1	89	572	6.4	9.6	94
CBS WEDNESDAY NIGHT MOVIE	C	6529	1227	7.8	18.8	106	173	6.4	2.6	86	335	8.3	5.1	113	719	8.0	11.0	108
CHEERS	N	9842	1870	11.9	19.0	107	342	12.6	3.5	113	594	14.8	6.0	133	933	10.4	9.5	93
DALLAS	C	23935	4254	27.0	17.8	100	675	24.8	2.8	92	1272	31.6	5.3	117	2307	25.6	9.6	95
DIFF'RENT STROKES	N	7574	1247	7.9	16.5	93	*174	6.4	2.3	75	414	10.3	5.5	120	659	7.3	8.7	86
DOUBLE TROUBLE	N	7786	1480	9.4	19.0	107	308	11.3	4.0	129	393	9.8	5.0	111	779	8.7	10.0	98
DUCK FACTORY	N	6290	1109	7.0	17.6	99	*242	8.9	3.8	125	337	8.4	5.4	118	530	5.9	8.4	83
DUKES OF HAZZARD	C	6402	830	5.3	13.0	73	*229	8.4	3.6	116	*159	4.0	2.5	55	443	4.9	6.9	68
DYNASTY	A	21955	3879	24.6	17.7	99	654	24.1	3.0	97	1120	27.9	5.1	112	2104	23.4	9.6	94
FACTS OF LIFE	N	8898	1584	10.1	17.8	100	*301	11.1	3.4	110	476	11.8	5.3	118	807	9.0	9.1	89
FALCON CREST	C	21877	3922	24.9	17.9	101	621	22.8	2.8	92	1068	26.6	4.9	107	2233	24.8	10.2	100
FALL GUY	A	10045	1634	10.4	16.3	91	231	8.5	2.3	75	439	10.9	4.4	96	964	10.7	9.6	94
FAMILY TIES	N	8922	1385	8.8	15.5	87	*302	11.1	3.4	110	375	9.3	4.2	92	708	7.9	7.9	78
FANTASY ISLAND	A	8288	1279	8.1	15.4	87	*210	7.7	2.5	82	281	7.0	3.4	75	787	8.7	9.5	93
FOULUPS,BLEEPS & BLUNDERS	A	9891	1748	11.1	17.7	99	296	10.9	3.0	97	507	12.6	5.1	113	945	10.5	9.6	94
FOUR SEASONS	C	5429	867	5.5	16.0	90	**114	4.2	2.1	68	*310	7.7	5.7	126	442	4.9	8.1	80
GIMME A BREAK	N	9646	1329	8.4	13.8	77	*294	10.8	3.0	99	405	10.1	4.2	92	630	7.0	6.5	64
HART TO HART	A	9983	1741	11.1	17.4	98	342	12.6	3.4	111	433	10.8	4.3	95	965	10.7	9.7	95
HILL STREET BLUES	N	9688	2060	13.1	21.3	120	473	17.4	4.9	159	495	12.3	5.1	112	1092	12.1	11.3	111
HOTEL	A	15435	2545	16.2	16.5	93	371	13.6	2.4	78	833	20.7	5.4	119	1341	14.9	8.7	85
JEFFERSONS	C	10031	1753	11.1	17.5	98	*202	7.4	2.0	66	609	15.1	6.1	134	942	10.5	9.4	92
JENNIFER SLEPT HERE	N	6376	1108	7.0	17.4	98	*155	5.7	2.4	79	366	9.1	5.7	126	587	6.5	9.2	91
KATE & ALLIE	C	9951	1784	11.3	17.9	101	*248	9.1	2.5	81	493	12.3	5.0	109	1043	11.6	10.5	103
KNIGHT RIDER	N	7908	1478	9.4	18.7	105	*231	8.5	2.9	95	389	9.7	4.9	108	857	9.5	10.8	107
LOVE BOAT	A	13226	2008	12.8	15.2	85	286	10.5	2.2	70	691	17.2	5.2	115	1031	11.5	7.8	77
MAGNUM PI	C	12105	2158	13.7	17.8	100	301	11.1	2.5	81	616	15.3	5.1	112	1241	13.8	10.3	101
MAMA'S FAMILY	N	6364	1079	6.9	17.0	95	*148	5.4	2.3	76	414	10.3	6.5	143	518	5.8	8.1	80
MASTER, THE	N	3955	638	4.1	16.1	91	**77	2.8	1.9	63	*192	4.8	4.9	107	369	4.1	9.3	92
MATT HOUSTON	A	6903	1049	6.7	15.2	85	*181	6.7	2.6	85	370	9.2	5.4	118	498	5.5	7.2	71
NBC MONDAY NIGHT MOVIE	N	13443	2702	17.2	20.1	113	426	15.7	3.2	103	686	17.1	5.1	112	1591	17.7	11.8	116
NBC NIGHTLY NEWS	N	5585	792	5.0	14.2	80	195	7.2	3.5	114	138	3.4	2.5	54	459	5.1	8.2	81
NBC NIGHTLY NEWS-SAT	N	3688	547	3.5	14.8	83	**91	3.3	2.5	80	*237	5.9	6.4	141	*220	2.4	6.0	59
NBC NIGHTLY NEWS-SUN	N	3310	511	3.2	15.4	87	**120	4.4	3.6	118	**152	3.8	4.6	101	*240	2.7	7.3	71
NBC SUNDAY NIGHT MOVIE	N	9238	1770	11.2	19.2	108	*434	16.0	4.7	153	376	9.4	4.1	90	960	10.7	10.4	102
NEWHART	C	9876	1767	11.2	17.9	101	*260	9.6	2.6	86	507	12.6	5.1	113	1000	11.1	10.1	100
ONE DAY AT A TIME	C	7954	1392	8.8	17.5	98	*269	9.9	3.4	110	478	11.9	6.0	132	646	7.2	8.1	80
PEOPLE ARE FUNNY	N	5182	836	5.3	16.1	91	**109	4.0	2.1	68	*329	8.2	6.3	140	398	4.4	7.7	76
REAL PEOPLE	N	9674	1551	9.9	16.0	90	277	10.2	2.9	93	492	12.2	5.1	112	782	8.7	8.1	79
REMINGTON STEELE	N	8511	1485	9.4	17.4	98	325	12.0	3.8	124	405	10.1	4.8	105	755	8.4	8.9	87
RIPLEY'S BELIEVE IT - NOT	A	5656	1150	7.3	20.3	114	*180	6.6	3.2	104	346	8.6	6.1	135	623	6.9	11.0	108
RIPTIDE	N	7718	1238	7.9	16.0	90	285	10.5	3.7	120	316	7.9	4.1	90	637	7.1	8.3	81
SCARECROW & MRS. KING	C	11058	1819	11.6	16.4	92	311	11.4	2.8	92	467	11.6	4.2	93	1040	11.6	9.4	92
SIMON & SIMON	C	11615	1859	11.8	16.0	90	386	14.2	3.3	108	488	12.1	4.2	92	986	11.0	8.5	83
60 MINUTES	C	14326	2081	13.2	14.5	82	283	10.4	2.0	64	630	15.7	4.4	97	1168	13.0	8.2	80
ST. ELSEWHERE	N	7670	1484	9.4	19.3	109	379	13.9	4.9	161	391	9.7	5.1	112	714	7.9	9.3	92
THREE'S COMPANY	A	12068	2222	14.1	18.4	104	419	15.4	3.5	113	531	13.2	4.4	97	1272	14.1	10.5	104
T.J. HOOKER	A	9735	1579	10.0	16.2	91	*238	8.8	2.4	80	527	13.1	5.4	119	813	9.0	8.4	82
TONIGHT SHOW	N	2531	478	3.0	18.9	106	75	2.8	3.0	96	107	2.7	4.2	93	296	3.3	11.7	115
TRAPPER JOHN, M.D.	C	10374	1695	10.8	16.3	92	279	10.3	2.7	88	416	10.3	4.0	88	1001	11.1	9.6	95
TV BLOOPERS & PRAC. JOKES	N	9795	1828	11.6	18.7	105	298	11.0	3.0	99	515	12.8	5.3	116	1014	11.3	10.4	102
20/20	A	10009	1664	10.6	16.6	93	*247	9.1	2.5	80	449	11.2	4.5	99	969	10.8	9.7	95
WEBSTER	A	11934	1900	12.1	15.9	89	347	12.8	2.9	95	632	15.7	5.3	117	921	10.2	7.7	76
WORLD NEWS - SUN	A	3291	432	2.7	13.1	74	**86	3.2	2.6	85	**123	3.1	3.7	82	*223	2.5	6.8	67
YELLOW ROSE	N	5196	926	5.9	17.8	100	*153	5.6	2.9	96	310	7.7	6.0	131	463	5.1	8.9	88
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	1796	11.4	18.8	106	*419	15.4	4.4	143	*504	12.5	5.3	116	873	9.7	9.1	90
BASKETBALL - COLLEGE GAMES		4414	1077	6.8	24.4	137	**191	7.0	4.3	141	**315	7.8	7.1	157	570	6.3	12.9	127
BASKETBALL - PRO GAMES		3876	826	5.2	21.3	120	**125	4.6	3.2	105	**320	8.0	8.3	182	*381	4.2	9.8	97
BOWLING		4056	813	5.2	20.0	113	**216	7.9	5.3	173	*326	8.1	8.0	177	*271	3.0	6.7	66
BOXING		4154	941	6.0	22.7	127	**204	7.5	4.9	160	**311	7.7	7.5	165	*427	4.7	10.3	101
FOOTBALL - COLLEGE GAMES		6754	1304	8.3	19.3	109	**243	8.9	3.6	117	*323	8.0	4.8	105	737	8.2	10.9	107
FOOTBALL - PRO GAMES		12364	3037	19.3	24.6	138	553	20.3	4.5	146	820	20.4	6.6	146	1664	18.5	13.5	132
GOLF		3615	894	5.7	24.7	139	**174	6.4	4.8	157	**281	7.0	7.8	171	*439	4.9	12.1	119
POST-SEASON COLL. FOOTBALL		5296	1432	9.1	27.0	152	**269	9.9	5.1	165	*467	11.6	8.8	194	697	7.7	13.2	129
POST-SEASON PRO FOOTBALL		6693	1571	10.0	23.5	132	*317	11.7	4.7	154	*369	9.2	5.5	121	886	9.8	13.2	130
TENNIS		3281	584	3.7	17.8	100	**70	2.6	2.1	69	**155	3.9	4.7	104	*358	4.0	10.9	107
WRESTLING - PROFESSIONAL		3672	735	4.7	20.0	113	**168	6.2	4.6	149	**200	5.0	5.4	120	*368	4.1	10.0	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES)

BASE = ADULTS (167727)

3A. DO YOU YOURSELF DRINK IT?

(BASE: DRINK CANNED OR
BOTTLED BEER 70856)

	'000	%	UNWEIGHTED
YES	24767	14.8	2917
NO	46089	27.5	5254

IF YOU DO

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
3B. WHAT KINDS DO YOU DRINK?									
BOTTLED	22211	13.2	18175	10.8	3740	2.2	296	.2	2583
CANNED	5719	3.4	1683	1.0	1666	1.0	2370	1.4	625
DO NOT KNOW	873	.5							123
3C. WHICH BRANDS DO YOU DRINK?									
AMSTEL DARK	263	.2	19	*	138	.1	106	.1	32
AMSTEL LIGHT	943	.6	58	*	529	.3	356	.2	107
AUGSBURGER DARK	581	.3	112	.1	329	.2	140	.1	64
BECKS DARK	1592	.9	156	.1	670	.4	766	.5	184
BECKS	4215	2.5	355	.2	2260	1.3	1600	1.0	504
CALGARY	245	.1			219	.1	26	*	33
CARLSBERG DARK	394	.2	26	*	186	.1	182	.1	50
CARLSBERG	778	.5	40	*	414	.2	324	.2	100
CARTA BLANCA	1490	.9	193	.1	787	.5	511	.3	175
DOS EQUIS	3112	1.9	344	.2	1672	1.0	1095	.7	319
FOSTER'S LAGER	1300	.8	104	.1	581	.3	616	.4	144
FUERSTENBERG	273	.2	44	*	153	.1	75	*	43
GROLSCH	1231	.7	134	.1	593	.4	503	.3	159
GUINNESS STOUT	1387	.8	57	*	903	.5	427	.3	170
GUINNESS	945	.6	36	*	588	.4	322	.2	108
HARP	511	.3	69	*	183	.1	259	.2	55
HEINEKEN SPECIAL DARK	2763	1.6	358	.2	1409	.8	996	.6	305
HEINEKEN	14198	8.5	5271	3.1	6706	4.0	2220	1.3	1677
KIRIN LIGHT	293	.2	30	*	216	.1	48	*	38
KIRIN	932	.6	106	.1	378	.2	448	.3	120
KRONENBOURG	744	.4	50	*	373	.2	322	.2	83
LABATT'S BLUE	1668	1.0	235	.1	828	.5	605	.4	193
MOLSON CANADIAN	4935	2.9	788	.5	2701	1.6	1446	.9	625
MOOSEHEAD	5024	3.0	825	.5	2390	1.4	1810	1.1	553
ST. PAULI GIRL DARK	767	.5	5	*	386	.2	376	.2	103
ST. PAULI GIRL	3526	2.1	170	.1	1784	1.1	1573	.9	386
SAN MIGUEL	1056	.6	131	.1	429	.3	496	.3	121
TRES EQUIS	347	.2	29	*	200	.1	118	.1	49
TSINGTAO	515	.3	31	*	351	.2	133	.1	61
WATNEYS	510	.3	2	*	285	.2	222	.1	64
OTHER BRANDS	3686	2.2	1118	.7	1561	.9	1007	.6	406
DO NOT KNOW	426	.3							59

3D. ABOUT HOW MANY GLASSES OF IMPORTED BEER (IN CANS OR BOTTLES) DID YOU DRINK IN THE LAST 7 DAYS AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
30 OR MORE	H	296	.2	35
20 - 29	H	409	.2	43
15 - 19	H	191	.1	27
10 - 14	H	809	.5	78
5 - 9	H	1504	.9	197
3 - 4	H	3078	1.8	344
2	M	3276	2.0	349
1	M	3256	1.9	395
NONE	L	11947	7.1	1449

... AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
30 OR MORE	911	.5	89
20 - 29	595	.4	86
15 - 19	1044	.6	124
10 - 14	1965	1.2	197
5 - 9	3247	1.9	396
3 - 4	4149	2.5	491
2	3646	2.2	418
1	2641	1.6	312
NONE	6570	3.9	804

IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	24767	100.0	14.8	100	6288	100.0	3.7	100	6532	100.0	3.9	100	11947	100.0	7.1	100
MALES	79263	16705	67.4	21.1	143	4558	72.5	5.8	153	4467	68.4	5.6	145	7680	64.3	9.7	136
FEMALES	88464	8062	32.6	9.1	62	1730	27.5	2.0	52	2065	31.6	2.3	60	4267	35.7	4.8	68
18 - 24	28671	6625	26.7	23.1	156	1681	26.7	5.9	156	1820	27.9	6.3	163	3124	26.1	10.9	153
25 - 34	39536	7859	31.7	19.9	135	1951	31.0	4.9	132	2099	32.1	5.3	136	3809	31.9	9.6	135
35 - 44	28978	4314	17.4	14.9	101	1103	17.5	3.8	102	1037	15.9	3.6	92	2174	18.2	7.5	105
45 - 54	22345	2684	10.8	12.0	81	668	10.6	3.0	80	780	11.9	3.5	90	1237	10.4	5.5	78
55 - 64	22224	2068	8.3	9.3	63	*523	8.3	2.4	63	487	7.5	2.2	56	1059	8.9	4.8	67
65 OR OLDER	25973	1217	4.9	4.7	32	*362	5.8	1.4	37	*309	4.7	1.2	31	545	4.6	2.1	29
18 - 34	68207	14484	58.5	21.2	144	3632	57.8	5.3	142	3919	60.0	5.7	148	6933	58.0	10.2	143
18 - 49	108058	20144	81.3	18.6	126	5073	80.7	4.7	125	5386	82.5	5.0	128	9685	81.1	9.0	126
25 - 54	90859	14857	60.0	16.4	111	3722	59.2	4.1	109	3916	60.0	4.3	111	7219	60.4	7.9	112
35 - 49	39851	5660	22.9	14.2	96	1441	22.9	3.6	96	1467	22.5	3.7	95	2752	23.0	6.9	97
50 OR OLDER	59669	4623	18.7	7.7	52	1215	19.3	2.0	54	1146	17.5	1.9	49	2262	18.9	3.8	53
GRADUATED COLLEGE	28091	7017	28.3	25.0	169	1442	22.9	5.1	137	1951	29.9	6.9	178	3624	30.3	12.9	181
ATTENDED COLLEGE	28938	5831	23.5	20.1	136	1453	23.1	5.0	134	1280	19.6	4.4	114	3098	25.9	10.7	150
GRADUATED HIGH SCHOOL	65503	7704	31.1	11.8	80	2001	31.8	3.1	81	2209	33.8	3.4	87	3495	29.3	5.3	75
DID NOT GRADUATE HIGH SCHOOL	45195	4215	17.0	9.3	63	1392	22.1	3.1	82	1092	16.7	2.4	62	1731	14.5	3.8	54
EMPLOYED MALES	56429	13216	53.4	23.4	159	3547	56.4	6.3	168	3624	55.5	6.4	165	6045	50.6	10.7	150
EMPLOYED FEMALES	43971	5120	20.7	11.6	79	998	15.9	2.3	61	1404	21.5	3.2	82	2719	22.8	6.2	87
EMPLOYED FULL-TIME	87773	16324	65.9	18.6	126	3955	62.9	4.5	120	4499	68.9	5.1	132	7870	65.9	9.0	126
EMPLOYED PART-TIME	12627	2012	8.1	15.9	108	*589	9.4	4.7	124	*529	8.1	4.2	108	894	7.5	7.1	99
NOT EMPLOYED	67327	6431	26.0	9.6	65	1743	27.7	2.6	69	1505	23.0	2.2	57	3183	26.6	4.7	66
PROFESSIONAL/MANAGER	25845	6112	24.7	23.6	160	1324	21.1	5.1	137	1677	25.7	6.5	167	3111	26.0	12.0	169
TECH/CLERICAL/SALES	30895	4883	19.7	15.8	107	1123	17.9	3.6	97	1217	18.6	3.9	101	2543	21.3	8.2	116
PRECISION/CRAFT	12629	2617	10.6	20.7	140	800	12.7	6.3	169	717	11.0	5.7	146	1100	9.2	8.7	122
OTHER EMPLOYED	31031	4723	19.1	15.2	103	1297	20.6	4.2	111	1416	21.7	4.6	117	2010	16.8	6.5	91
SINGLE	35557	9455	38.2	26.6	180	2696	42.9	7.6	202	2665	40.8	7.5	192	4094	34.3	11.5	162
MARRIED	103585	12405	50.1	12.0	81	2807	44.6	2.7	72	2902	44.4	2.8	72	6696	56.0	6.5	91
DIVORCED/SEPARATED/WIDOWED	28585	2908	11.7	10.2	69	784	12.5	2.7	73	966	14.8	3.4	87	1158	9.7	4.1	57
PARENTS	59295	7551	30.5	12.7	86	1685	26.8	2.8	76	1732	26.5	2.9	75	4134	34.6	7.0	98
WHITE	146081	21668	87.5	14.8	100	5081	80.8	3.5	93	5760	88.2	3.9	101	10827	90.6	7.4	104
BLACK	17974	2305	9.3	12.8	87	891	14.2	5.0	132	658	10.1	3.7	94	756	6.3	4.2	59
OTHER	3672	794	3.2	21.6	146	**316	5.0	8.6	230	**114	1.7	3.1	80	**365	3.1	9.9	140
NORTHEAST-CENSUS	37005	7105	28.7	19.2	130	2016	32.1	5.4	145	2001	30.6	5.4	139	3088	25.8	8.3	117
NORTH CENTRAL	42642	4950	20.0	11.6	79	900	14.3	2.1	56	1330	20.4	3.1	80	2720	22.8	6.4	90
SOUTH	56777	6214	25.1	10.9	74	1755	27.9	3.1	82	1453	22.2	2.6	66	3006	25.2	5.3	74
WEST	31303	6497	26.2	20.8	141	1617	25.7	5.2	138	1748	26.8	5.6	143	3133	26.2	10.0	141
NORTHEAST-MKTG.	38125	7641	30.9	20.0	136	2198	35.0	5.8	154	2062	31.6	5.4	139	3381	28.3	8.9	125
EAST CENTRAL	24794	2747	11.1	11.1	75	511	8.1	2.1	55	807	12.4	3.3	84	1430	12.0	5.8	81
WEST CENTRAL	28511	3488	14.1	12.2	83	626	10.0	2.2	59	839	12.8	2.9	76	2024	16.9	7.1	100
SOUTH	48953	5068	20.5	10.4	70	1459	23.2	3.0	79	1222	18.7	2.5	64	2387	20.0	4.9	68
PACIFIC	27344	5823	23.5	21.3	144	1494	23.8	5.5	146	1603	24.5	5.9	151	2726	22.8	10.0	140
COUNTY SIZE A	69301	14085	56.9	20.3	138	3963	63.0	5.7	153	4036	61.8	5.8	150	6086	50.9	8.8	123
COUNTY SIZE B	50633	6501	26.2	12.8	87	1397	22.2	2.8	74	1522	23.3	3.0	77	3582	30.0	7.1	99
COUNTY SIZE C	26259	2946	11.9	11.2	76	*635	10.1	2.4	65	715	10.9	2.7	70	1596	13.4	6.1	85
COUNTY SIZE D	21534	1235	5.0	5.7	39	*293	4.7	1.4	36	**258	3.9	1.2	31	683	5.7	3.2	45
METRO CENTRAL CITY	50014	9279	37.5	18.6	126	2703	43.0	5.4	144	2564	39.3	5.1	132	4013	33.6	8.0	113
METRO SUBURBAN	76832	12160	49.1	15.8	107	2922	46.5	3.8	101	3106	47.6	4.0	104	6132	51.3	8.0	112
NON METRO	40881	3328	13.4	8.1	55	663	10.5	1.6	43	862	13.2	2.1	54	1802	15.1	4.4	62
TOP 5 ADI'S	39550	8675	35.0	21.9	149	2569	40.9	6.5	173	2463	37.7	6.2	160	3642	30.5	9.2	129
TOP 10 ADI'S	54877	11339	45.8	20.7	140	3407	54.2	6.2	166	3109	47.6	5.7	145	4823	40.4	8.8	123
TOP 20 ADI'S	77516	15164	61.2	19.6	132	4339	69.0	5.6	149	4140	63.4	5.3	137	6685	56.0	8.6	121
HSHLD INC. $50,000 OR MORE	17257	3857	15.6	22.4	151	892	14.2	5.2	138	1138	17.4	6.6	169	1828	15.3	10.6	149
$40,000 OR MORE	33235	7193	29.0	21.6	147	1509	24.0	4.5	121	2172	33.3	6.5	168	3513	29.4	10.6	148
$30,000 OR MORE	59693	11630	47.0	19.5	132	2515	40.0	4.2	112	3353	51.3	5.6	144	5761	48.2	9.7	135
$25,000 OR MORE	76275	14210	57.4	18.6	126	3029	48.2	4.0	106	4024	61.6	5.3	135	7156	59.9	9.4	132
$20,000 - $24,999	18607	2635	10.6	14.2	96	973	15.5	5.2	139	477	7.3	2.6	66	1185	9.9	6.4	89
$15,000 - $19,999	17175	2166	8.7	12.6	85	683	10.9	4.0	106	*403	6.2	2.3	60	1079	9.0	6.3	88
$10,000 - $14,999	24569	2775	11.2	11.3	76	615	9.8	2.5	67	729	11.2	3.0	76	1431	12.0	5.8	82
UNDER $10,000	31101	2982	12.0	9.6	65	987	15.7	3.2	85	899	13.8	2.9	74	1096	9.2	3.5	49
HOUSEHOLD OF 1 PERSON	19441	2803	11.3	14.4	98	830	13.2	4.3	114	654	10.0	3.4	86	1319	11.0	6.8	95
2 PEOPLE	51803	7155	28.9	13.8	94	1628	25.9	3.1	84	1849	28.3	3.6	92	3679	30.8	7.1	100
3 OR 4 PEOPLE	66933	10542	42.6	15.8	107	2463	39.2	3.7	98	2854	43.7	4.3	109	5225	43.7	7.8	110
5 OR MORE PEOPLE	29550	4266	17.2	14.4	98	1367	21.7	4.6	123	1175	18.0	4.0	102	1724	14.4	5.8	82
NO CHILD IN HSHLD	96587	14908	60.2	15.4	105	3961	63.0	4.1	109	4141	63.4	4.3	110	6806	57.0	7.0	99
CHILD(REN) UNDER 2 YRS	10844	1676	6.8	15.5	105	*455	7.2	4.2	112	*259	4.0	2.4	61	962	8.1	8.9	125
2 - 5 YEARS	26358	3576	14.4	13.6	92	809	12.9	3.1	82	745	11.4	2.8	73	2022	16.9	7.7	108
6 - 11 YEARS	30453	3811	15.4	12.5	85	947	15.1	3.1	83	1016	15.6	3.3	86	1848	15.5	6.1	85
12 - 17 YEARS	36575	4986	20.1	13.6	92	1232	19.6	3.4	90	1343	20.6	3.7	94	2412	20.2	6.6	93
RESIDENCE OWNED	117770	14818	59.8	12.6	85	3228	51.3	2.7	73	3924	60.1	3.3	86	7666	64.2	6.5	91
VALUE: $50,000 OR MORE	70166	11216	45.3	16.0	108	2397	38.1	3.4	91	2971	45.5	4.2	109	5848	48.9	8.3	117
VALUE: UNDER $50,000	47604	3602	14.5	7.6	51	831	13.2	1.7	47	953	14.6	2.0	51	1817	15.2	3.8	54

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	24767	100.0	14.8	100	6288	100.0	3.7	100	6532	100.0	3.9	100	11947	100.0	7.1	100
MAGAZINES	QUINTILE 1	34022	7495	30.3	22.0	149	1676	26.7	4.9	131	2144	32.8	6.3	162	3675	30.8	10.8	152
	QUINTILE 2	34800	5648	22.8	16.2	110	1369	21.8	3.9	105	1486	22.7	4.3	110	2793	23.4	8.0	113
	QUINTILE 3	30514	4253	17.2	13.9	94	1120	17.8	3.7	98	978	15.0	3.2	82	2156	18.0	7.1	99
	QUINTILE 4	33324	4251	17.2	12.8	86	1079	17.2	3.2	86	1071	16.4	3.2	83	2102	17.6	6.3	89
	QUINTILE 5	35066	3120	12.6	8.9	60	1044	16.6	3.0	79	854	13.1	2.4	63	1222	10.2	3.5	49
NEWSPAPERS	QUINTILE 1	29107	5638	22.8	19.4	131	1434	22.8	4.9	131	1606	24.6	5.5	142	2597	21.7	8.9	125
	QUINTILE 2	49095	7435	30.0	15.1	103	1902	30.2	3.9	103	1960	30.0	4.0	103	3573	29.9	7.3	102
	QUINTILE 3	23107	3583	14.5	15.5	105	857	13.6	3.7	99	916	14.0	4.0	102	1810	15.2	7.8	110
	QUINTILE 4	33556	4331	17.5	12.9	87	884	14.1	2.6	70	1182	18.1	3.5	90	2265	19.0	6.7	95
	QUINTILE 5	32863	3780	15.3	11.5	78	1210	19.2	3.7	98	868	13.3	2.6	68	1702	14.2	5.2	73
OUTDOOR	QUINTILE 1	33431	5962	24.1	17.8	121	1206	19.2	3.6	96	1543	23.6	4.6	119	3214	26.9	9.6	135
	QUINTILE 2	33478	5469	22.1	16.3	111	1342	21.3	4.0	107	1532	23.5	4.6	118	2595	21.7	7.8	109
	QUINTILE 3	33574	4989	20.1	14.9	101	1307	20.8	3.9	104	1391	21.3	4.1	106	2291	19.2	6.8	96
	QUINTILE 4	33935	4565	18.4	13.5	91	1411	22.4	4.2	111	1164	17.8	3.4	88	1990	16.7	5.9	82
	QUINTILE 5	33310	3782	15.3	11.4	77	1022	16.3	3.1	82	903	13.8	2.7	70	1857	15.5	5.6	78
RADIO-DRIVE TIME	QUINTILE 1	33136	5446	22.0	16.4	111	1315	20.9	4.0	106	1475	22.6	4.5	114	2656	22.2	8.0	113
	QUINTILE 2	31658	5120	20.7	16.2	110	1524	24.2	4.8	128	1218	18.6	3.8	99	2378	19.9	7.5	105
	QUINTILE 3	32541	5162	20.8	15.9	107	1101	17.5	3.4	90	1416	21.7	4.4	112	2645	22.1	8.1	114
	QUINTILE 4	34247	5498	22.2	16.1	109	1451	23.1	4.2	113	1540	23.6	4.5	115	2507	21.0	7.3	103
	QUINTILE 5	36144	3542	14.3	9.8	66	898	14.3	2.5	66	883	13.5	2.4	63	1761	14.7	4.9	68
RADIO-MID-DAY	TERCILE 1	45037	7136	28.8	15.8	107	1828	29.1	4.1	108	1885	28.9	4.2	107	3423	28.7	7.6	107
	TERCILE 2	44819	6750	27.3	15.1	102	1710	27.2	3.8	102	1804	27.6	4.0	103	3236	27.1	7.2	101
	TERCILE 3	77872	10881	43.9	14.0	95	2749	43.7	3.5	94	2844	43.5	3.7	94	5288	44.3	6.8	95
RADIO-TOTAL	QUINTILE 1	33763	5822	23.5	17.2	117	1444	23.0	4.3	114	1520	23.3	4.5	116	2858	23.9	8.5	119
	QUINTILE 2	33240	5034	20.3	15.1	103	1275	20.3	3.8	102	1428	21.9	4.3	110	2331	19.5	7.0	98
	QUINTILE 3	33408	5473	22.1	16.4	111	1599	25.4	4.8	128	1383	21.2	4.1	106	2491	20.9	7.5	105
	QUINTILE 4	34792	5131	20.7	14.7	100	1151	18.3	3.3	88	1230	18.8	3.5	91	2750	23.0	7.9	111
	QUINTILE 5	32524	3307	13.4	10.2	69	818	13.0	2.5	67	972	14.9	3.0	77	1517	12.7	4.7	65
TV-PRIME TIME	QUINTILE 1	33090	4387	17.7	13.3	90	1199	19.1	3.6	97	1157	17.7	3.5	90	2031	17.0	6.1	86
	QUINTILE 2	33357	5153	20.8	15.4	105	1432	22.8	4.3	115	1214	18.6	3.6	93	2507	21.0	7.5	106
	QUINTILE 3	33980	5639	22.8	16.6	112	1337	21.3	3.9	105	1488	22.8	4.4	112	2814	23.6	8.3	116
	QUINTILE 4	33854	5226	21.1	15.4	105	1360	21.6	4.0	107	1324	20.3	3.9	100	2541	21.3	7.5	105
	QUINTILE 5	33444	4363	17.6	13.0	88	960	15.3	2.9	77	1349	20.7	4.0	104	2054	17.2	6.1	86
TV-DAYTIME	TERCILE 1	49121	5081	20.5	10.3	70	1352	21.5	2.8	73	1396	21.4	2.8	73	2333	19.5	4.7	67
	TERCILE 2	48823	6885	27.8	14.1	96	2036	32.4	4.2	111	1729	26.5	3.5	91	3119	26.1	6.4	90
	TERCILE 3	69782	12801	51.7	18.3	124	2899	46.1	4.2	111	3407	52.2	4.9	125	6495	54.4	9.3	131
TV-TOTAL	QUINTILE 1	33584	4344	17.5	12.9	88	1383	22.0	4.1	110	1142	17.5	3.4	87	1819	15.2	5.4	76
	QUINTILE 2	33441	4196	16.9	12.5	85	1001	15.9	3.0	80	1167	17.9	3.5	90	2028	17.0	6.1	85
	QUINTILE 3	33505	5266	21.3	15.7	106	1488	23.7	4.4	118	1159	17.7	3.5	89	2619	21.9	7.8	110
	QUINTILE 4	33466	6053	24.4	18.1	122	1250	19.9	3.7	100	1862	28.5	5.6	143	2942	24.6	8.8	123
	QUINTILE 5	33731	4909	19.8	14.6	99	1167	18.6	3.5	92	1202	18.4	3.6	92	2540	21.3	7.5	106
MAGAZINES-NEWSPAPERS: DUAL		44503	9050	36.5	20.3	138	2182	34.7	4.9	131	2447	37.5	5.5	141	4421	37.0	9.9	139
MAGAZINE IMPERATIVE		39363	6209	25.1	15.8	107	1361	21.6	3.5	92	1653	25.3	4.2	108	3195	26.7	8.1	114
NEWSPAPER IMPERATIVE		46441	5587	22.6	12.0	81	1527	24.3	3.3	88	1456	22.3	3.1	81	2603	21.8	5.6	79
MAGAZINES-OUTDOOR: DUAL		33726	6715	27.1	19.9	135	1337	21.3	4.0	106	1791	27.4	5.3	136	3587	30.0	10.6	149
MAGAZINE IMPERATIVE		52846	8555	34.5	16.2	110	2340	37.2	4.4	118	2223	34.0	4.2	108	3992	33.4	7.6	106
OUTDOOR IMPERATIVE		52140	6874	27.8	13.2	89	1845	29.3	3.5	94	1798	27.5	3.4	89	3230	27.0	6.2	87
MAGAZINES-RADIO: DUAL		37081	7228	29.2	19.5	132	1647	26.2	4.4	118	2000	30.6	5.4	138	3580	30.0	9.7	136
MAGAZINE IMPERATIVE		49747	8313	33.6	16.7	113	2011	32.0	4.0	108	2199	33.7	4.4	114	4103	34.3	8.2	116
RADIO IMPERATIVE		49208	6326	25.5	12.9	87	1791	28.5	3.6	97	1643	25.2	3.3	86	2892	24.2	5.9	83
MAGAZINES-TELEVISION: DUAL		33103	5421	21.9	16.4	111	1473	23.4	4.4	119	1307	20.0	3.9	101	2640	22.1	8.0	112
MAGAZINE IMPERATIVE		54575	10459	42.2	19.2	130	2354	37.4	4.3	115	2771	42.4	5.1	130	5334	44.6	9.8	137
TELEVISION IMPERATIVE		53249	5441	22.0	10.2	69	1649	26.2	3.1	83	1430	21.9	2.7	69	2362	19.8	4.4	62
NEWSPAPERS-OUTDOOR: DUAL		36255	6693	27.0	18.5	125	1453	23.1	4.0	107	1846	28.3	5.1	131	3394	28.4	9.4	131
NEWSPAPER IMPERATIVE		55591	8138	32.9	14.6	99	2404	38.2	4.3	115	2115	32.4	3.8	98	3619	30.3	6.5	91
OUTDOOR IMPERATIVE		48319	7051	28.5	14.6	99	1637	26.0	3.4	90	1784	27.3	3.7	95	3630	30.4	7.5	105
NEWSPAPERS-RADIO: DUAL		37242	6771	27.3	18.2	123	1837	29.2	4.9	132	1836	28.1	4.9	127	3099	25.9	8.3	117
NEWSPAPER IMPERATIVE		54423	8399	33.9	15.4	105	2016	32.1	3.7	99	2315	35.4	4.3	109	4069	34.1	7.5	105
RADIO IMPERATIVE		46650	6644	26.8	14.2	96	1657	26.4	3.6	95	1734	26.5	3.7	95	3253	27.2	7.0	98
NEWSPAPERS-TELEVISION: DUAL		35974	5447	22.0	15.1	103	1430	22.7	4.0	106	1449	22.2	4.0	103	2568	21.5	7.1	100
NEWSPAPER IMPERATIVE		56095	10012	40.4	17.8	121	2422	38.5	4.3	115	2714	41.5	4.8	124	4876	40.8	8.7	122
TELEVISION IMPERATIVE		47170	5420	21.9	11.5	78	1611	25.6	3.4	91	1250	19.1	2.6	68	2559	21.4	5.4	76
OUTDOOR-RADIO: DUAL		33748	5456	22.0	16.2	109	1248	19.8	3.7	99	1601	24.5	4.7	122	2607	21.8	7.7	108
OUTDOOR IMPERATIVE		52785	8324	33.6	15.8	107	1894	30.1	3.6	96	2087	32.0	4.0	102	4343	36.4	8.2	116
RADIO IMPERATIVE		52882	8093	32.7	15.3	104	2371	37.7	4.5	120	2080	31.8	3.9	101	3642	30.5	6.9	97
OUTDOOR-TELEVISION: DUAL		32030	5008	20.2	15.6	106	1192	19.0	3.7	99	1328	20.3	4.1	106	2489	20.8	7.8	109
OUTDOOR IMPERATIVE		54626	9791	39.5	17.9	121	2114	33.6	3.9	103	2628	40.2	4.8	124	5049	42.3	9.2	130
TELEVISION IMPERATIVE		54874	6444	26.0	11.7	80	2097	33.3	3.8	102	1606	24.6	2.9	75	2741	22.9	5.0	70
RADIO-TELEVISION: DUAL		33386	5151	20.8	15.4	104	1527	24.3	4.6	122	1399	21.4	4.2	108	2225	18.6	6.7	94
RADIO IMPERATIVE		53810	9346	37.7	17.4	118	2279	36.2	4.2	113	2487	38.1	4.6	119	4580	38.3	8.5	119
TELEVISION IMPERATIVE		54023	6333	25.6	11.7	79	1686	26.8	3.1	83	1653	25.3	3.1	79	2995	25.1	5.5	78

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	24767	100.0	14.8	100	6288	100.0	3.7	100	6532	100.0	3.9	100	11947	100.0	7.1	100
ATLANTIC MONTHLY	867	309	1.2	35.6	241	**79	1.3	9.1	243	**96	1.5	11.1	284	**134	1.1	15.5	217
BARRON'S	1580	596	2.4	37.7	255	**126	2.0	8.0	213	*275	4.2	17.4	447	*195	1.6	12.3	173
BETTER HOMES & GARDENS	22203	2677	10.8	12.1	82	543	8.6	2.4	65	631	9.7	2.8	73	1503	12.6	6.8	95
BON APPETIT	3810	871	3.5	22.9	155	*186	3.0	4.9	130	284	4.3	7.5	191	402	3.4	10.6	148
BUSINESS WEEK	4663	1312	5.3	28.1	191	402	6.4	8.6	230	299	4.6	6.4	165	611	5.1	13.1	184
CAR AND DRIVER	3102	1008	4.1	32.5	220	*316	5.0	10.2	272	*236	3.6	7.6	195	456	3.8	14.7	206
CBS MAGAZINE NETWORK (GROSS)	7311	2421	9.8	33.1	224	637	10.1	8.7	232	681	10.4	9.3	239	1104	9.2	15.1	212
CHANGING TIMES	3400	674	2.7	19.8	134	**136	2.2	4.0	107	*239	3.7	7.0	180	299	2.5	8.8	123
COLONIAL HOMES	1796	381	1.5	21.2	144	**65	1.0	3.6	97	**161	2.5	9.0	230	*155	1.3	8.6	121
CONDE NAST MAG. PKG. (GROSS)	19924	3692	14.9	18.5	125	777	12.4	3.9	104	1206	18.5	6.1	155	1708	14.3	8.6	120
CONSUMERS DIGEST	3125	666	2.7	21.3	144	*158	2.5	5.1	135	*215	3.3	6.9	177	294	2.5	9.4	132
COSMOPOLITAN	10577	1784	7.2	16.9	114	399	6.3	3.8	101	410	6.3	3.9	100	974	8.2	9.2	129
COUNTRY LIVING	3746	610	2.5	16.3	110	**109	1.7	2.9	78	*198	3.0	5.3	136	303	2.5	8.1	114
CUISINE	2214	544	2.2	24.6	166	**84	1.3	3.8	101	*144	2.2	6.5	167	315	2.6	14.2	200
CYCLE WORLD	2394	632	2.6	26.4	179	**153	2.4	6.4	170	**119	1.8	5.0	128	*360	3.0	15.0	211
DCI:CREATIVE IDEAS FOR LIV	3068	382	1.5	12.5	84	**68	1.1	2.2	59	**146	2.2	4.8	122	*168	1.4	5.5	77
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1166	4.7	12.2	83	*175	2.8	1.8	49	293	4.5	3.1	79	697	5.8	7.3	102
DISCOVER	2277	528	2.1	23.2	157	*122	1.9	5.4	143	**138	2.1	6.1	156	*268	2.2	11.8	165
EBONY	7187	1131	4.6	15.7	107	443	7.0	6.2	164	308	4.7	4.3	110	381	3.2	5.3	74
ESQUIRE	2560	554	2.2	21.6	147	*109	1.7	4.3	114	*217	3.3	8.5	218	227	1.9	8.9	124
ESSENCE	3242	503	2.0	15.5	105	*176	2.8	5.4	145	*134	2.1	4.1	106	*193	1.6	6.0	84
FAMILY CIRCLE	19639	2008	8.1	10.2	69	389	6.2	2.0	53	454	7.0	2.3	59	1165	9.8	5.9	83
THE FAMILY HANDYMAN	3540	600	2.4	16.9	115	**108	1.7	3.1	81	*171	2.6	4.8	124	321	2.7	9.1	127
FAMILY WEEKLY	23924	3191	12.9	13.3	90	729	11.6	3.0	81	947	14.5	4.0	102	1515	12.7	6.3	89
FIELD & STREAM	9883	1660	6.7	16.8	114	290	4.6	2.9	78	444	6.8	4.5	115	926	7.8	9.4	132
FOOD & WINE	1030	396	1.6	38.4	260	**83	1.3	8.1	215	*174	2.7	16.9	434	*138	1.2	13.4	188
FORBES	2679	879	3.5	32.8	222	**162	2.6	6.0	161	277	4.2	10.3	265	440	3.7	16.4	231
FORTUNE	2931	951	3.8	32.4	220	*199	3.2	6.8	181	268	4.1	9.1	235	484	4.1	16.5	232
GENTLEMEN'S QUARTERLY	3481	1193	4.8	34.3	232	402	6.4	11.5	308	260	4.0	7.5	192	531	4.4	15.3	214
GLAMOUR	7163	1260	5.1	17.6	119	*217	3.5	3.0	81	383	5.9	5.3	137	660	5.5	9.2	129
GOLF DIGEST	2355	533	2.2	22.6	153	**137	2.2	5.8	155	*161	2.5	6.8	176	235	2.0	10.0	140
GOLF DIGEST/TENNIS (GROSS)	3610	988	4.0	27.4	185	*266	4.2	7.4	197	324	5.0	9.0	230	398	3.3	11.0	155
GOLF MAGAZINE	2046	544	2.2	26.6	180	**133	2.1	6.5	173	*156	2.4	7.6	196	256	2.1	12.5	176
GOLF MAGAZINE/SKI (GROSS)	3547	962	3.9	27.1	184	*238	3.8	6.7	179	320	4.9	9.0	232	404	3.4	11.4	160
GOOD HOUSEKEEPING	20353	1988	8.0	9.8	66	406	6.5	2.0	53	465	7.1	2.3	59	1118	9.4	5.5	77
HARPER'S BAZAAR	3362	708	2.9	21.1	143	*143	2.3	4.3	113	*209	3.2	6.2	160	*356	3.0	10.6	149
HEALTH	2987	496	2.0	16.6	112	**100	1.6	3.3	89	**229	3.5	7.7	197	*167	1.4	5.6	78
HEARST MAG CORP. BUY (GROSS)	67928	10477	42.3	15.4	104	2211	35.2	3.3	87	2857	43.7	4.2	108	5408	45.3	8.0	112
HEARST MAN POWER (GROSS)	11282	2522	10.2	22.4	151	582	9.3	5.2	138	658	10.1	5.8	150	1282	10.7	11.4	160
HEARST WOMAN POWER (GROSS)	40514	4849	19.6	12.0	81	983	15.6	2.4	65	1230	18.8	3.0	78	2637	22.1	6.5	91
HOUSE BEAUTIFUL	4885	808	3.3	16.5	112	*231	3.7	4.7	126	*210	3.2	4.3	110	367	3.1	7.5	105
INC.	1308	477	1.9	36.5	247	**136	2.2	10.4	277	**144	2.2	11.0	283	*197	1.6	15.1	211
JET	6498	1055	4.3	16.2	110	433	6.9	6.7	178	297	4.5	4.6	117	325	2.7	5.0	70
LADIES' HOME JOURNAL	14797	1654	6.7	11.2	76	*340	5.4	2.3	61	417	6.4	2.8	72	897	7.5	6.1	85
LHJ FAMILY GRP COMBO(GROSS)	21743	2717	11.0	12.5	85	570	9.1	2.6	70	840	12.9	3.9	99	1307	10.9	6.0	84
LIFE	9881	2117	8.5	21.4	145	568	9.0	5.7	153	512	7.8	5.2	133	1037	8.7	10.5	147
L.A. TIMES HOME MAGAZINE	2775	831	3.4	29.9	203	*143	2.3	5.2	137	228	3.5	8.2	211	459	3.8	16.5	232
MADEMOISELLE	4219	803	3.2	19.0	129	**135	2.1	3.2	85	*310	4.7	7.3	189	358	3.0	8.5	119
MC CALL'S	16422	1730	7.0	10.5	71	354	5.6	2.2	57	444	6.8	2.7	69	932	7.8	5.7	80
MC CALL'S/WRK MOTHER (GROSS)	17919	1992	8.0	11.1	75	407	6.5	2.3	61	559	8.6	3.1	80	1025	8.6	5.7	80
MECHANIX ILLUSTRATED	4433	816	3.3	18.4	125	*155	2.5	3.5	93	*183	2.8	4.1	106	479	4.0	10.8	152
METROPOLITAN HOME	1504	409	1.7	27.2	184	**64	1.0	4.3	114	*166	2.5	11.0	283	*179	1.5	11.9	167
MONEY	4723	1337	5.4	28.3	192	*246	3.9	5.2	139	428	6.6	9.1	233	663	5.5	14.0	197
MOTHER EARTH NEWS	2325	545	2.2	23.4	159	**133	2.1	5.7	153	*151	2.3	6.5	167	*261	2.2	11.2	158
MS.	1189	294	1.2	24.7	167	**44	0.7	3.7	99	*126	1.9	10.6	272	**123	1.0	10.3	145
NATIONAL ENQUIRER	18892	2256	9.1	11.9	81	511	8.1	2.7	72	776	11.9	4.1	105	969	8.1	5.1	72
NATIONAL GEOGRAPHIC	22129	4891	19.7	22.1	150	952	15.1	4.3	115	1411	21.6	6.4	164	2528	21.2	11.4	160
NATIONAL SUNDAY MAGAZINE PKG	103750	17078	69.0	16.5	111	4266	67.8	4.1	110	4611	70.6	4.4	114	8201	68.6	7.9	111
NATURAL HISTORY	1379	475	1.9	34.4	233	**117	1.9	8.5	226	**161	2.5	11.7	300	*196	1.6	14.2	200
NEW WOMAN	2289	387	1.6	16.9	114	**85	1.4	3.7	99	**93	1.4	4.1	104	*209	1.7	9.1	128
NEW YORK INCLUDING CUE	1088	394	1.6	36.2	245	**54	0.9	5.0	132	*170	2.6	15.6	401	*169	1.4	15.5	218
THE NEW YORKER	2459	834	3.4	33.9	230	*130	2.1	5.3	141	299	4.6	12.2	312	405	3.4	16.5	231
NEWSWEEK	16527	4085	16.5	24.7	167	996	15.8	6.0	161	1031	15.8	6.2	160	2058	17.2	12.5	175
THE N.Y. TIMES DAILY EDITION	2739	820	3.3	29.9	203	263	4.2	9.6	256	240	3.7	8.8	225	317	2.7	11.6	162
THE N.Y. TIMES MAGAZINE	4443	1357	5.5	30.5	207	365	5.8	8.2	219	388	5.9	8.7	224	604	5.1	13.6	191
OMNI	2799	983	4.0	35.1	238	*193	3.1	6.9	184	*344	5.3	12.3	316	445	3.7	15.9	223
ON CABLE	2209	408	1.6	18.5	125	**78	1.2	3.5	94	**87	1.3	3.9	101	*243	2.0	11.0	154
1001 HOME IDEAS	3959	567	2.3	14.3	97	**130	2.1	3.3	88	*194	3.0	4.9	126	*243	2.0	6.1	86
ORGANIC GARDENING	3111	368	1.5	11.8	80	**57	0.9	1.8	49	*198	3.0	6.4	163	*113	0.9	3.6	51
OUTDOOR LIFE	5024	768	3.1	15.3	104	*190	3.0	3.8	101	*199	3.0	4.0	102	379	3.2	7.5	106
PARADE MAGAZINE	51292	8914	36.0	17.4	118	2319	36.9	4.5	121	2232	34.2	4.4	112	4363	36.5	8.5	119

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	24767	100.0	14.8	100	6288	100.0	3.7	100	6532	100.0	3.9	100	11947	100.0	7.1	100
PARENTS	5298	939	3.8	17.7	120	*214	3.4	4.0	108	*227	3.5	4.3	110	499	4.2	9.4	132
PENTHOUSE	5129	1661	6.7	32.4	219	539	8.6	10.5	280	438	6.7	8.5	219	685	5.7	13.4	188
PEOPLE	21070	3975	16.0	18.9	128	1029	16.4	4.9	130	1025	15.7	4.9	125	1921	16.1	9.1	128
PLAYBOY	10562	3050	12.3	28.9	196	783	12.5	7.4	198	888	13.6	8.4	216	1380	11.6	13.1	183
POPULAR HOT RODDING	2498	552	2.2	22.1	150	*245	3.9	9.8	262	**110	1.7	4.4	113	*197	1.6	7.9	111
POPULAR MECHANICS	5887	1284	5.2	21.8	148	331	5.3	5.6	150	338	5.2	5.7	147	616	5.2	10.5	147
POPULAR SCIENCE	4317	1048	4.2	24.3	164	*288	4.6	6.7	178	*200	3.1	4.6	119	560	4.7	13.0	182
PREVENTION	5792	678	2.7	11.7	79	**86	1.4	1.5	40	*211	3.2	3.6	94	381	3.2	6.6	92
PSYCHOLOGY TODAY	3284	843	3.4	25.7	174	*252	4.0	7.7	205	*280	4.3	8.5	219	311	2.6	9.5	133
READER'S DIGEST	40046	5079	20.5	12.7	86	1301	20.7	3.2	87	1199	18.4	3.0	77	2579	21.6	6.4	90
REDBOOK	9584	1077	4.3	11.2	76	*178	2.8	1.9	50	354	5.4	3.7	95	545	4.6	5.7	80
ROAD & TRACK	2590	846	3.4	32.7	221	*260	4.1	10.0	268	*239	3.7	9.2	237	347	2.9	13.4	188
ROLLING STONE	3302	1435	5.8	43.5	294	431	6.9	13.1	348	*289	4.4	8.8	225	715	6.0	21.7	304
RUNNER'S WORLD	1229	383	1.5	31.2	211	**44	0.7	3.6	95	**148	2.3	12.0	309	*192	1.6	15.6	219
SATURDAY EVENING POST	2110	314	1.3	14.9	101	**34	0.5	1.6	43	**133	2.0	6.3	162	*146	1.2	6.9	97
SCIENCE 84	1543	377	1.5	24.4	165	**51	0.8	3.3	88	**127	1.9	8.2	211	*199	1.7	12.9	181
SCIENCE DIGEST	1747	463	1.9	26.5	179	**112	1.8	6.4	171	*107	1.6	6.1	157	*244	2.0	14.0	196
SCIENTIFIC AMERICAN	1994	756	3.1	37.9	257	*183	2.9	9.2	245	*197	3.0	9.9	254	376	3.1	18.9	265
SELF	3119	618	2.5	19.8	134	**183	2.9	5.9	157	*214	3.3	6.9	176	*221	1.8	7.1	99
SEVENTEEN	3923	673	2.7	17.2	116	**146	2.3	3.7	99	*253	3.9	6.4	166	*273	2.3	7.0	98
SKI	1501	418	1.7	27.8	189	**106	1.7	7.1	188	*164	2.5	10.9	281	*148	1.2	9.9	138
SMITHSONIAN	5976	1739	7.0	29.1	197	415	6.6	6.9	185	598	9.2	10.0	257	726	6.1	12.1	171
SOAP OPERA DIGEST	4228	568	2.3	13.4	91	*161	2.6	3.8	102	*166	2.5	3.9	101	*241	2.0	5.7	80
SOUTHERN LIVING	6488	784	3.2	12.1	82	**107	1.7	1.6	44	*147	2.3	2.3	58	529	4.4	8.2	114
SPORT	3500	901	3.6	25.7	174	*208	3.3	5.9	159	*372	5.7	10.6	273	321	2.7	9.2	129
THE SPORTING NEWS	2456	693	2.8	28.2	191	*206	3.3	8.4	224	**203	3.1	8.3	212	*284	2.4	11.6	162
SPORTS AFIELD	3648	775	3.1	21.2	144	**140	2.2	3.8	102	**213	3.3	5.8	150	423	3.5	11.6	163
SPORTS ILLUSTRATED	14484	3727	15.0	25.7	174	1014	16.1	7.0	187	1069	16.4	7.4	190	1644	13.8	11.4	159
STAR	12661	1706	6.9	13.5	91	488	7.8	3.9	103	558	8.5	4.4	113	660	5.5	5.2	73
SUNDAY	52799	9108	36.8	17.3	117	2324	37.0	4.4	117	2416	37.0	4.6	117	4369	36.6	8.3	116
SUNSET	3513	907	3.7	25.8	175	**186	3.0	5.3	141	*259	4.0	7.4	189	462	3.9	13.2	185
TV GUIDE	42766	6469	26.1	15.1	102	1693	26.9	4.0	106	1611	24.7	3.8	97	3165	26.5	7.4	104
TENNIS	1254	456	1.8	36.4	246	**129	2.1	10.3	274	*164	2.5	13.1	336	**163	1.4	13.0	182
TIME	22054	5231	21.1	23.7	161	1294	20.6	5.9	157	1454	22.3	6.6	169	2483	20.8	11.3	158
TOWN & COUNTRY	1555	380	1.5	24.4	165	**55	0.9	3.5	94	*117	1.8	7.5	193	*208	1.7	13.4	188
TRAVEL & LEISURE	2173	596	2.4	27.4	186	*180	2.9	8.3	221	*141	2.2	6.5	167	275	2.3	12.7	178
TRUE STORY	4636	476	1.9	10.3	70	*137	2.2	3.0	79	*212	3.2	4.6	117	**127	1.1	2.7	38
U.S.NEWS & WORLD REPORT	10353	1945	7.9	18.8	127	390	6.2	3.8	100	575	8.8	5.6	143	980	8.2	9.5	133
USA TODAY	4994	1261	5.1	25.3	171	286	4.5	5.7	153	395	6.0	7.9	203	580	4.9	11.6	163
US	3528	760	3.1	21.5	146	*194	3.1	5.5	147	*224	3.4	6.3	163	342	2.9	9.7	136
VOGUE	5424	1011	4.1	18.6	126	*242	3.8	4.5	119	299	4.6	5.5	142	470	3.9	8.7	122
WALL STREET JOURNAL	6292	1746	7.0	27.7	188	460	7.3	7.3	195	595	9.1	9.5	243	691	5.8	11.0	154
WEIGHT WATCHERS	2762	340	1.4	12.3	83	**21	0.3	0.8	20	**85	1.3	3.1	79	*234	2.0	8.5	119
WOMAN'S DAY	16320	1727	7.0	10.6	72	366	5.8	2.2	60	482	7.4	3.0	76	879	7.4	5.4	76
WORKING MOTHER	1496	*262	1.1	17.5	119	**53	0.8	3.5	95	**116	1.8	7.8	199	**93	0.8	6.2	87
WORKING WOMAN	1851	436	1.8	23.6	160	**80	1.3	4.3	115	*182	2.8	9.8	252	*174	1.5	9.4	132
WORLD TENNIS	580	*243	1.0	41.9	284	**99	1.6	17.1	455	**79	1.2	13.6	350	**65	0.5	11.2	157
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3715	15.0	29.9	203	1126	17.9	9.1	242	935	14.3	7.5	193	1654	13.8	13.3	187
BLAIR INSERTS	91671	15984	64.5	17.4	118	3920	62.3	4.3	114	4334	66.4	4.7	121	7730	64.7	8.4	118
DAILY NEWSPAPERS																	
READ ANY	109190	16970	68.5	15.5	105	4274	68.0	3.9	104	4570	70.0	4.2	107	8127	68.0	7.4	104
READ ONE	89587	13065	52.8	14.6	99	3340	53.1	3.7	99	3441	52.7	3.8	99	6284	52.6	7.0	98
READ TWO OR MORE	19602	3905	15.8	19.9	135	934	14.9	4.8	127	1129	17.3	5.8	148	1842	15.4	9.4	132
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	18011	72.7	16.4	111	4494	71.5	4.1	109	4833	74.0	4.4	113	8685	72.7	7.9	111
READ ONE	95074	14826	59.9	15.6	106	3784	60.2	4.0	106	3865	59.2	4.1	104	7178	60.1	7.5	106
READ TWO OR MORE	14588	3185	12.9	21.8	148	710	11.3	4.9	130	968	14.8	6.6	170	1507	12.6	10.3	145
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.00				28.60				30.87				34.40			
30 DAY REACH	149706	22740	91.8	15.2	103	5748	91.4	3.8	102	6046	92.6	4.0	104	10946	91.6	7.3	103
50 SHWG - 30 DAY AV FREQ	15.16	16.58				14.83				15.81				17.94			
30 DAY REACH	142406	21972	88.7	15.4	104	5539	88.1	3.9	104	5895	90.2	4.1	106	10539	88.2	7.4	104
25 SHWG - 30 DAY AV FREQ	8.23	8.98				8.08				8.62				9.65			
30 DAY REACH	131152	20300	82.0	15.5	105	5095	81.0	3.9	104	5387	82.5	4.1	105	9818	82.2	7.5	105
CABLE TV: HOME WIRED	66879	9810	39.6	14.7	99	2202	35.0	3.3	88	2431	37.2	3.6	93	5177	43.3	7.7	109
HOME NOT WIRED	100848	14957	60.4	14.8	100	4086	65.0	4.1	108	4101	62.8	4.1	104	6770	56.7	6.7	94
HAVE PAY CABLE	35024	6091	24.6	17.4	118	1310	20.8	3.7	100	1400	21.4	4.0	103	3382	28.3	9.7	136

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	IND
TOTAL ADULTS	167727	24767	100.0	14.8	100	6288	100.0	3.7	100	6532	100.0	3.9	100	11947	100.0	7.1	10
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	15517	62.7	16.2	110	3919	62.3	4.1	109	3974	60.8	4.2	107	7625	63.8	8.0	11
10:00 AM - 3:00 PM	63599	9944	40.2	15.6	106	2503	39.8	3.9	105	2664	40.8	4.2	108	4777	40.0	7.5	10
3:00 PM - 7:00 PM	72097	12520	50.6	17.4	118	3037	48.3	4.2	112	3424	52.4	4.7	122	6060	50.7	8.4	11
7:00 PM - MIDNIGHT	36670	6582	26.6	17.9	122	1704	27.1	4.6	124	1814	27.8	4.9	127	3064	25.6	8.4	11
MIDNIGHT - 6:00 AM	21908	3964	16.0	18.1	123	996	15.8	4.5	121	953	14.6	4.4	112	2015	16.9	9.2	12
6:00 AM - MIDNIGHT	127571	20512	82.8	16.1	109	5108	81.2	4.0	107	5480	83.9	4.3	110	9924	83.1	7.8	10
ENTIRE DAY	129239	20704	83.6	16.0	108	5170	82.2	4.0	107	5518	84.5	4.3	110	10017	83.8	7.8	10
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	5540	22.4	16.3	110	1353	21.5	4.0	106	1447	22.2	4.3	109	2740	22.9	8.1	11
ALL NEWS	6062	1383	5.6	22.8	155	433	6.9	7.1	191	335	5.1	5.5	142	615	5.1	10.1	14
AOR/PROGRESSIVE	11884	3196	12.9	26.9	182	810	12.9	6.8	182	921	14.1	7.7	199	1466	12.3	12.3	17
BEAUTIFUL MUSIC	11180	·1679	6.8	15.0	102	477	7.6	4.3	114	394	6.0	3.5	90	808	6.8	7.2	10
BLACK	4538	614	2.5	13.5	92	*238	3.8	5.2	140	*189	2.9	4.2	107	*187	1.6	4.1	5
CLASSICAL	3857	1056	4.3	27.4	185	268	4.3	6.9	185	392	6.0	10.2	261	396	3.3	10.3	14
CHR/ROCK	21946	4298	17.4	19.6	133	1085	17.3	4.9	132	961	14.7	4.4	112	2252	18.8	10.3	14
COUNTRY	27262	3113	12.6	11.4	77	676	10.8	2.5	66	829	12.7	3.0	78	1609	13.5	5.9	8
GOLDEN OLDIES	3339	608	2.5	18.2	123	*212	3.4	6.3	169	**114	1.7	3.4	88	283	2.4	8.5	11
MOR/NOSTALGIA	10346	1673	6.8	16.2	110	415	6.6	4.0	107	490	7.5	4.7	122	769	6.4	7.4	10
NEWS/TALK	8929	1267	5.1	14.2	96	343	5.5	3.8	102	301	4.6	3.4	87	623	5.2	7.0	9
RELIGIOUS	5488	625	2.5	11.4	77	**147	2.3	2.7	71	*175	2.7	3.2	82	303	2.5	5.5	7
SOFT ROCK	1232	*194	0.8	15.7	107	**37	0.6	3.0	80	**45	0.7	3.7	94	**112	0.9	9.1	12
URBAN CONTEMPORARY	3184	720	2.9	22.6	153	316	5.0	9.9	265	*248	3.8	7.8	200	*156	1.3	4.9	6
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	944	3.8	13.7	93	259	4.1	3.7	100	*278	4.3	4.0	103	407	3.4	5.9	8
ABC DIRECTION	5212	922	3.7	17.7	120	278	4.4	5.3	142	217	3.3	4.2	107	427	3.6	8.2	11
ABC ENTERTAINMENT	10385	1249	5.0	12.0	81	*274	4.4	2.6	70	326	5.0	3.1	81	649	5.4	6.2	8
ABC FM	4762	809	3.3	17.0	115	*282	4.5	5.9	158	*172	2.6	3.6	93	355	3.0	7.5	10
ABC INFORMATION	11339	1359	5.5	12.0	81	289	4.6	2.5	68	371	5.7	3.3	84	699	5.9	6.2	8
ABC ROCK	4878	1213	4.9	24.9	168	*317	5.0	6.5	173	355	5.4	7.3	187	541	4.5	11.1	15
CBS	10709	1699	6.9	15.9	107	491	7.8	4.6	122	351	5.4	3.3	84	857	7.2	8.0	11
MUTUAL	10251	1563	6.3	15.2	103	412	6.6	4.0	107	459	7.0	4.5	115	692	5.8	6.8	9
NBC	12243	1754	7.1	14.3	97	421	6.7	3.4	92	492	7.5	4.0	103	841	7.0	6.9	9
RADIORADIO	4606	888	3.6	19.3	131	317	5.0	6.9	184	*197	3.0	4.3	110	374	3.1	8.1	11
RKO ONE	5148	919	3.7	17.9	121	*285	4.5	5.5	148	*200	3.1	3.9	100	434	3.6	8.4	11
RKO TWO	7313	1127	4.6	15.4	104	328	5.2	4.5	120	*254	3.9	3.5	89	544	4.6	7.4	10
THE SOURCE	5981	1290	5.2	21.6	146	317	5.0	5.3	141	320	4.9	5.4	137	653	5.5	10.9	15
NON-WIRED : BLAIR	19329	2713	11.0	14.0	95	755	12.0	3.9	104	554	8.5	2.9	74	1403	11.7	7.3	10
INTERNET	27139	5342	21.6	19.7	133	1431	22.8	5.3	141	1541	23.6	5.7	146	2369	19.8	8.7	12
KATZ RADIO GROUP	36319	6613	26.7	18.2	123	1837	29.2	5.1	135	1555	23.8	4.3	110	3221	27.0	8.9	12
SUPERNET	22361	3720	15.0	16.6	113	960	15.3	4.3	115	1106	16.9	4.9	127	1653	13.8	7.4	10
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1588	6.4	10.9	74	410	6.5	2.8	75	386	5.9	2.7	68	791	6.6	5.4	7
WKDAY 9:00 AM - 1:00 PM	18688	1880	7.6	10.1	68	555	8.8	3.0	79	460	7.0	2.5	63	864	7.2	4.6	6
WKDAY 1:00 PM - 4:30 PM	24061	2347	9.5	9.8	66	643	10.2	2.7	71	633	9.7	2.6	68	1071	9.0	4.5	6
WKDAY 4:30 PM - 7:30 PM	44079	5909	23.9	13.4	91	1647	26.2	3.7	100	1561	23.9	3.5	91	2702	22.6	6.1	8
WKDAY 7:30 PM - 8:00 PM	61979	8254	33.3	13.3	90	2329	37.0	3.8	100	2122	32.5	3.4	88	3803	31.8	6.1	8
WKDAY 11:00 PM - 11:30 PM	49084	7059	28.5	14.4	97	2083	33.1	4.2	113	1621	24.8	3.3	85	3355	28.1	6.8	9
WKDAY 11:30 PM - 1:00 AM	16560	2492	10.1	15.0	102	802	12.8	4.8	129	585	9.0	3.5	91	1104	9.2	6.7	9
M-SAT 8-11 PM+SUN 7-11 PM	66967	9635	38.9	14.4	97	2535	40.3	3.8	101	2448	37.5	3.7	94	4653	38.9	6.9	9
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1032	4.2	11.1	75	279	4.4	3.0	80	213	3.3	2.3	59	540	4.5	5.8	8
ANOTHER WORLD N	6138	385	1.6	6.3	42	138	2.2	2.2	60	*111	1.7	1.8	46	136	1.1	2.2	3
AS THE WORLD TURNS C	7707	629	2.5	8.2	55	*85	1.4	1.1	29	*195	3.0	2.5	65	349	2.9	4.5	6
CAPITOL C	4688	481	1.9	10.3	69	*97	1.5	2.1	55	*157	2.4	3.3	86	227	1.9	4.8	6
CBS MORN. NEWS 1 C	2792	251	1.0	9.0	61	*64	1.0	2.3	61	*67	1.0	2.4	62	120	1.0	4.3	6
CBS MORN. NEWS 2 C	2071	175	0.7	8.5	57	*36	0.6	1.7	46	**30	0.5	1.4	37	108	0.9	5.2	7
DAYS OF OUR LIVES N	8018	679	2.7	8.5	57	195	3.1	2.4	65	166	2.5	2.1	53	317	2.7	4.0	5
FACTS OF LIFE - DAYTIME N	3487	351	1.4	10.1	68	*85	1.4	2.4	65	*104	1.6	3.0	77	162	1.4	4.6	6
FAMILY FEUD A	4817	462	1.9	9.6	65	107	1.7	2.2	59	99	1.5	2.1	53	257	2.2	5.3	7
GENERAL HOSPITAL A	8333	788	3.2	9.5	64	236	3.8	2.8	76	192	2.9	2.3	59	360	3.0	4.3	6
GOOD MORNING, AMERICA-730 A	5472	497	2.0	9.1	62	*115	1.8	2.1	56	98	1.5	1.8	46	283	2.4	5.2	7
GOOD MORNING, AMERICA-830 A	3965	312	1.3	7.9	53	*80	1.3	2.0	54	*65	1.0	1.6	42	167	1.4	4.2	5
GUIDING LIGHT C	7542	766	3.1	10.2	69	110	1.7	1.5	39	*237	3.6	3.1	81	419	3.5	5.6	7
ONE LIFE TO LIVE A	6018	555	2.2	9.2	62	174	2.8	2.9	77	130	2.0	2.2	55	250	2.1	4.2	5
PRESS YOUR LUCK C	3589	367	1.5	10.2	69	*132	2.1	3.7	98	*65	1.0	1.8	47	170	1.4	4.7	6
PRICE IS RIGHT 1 C	7418	597	2.4	8.0	55	197	3.1	2.7	71	175	2.7	2.4	61	225	1.9	3.0	4
PRICE IS RIGHT 2 C	8276	679	2.7	8.2	56	194	3.1	2.3	63	204	3.1	2.5	63	280	2.3	3.4	4
RYAN'S HOPE A	4358	467	1.9	10.7	73	*171	2.7	3.9	105	*92	1.4	2.1	54	204	1.7	4.7	6
SALE OF THE CENTURY N	3749	331	1.3	8.8	60	140	2.2	3.7	100	*76	1.2	2.0	52	115	1.0	3.1	4
SEARCH FOR TOMORROW N	2884	234	0.9	8.1	55	*111	1.8	3.8	103	**35	0.5	1.2	31	*87	0.7	3.0	4
TODAY SHOW 1 N	4869	548	2.2	11.3	76	122	1.9	2.5	67	190	2.9	3.9	100	235	2.0	4.8	6
TODAY SHOW 2 N	4135	354	1.4	8.6	58	*140	2.2	3.4	90	*97	1.5	2.3	60	117	1.0	2.8	4
$25,000 PYRAMID C	4361	354	1.4	8.1	55	108	1.7	2.5	66	*81	1.2	1.9	48	164	1.4	3.8	5
WHEEL OF FORTUNE N	6187	498	2.0	8.0	55	177	2.8	2.9	76	*91	1.4	1.5	38	230	1.9	3.7	5
YOUNG AND THE RESTLESS C	8186	762	3.1	9.3	63	158	2.5	1.9	51	286	4.4	3.5	90	318	2.7	3.9	5
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	875	3.5	18.5	125	239	3.8	5.1	135	234	3.6	5.0	127	402	3.4	8.5	11
NBA PLAYOFF GAME -1 C	5127	1030	4.2	20.1	136	274	4.4	5.3	143	258	3.9	5.0	129	498	4.2	9.7	13
NBC MAJOR LEAGUE PRE-GAME N	3945	517	2.1	13.1	89	*162	2.6	4.1	110	*151	2.3	3.8	98	*204	1.7	5.2	7
SPORTSWORLD - SUN N	3370	570	2.3	16.9	115	*139	2.2	4.1	110	*195	3.0	5.8	149	236	2.0	7.0	9
SUNDAY MORNING C	4200	646	2.6	15.4	104	237	3.8	5.6	151	*179	2.7	4.3	109	231	1.9	5.5	7

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	24767	100.0	14.8	100	6288	100.0	3.7	100	6532	100.0	3.9	100	11947	100.0	7.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	6381	25.8	12.2	83	1719	27.3	3.3	88	1613	24.7	3.1	79	3050	25.5	5.8	82
NETWORK AFFILIATES - LATE		39164	5218	21.1	13.3	90	1464	23.3	3.7	100	1231	18.8	3.1	81	2523	21.1	6.4	90
INDEPENDENTS - LATE		5133	1051	4.2	20.5	139	302	4.8	5.9	157	241	3.7	4.7	121	508	4.3	9.9	139
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3235	13.1	14.2	96	960	15.3	4.2	112	862	13.2	3.8	97	1413	11.8	6.2	87
ABC MONDAY NIGHT MOVIE	A	11258	1497	6.0	13.3	90	420	6.7	3.7	100	310	4.7	2.8	71	767	6.4	6.8	96
ABC SUNDAY NIGHT MOVIE	A	23600	3588	14.5	15.2	103	830	13.2	3.5	94	945	14.5	4.0	103	1812	15.2	7.7	108
ABC WORLD NEWS TONIGHT	A	12801	1578	6.4	12.3	83	356	5.7	2.8	74	342	5.2	2.7	69	880	7.4	6.9	97
AFTERMASH	C	10966	1338	5.4	12.2	83	370	5.9	3.4	90	*268	4.1	2.4	63	700	5.9	6.4	90
ALICE	C	17050	1996	8.1	11.7	79	553	8.8	3.2	87	391	6.0	2.3	59	1051	8.8	6.2	87
AMERICAN PARADE	C	11998	1249	5.0	10.4	70	301	4.8	2.5	67	237	3.6	2.0	51	711	6.0	5.9	83
BENSON	A	19258	2326	9.4	12.1	82	677	10.8	3.5	94	589	9.0	3.1	79	1060	8.9	5.5	77
BLUE THUNDER	A	11478	1654	6.7	14.4	98	516	8.2	4.5	120	515	7.9	4.5	115	623	5.2	5.4	76
CAGNEY & LACEY	C	18263	2479	10.0	13.6	92	710	11.3	3.9	104	653	10.0	3.6	92	1116	9.3	6.1	86
CBS EVENING NEWS-DEAN	C	7733	1010	4.1	13.1	88	321	5.1	4.2	111	*200	3.1	2.6	66	489	4.1	6.3	89
CBS EVENING NEWS-RATHER	C	15653	2203	8.9	14.1	95	564	9.0	3.6	96	679	10.4	4.3	111	960	8.0	6.1	86
CBS SAT. NEWS-SCHIEFFER	C	8744	1165	4.7	13.3	90	322	5.1	3.7	98	270	4.1	3.1	79	573	4.8	6.6	92
CBS SATURDAY NIGHT MOVIE	C	12000	1753	7.1	14.6	99	397	6.3	3.3	88	450	6.9	3.8	96	906	7.6	7.5	106
CBS WEDNESDAY NIGHT MOVIE	C	11522	1630	6.6	14.1	96	402	6.4	3.5	93	406	6.2	3.5	90	822	6.9	7.1	100
CHEERS	N	16818	3035	12.3	18.0	122	704	11.2	4.2	112	749	11.5	4.5	114	1582	13.2	9.4	132
DALLAS	C	37510	4243	17.1	11.3	77	1169	18.6	3.1	83	997	15.3	2.7	68	2076	17.4	5.5	78
DIFF'RENT STROKES	N	11258	1103	4.5	9.8	66	312	5.0	2.8	74	287	4.4	2.5	65	504	4.2	4.5	63
DOUBLE TROUBLE	N	12248	1714	6.9	14.0	95	593	9.4	4.8	129	336	5.1	2.7	70	784	6.6	6.4	90
DUCK FACTORY	N	11100	1810	7.3	16.3	110	403	6.4	3.6	97	440	6.7	4.0	102	967	8.1	8.7	122
DUKES OF HAZZARD	C	12353	1350	5.5	10.9	74	352	5.6	2.8	76	307	4.7	2.5	64	691	5.8	5.6	79
DYNASTY	A	33279	4164	16.8	12.5	85	1084	17.2	3.3	87	1155	17.7	3.5	89	1925	16.1	5.8	81
FACTS OF LIFE	N	13410	1635	6.6	12.2	83	459	7.3	3.4	91	280	4.3	2.1	54	896	7.5	6.7	94
FALCON CREST	C	31093	3574	14.4	11.5	78	967	15.4	3.1	83	908	13.9	2.9	75	1699	14.2	5.5	77
FALL GUY	A	18649	2553	10.3	13.7	93	707	11.2	3.8	101	701	10.7	3.8	97	1145	9.6	6.1	86
FAMILY TIES	N	13101	1614	6.5	12.3	83	441	7.0	3.4	90	354	5.4	2.7	69	819	6.9	6.3	88
FANTASY ISLAND	A	13069	1713	6.9	13.1	89	469	7.5	3.6	96	511	7.8	3.9	100	733	6.1	5.6	79
FOULUPS,BLEEPS & BLUNDERS	A	16588	2404	9.7	14.5	98	699	11.1	4.2	112	581	8.9	3.5	90	1124	9.4	6.8	95
FOUR SEASONS	C	9302	1143	4.6	12.3	83	365	5.8	3.9	105	*218	3.3	2.3	60	561	4.7	6.0	85
GIMME A BREAK	N	13955	1419	5.7	10.2	69	444	7.1	3.2	85	338	5.2	2.4	62	637	5.3	4.6	64
HART TO HART	A	15735	1912	7.7	12.2	82	440	7.0	2.8	75	511	7.8	3.2	83	960	8.0	6.1	86
HILL STREET BLUES	N	18257	3386	13.7	18.5	126	870	13.8	4.8	127	898	13.7	4.9	126	1618	13.5	8.9	124
HOTEL	A	24236	2765	11.2	11.4	77	673	10.7	2.8	74	847	13.0	3.5	90	1245	10.4	5.1	72
JEFFERSONS	C	17010	2006	8.1	11.8	80	558	8.9	3.3	88	419	6.4	2.5	63	1030	8.6	6.1	85
JENNIFER SLEPT HERE	N	9397	1063	4.3	11.3	77	266	4.2	2.8	76	*218	3.3	2.3	60	578	4.8	6.2	86
KATE & ALLIE	C	16762	2304	9.3	13.7	93	585	9.3	3.5	93	537	8.2	3.2	82	1181	9.9	7.0	99
KNIGHT RIDER	N	13164	1777	7.2	13.5	91	459	7.3	3.5	93	528	8.1	4.0	103	790	6.6	6.0	84
LOVE BOAT	A	20400	2356	9.5	11.5	78	525	8.3	2.6	69	637	9.8	3.1	80	1194	10.0	5.9	82
MAGNUM PI	C	22543	3009	12.1	13.3	90	743	11.8	3.3	88	828	12.7	3.7	94	1438	12.0	6.4	90
MAMA'S FAMILY	N	9852	952	3.8	9.7	65	274	4.4	2.8	74	*224	3.4	2.3	58	453	3.8	4.6	65
MASTER, THE	N	8082	1347	5.4	16.7	113	309	4.9	3.8	102	494	7.6	6.1	157	543	4.5	6.7	94
MATT HOUSTON	A	12881	1894	7.6	14.7	100	455	7.2	3.5	94	548	8.4	4.3	109	891	7.5	6.9	97
NBC MONDAY NIGHT MOVIE	N	23889	3776	15.2	15.8	107	765	12.2	3.2	85	1025	15.7	4.3	110	1986	16.6	8.3	117
NBC NIGHTLY NEWS	N	11156	1390	5.6	12.5	84	459	7.3	4.1	110	274	4.2	2.5	63	658	5.5	5.9	83
NBC NIGHTLY NEWS-SAT	N	7363	904	3.7	12.3	83	269	4.3	3.7	97	226	3.5	3.1	79	408	3.4	5.5	78
NBC NIGHTLY NEWS-SUN	N	6214	883	3.6	14.2	96	*186	3.0	3.0	80	215	3.3	3.5	89	482	4.0	7.8	109
NBC SUNDAY NIGHT MOVIE	N	17590	3127	12.6	17.8	120	838	13.3	4.8	127	927	14.2	5.3	135	1361	11.4	7.7	109
NEWHART	C	16740	2269	9.2	13.6	92	595	9.5	3.6	95	507	7.8	3.0	78	1168	9.8	7.0	98
ONE DAY AT A TIME	C	11820	1333	5.4	11.3	76	336	5.3	2.8	76	341	5.2	2.9	74	656	5.5	5.5	78
PEOPLE ARE FUNNY	N	9138	971	3.9	10.6	72	329	5.2	3.6	96	*235	3.6	2.6	66	407	3.4	4.5	63
REAL PEOPLE	N	15979	1918	7.7	12.0	81	499	7.9	3.1	83	401	6.1	2.5	64	1019	8.5	6.4	90
REMINGTON STEELE	N	14395	2043	8.2	14.2	96	636	10.1	4.4	118	474	7.3	3.3	85	933	7.8	6.5	91
RIPLEY'S BELIEVE IT - NOT	A	11362	1943	7.8	17.1	116	401	6.4	3.5	94	481	7.4	4.2	109	1061	8.9	9.3	131
RIPTIDE	N	13920	1721	6.9	12.4	84	484	7.7	3.5	93	508	7.8	3.6	94	729	6.1	5.2	74
SCARECROW & MRS. KING	C	17571	2255	9.1	12.8	87	512	8.1	2.9	78	560	8.6	3.2	82	1183	9.9	6.7	95
SIMON & SIMON	C	20208	2509	10.1	12.4	84	686	10.9	3.4	91	664	10.2	3.3	84	1159	9.7	5.7	81
60 MINUTES	C	27668	3990	16.1	14.4	98	1285	20.4	4.6	124	959	14.7	3.5	89	1745	14.6	6.3	89
ST. ELSEWHERE	N	13699	2268	9.2	16.6	112	541	8.6	3.9	105	451	6.9	3.3	85	1276	10.7	9.3	131
THREE'S COMPANY	A	20632	3075	12.4	14.9	101	884	14.1	4.3	114	717	11.0	3.5	89	1473	12.3	7.1	100
T.J. HOOKER	A	17136	2073	8.4	12.1	82	525	8.3	3.1	82	649	9.9	3.8	97	899	7.5	5.2	74
TONIGHT SHOW	N	4963	775	3.1	15.6	106	233	3.7	4.7	125	169	2.6	3.4	87	372	3.1	7.5	105
TRAPPER JOHN, M.D.	C	16332	1738	7.0	10.6	72	509	8.1	3.1	83	325	5.0	2.0	51	904	7.6	5.5	78
TV BLOOPERS & PRAC. JOKES	N	18881	2695	10.9	14.3	97	598	9.5	3.2	84	667	10.2	3.5	91	1430	12.0	7.6	106
20/20	A	18315	2226	9.0	12.2	82	504	8.0	2.8	73	488	7.5	2.7	68	1235	10.3	6.7	95
WEBSTER	A	18722	2224	9.0	11.9	80	650	10.3	3.5	93	531	8.1	2.8	73	1043	8.7	5.6	78
WORLD NEWS - SUN	A	5327	754	3.0	14.2	96	*180	2.9	3.4	90	*199	3.0	3.7	96	376	3.1	7.1	99
YELLOW ROSE	N	8370	782	3.2	9.3	63	248	3.9	3.0	79	*150	2.3	1.8	46	385	3.2	4.6	65
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4321	17.4	16.7	113	1105	17.6	4.3	114	1462	22.4	5.7	145	1753	14.7	6.8	95
BASKETBALL - COLLEGE GAMES		14468	3008	12.1	20.8	141	748	11.9	5.2	138	750	11.5	5.2	133	1510	12.6	10.4	147
BASKETBALL - PRO GAMES		12124	2449	9.9	20.2	137	636	10.1	5.2	140	803	12.3	6.6	170	1010	8.5	8.3	117
BOWLING		9412	1056	4.3	11.2	76	*380	6.0	4.0	108	*290	4.4	3.1	79	*386	3.2	4.1	58
BOXING		15409	3089	12.5	20.0	136	842	13.4	5.5	146	747	11.4	4.8	124	1500	12.6	9.7	137
FOOTBALL - COLLEGE GAMES		21400	4092	16.5	19.1	129	1076	17.1	5.0	134	1166	17.9	5.4	140	1849	15.5	8.6	121
FOOTBALL - PRO GAMES		35944	7408	29.9	20.6	140	1868	29.7	5.2	139	2114	32.4	5.9	151	3426	28.7	9.5	134
GOLF		9759	1798	7.3	18.4	125	*524	8.3	5.4	143	*526	8.1	5.4	138	749	6.3	7.7	108
POST-SEASON COLL. FOOTBALL		18123	4173	16.8	23.0	156	1093	17.4	6.0	161	1066	16.3	5.9	151	2013	16.8	11.1	156
POST-SEASON PRO FOOTBALL		22091	4747	19.2	21.5	146	1150	18.3	5.2	139	1299	19.9	5.9	151	2299	19.2	10.4	146
TENNIS		6764	1397	5.6	20.7	140	*428	6.8	6.3	169	*323	4.9	4.8	123	646	5.4	9.6	134
WRESTLING - PROFESSIONAL		9695	1128	4.6	11.6	79	*274	4.4	2.8	75	*369	5.6	3.8	98	486	4.1	5.0	70

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	16705	100.0	21.1	100	4558	100.0	5.8	100	4467	100.0	5.6	100	7680	100.0	9.7	100
HOUSEHOLD HEADS	66405	12584	75.3	19.0	90	3287	72.1	4.9	86	3169	70.9	4.8	85	6128	79.8	9.2	95
18 - 24	13945	4366	26.1	31.3	149	1179	25.9	8.5	147	1308	29.3	9.4	166	1880	24.5	13.5	139
25 - 34	19334	5349	32.0	27.7	131	1568	34.4	8.1	141	1435	32.1	7.4	132	2346	30.5	12.1	125
35 - 44	14196	2963	17.7	20.9	99	725	15.9	5.1	89	721	16.1	5.1	90	1517	19.8	10.7	110
45 - 54	10896	1943	11.6	17.8	85	506	11.1	4.6	81	491	11.0	4.5	80	947	12.3	8.7	90
55 - 64	10378	1364	8.2	13.1	62	*352	7.7	3.4	59	*337	7.5	3.2	58	675	8.8	6.5	67
65 OR OLDER	10514	720	4.3	6.8	32	*229	5.0	2.2	38	*176	3.9	1.7	30	315	4.1	3.0	31
18 - 34	33279	9715	58.2	29.2	139	2746	60.2	8.3	143	2743	61.4	8.2	146	4226	55.0	12.7	131
18 - 49	52904	13609	81.5	25.7	122	3719	81.6	7.0	122	3733	83.6	7.1	125	6157	80.2	11.6	120
25 - 54	44426	10255	61.4	23.1	110	2798	61.4	6.3	110	2647	59.3	6.0	106	4810	62.6	10.8	112
35 - 49	19625	3894	23.3	19.8	94	973	21.3	5.0	86	990	22.2	5.0	90	1931	25.1	9.8	102
50 OR OLDER	26359	3096	18.5	11.7	56	839	18.4	3.2	55	734	16.4	2.8	49	1523	19.8	5.8	60
GRADUATED COLLEGE	15982	4963	29.7	31.1	147	1154	25.3	7.2	126	1458	32.6	9.1	162	2352	30.6	14.7	152
ATTENDED COLLEGE	13629	4090	24.5	30.0	142	1170	25.7	8.6	149	966	21.6	7.1	126	1954	25.4	14.3	148
GRADUATED HIGH SCHOOL	28591	4985	29.8	17.4	83	1385	30.4	4.8	84	1355	30.3	4.7	84	2246	29.2	7.9	81
DID NOT GRADUATE HIGH SCHOOL	21061	2667	16.0	12.7	60	849	18.6	4.0	70	*689	15.4	3.3	58	1129	14.7	5.4	55
EMPLOYED FULL-TIME	52316	12100	72.4	23.1	110	3139	68.9	6.0	104	3285	73.5	6.3	111	5676	73.9	10.8	112
EMPLOYED PART-TIME	4113	1116	6.7	27.1	129	*408	9.0	9.9	173	**339	7.6	8.2	146	*369	4.8	9.0	93
NOT EMPLOYED	22834	3489	20.9	15.3	73	1011	22.2	4.4	77	844	18.9	3.7	66	1635	21.3	7.2	74
PROFESSIONAL/MANAGER	15034	4288	25.7	28.5	135	1022	22.4	6.8	118	1263	28.3	8.4	149	2003	26.1	13.3	138
TECH/CLERICAL/SALES	11255	3066	18.4	27.2	129	844	18.5	7.5	130	676	15.1	6.0	107	1547	20.1	13.7	142
PRECISION/CRAFT	11607	2456	14.7	21.2	100	732	16.1	6.3	110	677	15.2	5.8	103	1048	13.6	9.0	93
OTHER EMPLOYED	18534	3406	20.4	18.4	87	950	20.8	5.1	89	1008	22.6	5.4	97	1448	18.9	7.8	81
SINGLE	19562	6569	39.3	33.6	159	2013	44.2	10.3	179	1953	43.7	10.0	177	2603	33.9	13.3	137
MARRIED	51896	8669	51.9	16.7	79	2044	44.8	3.9	68	2067	46.3	4.0	71	4558	59.3	8.8	91
DIVORCED/SEPARATED/WIDOWED	7804	1467	8.8	18.8	89	501	11.0	6.4	112	*447	10.0	5.7	102	519	6.8	6.7	69
PARENTS	25372	4865	29.1	19.2	91	1134	24.9	4.5	78	1182	26.5	4.7	83	2549	33.2	10.0	104
WHITE	69658	14586	87.3	20.9	99	3701	81.2	5.3	92	3954	88.5	5.7	101	6931	90.2	10.0	103
BLACK	7909	1594	9.5	20.2	96	609	13.4	7.7	134	*424	9.5	5.4	95	561	7.3	7.1	73
OTHER	1696	*525	3.1	31.0	147	**248	5.4	14.6	254	**89	2.0	5.2	93	**188	2.4	11.1	114
NORTHEAST-CENSUS	17202	4635	27.7	26.9	128	1308	28.7	7.6	132	1406	31.5	8.2	145	1921	25.0	11.2	115
NORTH CENTRAL	20461	3557	21.3	17.4	82	694	15.2	3.4	59	880	19.7	4.3	76	1983	25.8	9.7	100
SOUTH	26695	4300	25.7	16.1	76	1315	28.9	4.9	86	1021	22.9	3.8	68	1965	25.6	7.4	76
WEST	14906	4213	25.2	28.3	134	1240	27.2	8.3	145	1161	26.0	7.8	138	1812	23.6	12.2	125
NORTHEAST-MKTG.	17962	4978	29.8	27.7	131	1416	31.1	7.9	137	1432	32.1	8.0	141	2130	27.7	11.9	122
EAST CENTRAL	11741	1858	11.1	15.8	75	387	8.5	3.3	57	*525	11.8	4.5	79	946	12.3	8.1	83
WEST CENTRAL	13518	2513	15.0	18.6	88	*491	10.8	3.6	63	552	12.4	4.1	72	1471	19.2	10.9	112
SOUTH	23168	3598	21.5	15.5	74	1126	24.7	4.9	85	876	19.6	3.8	67	1596	20.8	6.9	71
PACIFIC	12874	3759	22.5	29.2	139	1139	25.0	8.8	154	1083	24.2	8.4	149	1537	20.0	11.9	123
COUNTY SIZE A	32596	9466	56.7	29.0	138	2917	64.0	8.9	156	2809	62.9	8.6	153	3741	48.7	11.5	118
COUNTY SIZE B	23814	4549	27.2	19.1	91	975	21.4	4.1	71	1082	24.2	4.5	81	2492	32.4	10.5	108
COUNTY SIZE C	12663	1866	11.2	14.7	70	*489	10.7	3.9	67	*389	8.7	3.1	55	988	12.9	7.8	81
COUNTY SIZE D	10190	824	4.9	8.1	38	**177	3.9	1.7	30	**187	4.2	1.8	33	*460	6.0	4.5	47
METRO CENTRAL CITY	23190	6189	37.0	26.7	127	2046	44.9	8.8	153	1734	38.8	7.5	133	2409	31.4	10.4	107
METRO SUBURBAN	36920	8217	49.2	22.3	106	2056	45.1	5.6	97	2143	48.0	5.8	103	4018	52.3	10.9	112
NON METRO	19152	2299	13.8	12.0	57	*455	10.0	2.4	41	*591	13.2	3.1	55	1253	16.3	6.5	68
TOP 5 ADI'S	18703	5881	35.2	31.4	149	1915	42.0	10.2	178	1796	40.2	9.6	170	2170	28.3	11.6	120
TOP 10 ADI'S	26158	7789	46.6	29.8	141	2569	56.4	9.8	171	2238	50.1	8.6	152	2983	38.8	11.4	118
TOP 20 ADI'S	36612	10152	60.8	27.7	132	3197	70.1	8.7	152	2837	63.5	7.7	137	4119	53.6	11.3	116
HSHLD INC. $50,000 OR MORE	9326	2892	17.3	31.0	147	746	16.4	8.0	139	909	20.3	9.7	173	1237	16.1	13.3	137
$40,000 OR MORE	18002	5230	31.3	29.1	138	1172	25.7	6.5	113	1746	39.1	9.7	172	2312	30.1	12.8	133
$30,000 OR MORE	31361	8316	49.8	26.5	126	1888	41.4	6.0	105	2549	57.1	8.1	144	3879	50.5	12.4	128
$25,000 OR MORE	39856	10131	60.6	25.4	121	2224	48.8	5.6	97	3028	67.8	7.6	135	4879	63.5	12.2	126
$20,000 - $24,999	8664	1688	10.1	19.5	92	*713	15.6	8.2	143	*286	6.4	3.3	59	689	9.0	8.0	82
$15,000 - $19,999	7964	1407	8.4	17.7	84	534	11.7	6.7	117	*255	5.7	3.2	57	619	8.1	7.8	80
$10,000 - $14,999	11093	1710	10.2	15.4	73	445	9.8	4.0	70	*486	10.9	4.4	78	778	10.1	7.0	72
UNDER $10,000	11683	1769	10.6	15.1	72	642	14.1	5.5	96	*412	9.2	3.5	63	715	9.3	6.1	63
HOUSEHOLD OF 1 PERSON	7453	1821	10.9	24.4	116	652	14.3	8.7	152	449	10.1	6.0	107	720	9.4	9.7	100
2 PEOPLE	24757	4255	25.5	17.2	82	1061	23.3	4.3	75	1099	24.6	4.4	79	2096	27.3	8.5	87
3 OR 4 PEOPLE	32682	7797	46.7	23.9	113	1907	41.8	5.8	101	2102	47.1	6.4	114	3788	49.3	11.6	120
5 OR MORE PEOPLE	14370	2832	17.0	19.7	94	938	20.6	6.5	114	*818	18.3	5.7	101	1076	14.0	7.5	77
NO CHILD IN HSHLD	46768	10162	60.8	21.7	103	2944	64.6	6.3	109	2797	62.6	6.0	106	4422	57.6	9.5	98
CHILD(REN) UNDER 2 YRS	4799	1235	7.4	25.7	122	*377	8.3	7.9	137	**161	3.6	3.4	60	697	9.1	14.5	150
2 - 5 YEARS	11125	2307	13.8	20.7	98	*510	11.2	4.6	80	*488	10.9	4.4	78	1309	17.0	11.8	121
6 - 11 YEARS	14193	2437	14.6	17.2	81	571	12.5	4.0	70	640	14.3	4.5	80	1226	16.0	8.6	89
12 - 17 YEARS	17402	3330	19.9	19.1	91	830	18.2	4.8	83	948	21.2	5.4	97	1551	20.2	8.9	92
RESIDENCE OWNED	56398	10278	61.5	18.2	86	2320	50.9	4.1	72	2801	62.7	5.0	88	5157	67.1	9.1	94
VALUE: $50,000 OR MORE	34811	7696	46.1	22.1	105	1740	38.2	5.0	87	2209	49.5	6.3	113	3748	48.8	10.8	111
VALUE: UNDER $50,000	21587	2582	15.5	12.0	57	*580	12.7	2.7	47	*592	13.3	2.7	49	1410	18.4	6.5	67

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	16705	100.0	21.1	100	4558	100.0	5.8	100	4467	100.0	5.6	100	7680	100.0	9.7	100
MAGAZINES	QUINTILE 1	16033	4930	29.5	30.7	146	1259	27.6	7.9	137	1345	30.1	8.4	149	2327	30.3	14.5	150
	QUINTILE 2	15354	3721	22.3	24.2	115	936	20.5	6.1	106	1055	23.6	6.9	122	1730	22.5	11.3	116
	QUINTILE 3	15888	3117	18.7	19.6	93	924	20.3	5.8	101	730	16.3	4.6	82	1463	19.0	9.2	95
	QUINTILE 4	17310	3057	18.3	17.7	84	775	17.0	4.5	78	805	18.0	4.7	83	1477	19.2	8.5	88
	QUINTILE 5	14677	1880	11.3	12.8	61	663	14.5	4.5	79	533	11.9	3.6	64	684	8.9	4.7	48
NEWSPAPERS	QUINTILE 1	15277	4050	24.2	26.5	126	1089	23.9	7.1	124	1184	26.5	7.8	138	1777	23.1	11.6	120
	QUINTILE 2	22745	5066	30.3	22.3	106	1398	30.7	6.1	107	1452	32.5	6.4	113	2216	28.9	9.7	101
	QUINTILE 3	10692	2316	13.9	21.7	103	554	12.2	5.2	90	*526	11.8	4.9	87	1236	16.1	11.6	119
	QUINTILE 4	11646	2380	14.2	20.4	97	569	12.5	4.9	85	*657	14.7	5.6	100	1154	15.0	9.9	102
	QUINTILE 5	18903	2894	17.3	15.3	73	948	20.8	5.0	87	648	14.5	3.4	61	1297	16.9	6.9	71
OUTDOOR	QUINTILE 1	16620	3965	23.7	23.9	113	872	19.1	5.2	91	1086	24.3	6.5	116	2008	26.1	12.1	125
	QUINTILE 2	16377	3795	22.7	23.2	110	913	20.0	5.6	97	1199	26.8	7.3	130	1683	21.9	10.3	106
	QUINTILE 3	15995	3294	19.7	20.6	98	1012	22.2	6.3	110	843	18.9	5.3	94	1439	18.7	9.0	93
	QUINTILE 4	15592	3024	18.1	19.4	92	1037	22.8	6.7	116	726	16.3	4.7	83	1261	16.4	8.1	83
	QUINTILE 5	14679	2627	15.7	17.9	85	724	15.9	4.9	86	615	13.8	4.2	74	1289	16.8	8.8	91
RADIO-DRIVE	QUINTILE 1	15746	3714	22.2	23.6	112	993	21.8	6.3	110	955	21.4	6.1	108	1767	23.0	11.2	116
TIME	QUINTILE 2	15067	3630	21.7	24.1	114	1194	26.2	7.9	138	805	18.0	5.3	95	1630	21.2	10.8	112
	QUINTILE 3	15631	3427	20.5	21.9	104	739	16.2	4.7	82	1126	25.2	7.2	128	1563	20.4	10.0	103
	QUINTILE 4	16245	3623	21.7	22.3	106	979	21.5	6.0	105	988	22.1	6.1	108	1656	21.6	10.2	105
	QUINTILE 5	16573	2311	13.8	13.9	66	653	14.3	3.9	69	594	13.3	3.6	64	1064	13.9	6.4	66
RADIO-MID-	TERCILE 1	21788	4960	29.7	22.8	108	1394	30.6	6.4	111	1305	29.2	6.0	106	2261	29.4	10.4	107
DAY	TERCILE 2	21151	4379	26.2	20.7	98	1192	26.2	5.6	98	1150	25.7	5.4	96	2038	26.5	9.6	99
	TERCILE 3	36323	7366	44.1	20.3	96	1971	43.2	5.4	94	2013	45.1	5.5	98	3382	44.0	9.3	96
RADIO-TOTAL	QUINTILE 1	15977	4059	24.3	25.4	121	1098	24.1	6.9	120	1073	24.0	6.7	119	1888	24.6	11.8	122
	QUINTILE 2	15923	3339	20.0	21.0	99	986	21.6	6.2	108	854	19.1	5.4	95	1498	19.5	9.4	97
	QUINTILE 3	14980	3689	22.1	24.6	117	1037	22.8	6.9	120	967	21.6	6.5	115	1686	22.0	11.3	116
	QUINTILE 4	17123	3437	20.6	20.1	95	843	18.5	4.9	86	867	19.4	5.1	90	1727	22.5	10.1	104
	QUINTILE 5	15260	2181	13.1	14.3	68	593	13.0	3.9	68	706	15.8	4.6	82	882	11.5	5.8	60
TV-PRIME	QUINTILE 1	15674	3105	18.6	19.8	94	871	19.1	5.6	97	864	19.3	5.5	98	1370	17.8	8.7	90
TIME	QUINTILE 2	15944	3428	20.5	21.5	102	962	21.1	6.0	105	822	18.4	5.2	91	1644	21.4	10.3	106
	QUINTILE 3	16037	3746	22.4	23.4	111	941	20.6	5.9	102	1038	23.2	6.5	115	1767	23.0	11.0	114
	QUINTILE 4	15412	3471	20.8	22.5	107	1077	23.6	7.0	122	941	21.1	6.1	108	1453	18.9	9.4	97
	QUINTILE 5	16194	2955	17.7	18.2	87	706	15.5	4.4	76	803	18.0	5.0	88	1447	18.8	8.9	92
TV-DAYTIME	TERCILE 1	19156	2958	17.7	15.4	73	807	17.7	4.2	73	840	18.8	4.4	78	1310	17.1	6.8	71
	TERCILE 2	19343	4066	24.3	21.0	100	1362	29.9	7.0	122	1087	24.3	5.6	100	1618	21.1	8.4	86
	TERCILE 3	40764	9681	58.0	23.7	113	2389	52.4	5.9	102	2540	56.9	6.2	111	4752	61.9	11.7	120
TV-TOTAL	QUINTILE 1	15844	3072	18.4	19.4	92	993	21.8	6.3	109	827	18.5	5.2	93	1252	16.3	7.9	82
	QUINTILE 2	15767	2859	17.1	18.1	86	759	16.7	4.8	84	838	18.8	5.3	94	1262	16.4	8.0	83
	QUINTILE 3	15775	3652	21.9	23.2	110	1102	24.2	7.0	121	863	19.3	5.5	97	1687	22.0	10.7	110
	QUINTILE 4	15903	3827	22.9	24.1	114	841	18.5	5.3	92	1196	26.8	7.5	133	1790	23.3	11.3	116
	QUINTILE 5	15974	3295	19.7	20.6	98	863	18.9	5.4	94	743	16.6	4.7	83	1689	22.0	10.6	109
MAGAZINES-NEWSPAPERS: DUAL		21225	6201	37.1	29.2	139	1624	35.6	7.7	133	1787	40.0	8.4	149	2790	36.3	13.1	136
MAGAZINE IMPERATIVE		17728	3935	23.6	22.2	105	969	21.3	5.5	95	959	21.5	5.4	96	2006	26.1	11.3	117
NEWSPAPER IMPERATIVE		22987	3975	23.8	17.3	82	1122	24.6	4.9	85	1050	23.5	4.6	81	1803	23.5	7.8	81
MAGAZINES-OUTDOOR: DUAL		16244	4502	27.0	27.7	132	985	21.6	6.1	105	1258	28.2	7.7	137	2260	29.4	13.9	144
MAGAZINE IMPERATIVE		24016	5692	34.1	23.7	112	1765	38.7	7.3	128	1386	31.0	5.8	102	2541	33.1	10.6	109
OUTDOOR IMPERATIVE		26020	4765	28.5	18.3	87	1311	28.8	5.0	88	1314	29.4	5.0	90	2140	27.9	8.2	85
MAGAZINES-RADIO: DUAL		16918	4680	28.0	27.7	131	1264	27.7	7.5	130	1137	25.5	6.7	119	2279	29.7	13.5	139
MAGAZINE IMPERATIVE		23456	5730	34.3	24.4	116	1475	32.4	6.3	109	1675	37.5	7.1	127	2580	33.6	11.0	114
RADIO IMPERATIVE		23900	4526	27.1	18.9	90	1244	27.3	5.2	91	1244	27.8	5.2	92	2038	26.5	8.5	88
MAGAZINES-TELEVISION: DUAL		15791	3757	22.5	23.8	113	1112	24.4	7.0	122	908	20.3	5.8	102	1738	22.6	11.0	114
MAGAZINE IMPERATIVE		25476	6959	41.7	27.3	130	1728	37.9	6.8	118	1818	40.7	7.1	127	3413	44.4	13.4	138
TELEVISION IMPERATIVE		25744	3928	23.5	15.3	72	1249	27.4	4.9	84	1111	24.9	4.3	77	1568	20.4	6.1	63
NEWSPAPERS-OUTDOOR: DUAL		17628	4388	26.3	24.9	118	1005	22.0	5.7	99	1309	29.3	7.4	132	2074	27.0	11.8	121
NEWSPAPER IMPERATIVE		26414	5771	34.5	21.8	104	1777	39.0	6.7	117	1497	33.5	5.7	101	2497	32.5	9.5	98
OUTDOOR IMPERATIVE		23059	4716	28.2	20.5	97	1185	26.0	5.1	89	1220	27.3	5.3	94	2311	30.1	10.0	103
NEWSPAPERS-RADIO: DUAL		17996	4731	28.3	26.3	125	1353	29.7	7.5	131	1298	29.1	7.2	128	2080	27.1	11.6	119
NEWSPAPER IMPERATIVE		26269	5762	34.5	21.9	104	1439	31.6	5.5	95	1734	38.8	6.6	117	2589	33.7	9.9	102
RADIO IMPERATIVE		21342	4405	26.4	20.6	98	1165	25.6	5.5	95	1058	23.7	5.0	88	2182	28.4	10.2	106
NEWSPAPERS-TELEVISION: DUAL		17359	3646	21.8	21.0	100	971	21.3	5.6	97	1071	24.0	6.2	109	1604	20.9	9.2	95
NEWSPAPER IMPERATIVE		26889	6964	41.7	25.9	123	1809	39.7	6.7	117	1924	43.1	7.2	127	3231	42.1	12.0	124
TELEVISION IMPERATIVE		21698	3740	22.4	17.2	82	1229	27.0	5.7	98	879	19.7	4.1	72	1633	21.3	7.5	78
OUTDOOR-RADIO: DUAL		16456	3650	21.8	22.2	105	926	20.3	5.6	98	1110	24.8	6.7	120	1614	21.0	9.8	101
OUTDOOR IMPERATIVE		25870	5598	33.5	21.6	103	1291	28.3	5.0	87	1558	34.9	6.0	107	2748	35.8	10.6	110
RADIO IMPERATIVE		23943	5461	32.7	22.8	108	1752	38.4	7.3	127	1306	29.2	5.5	97	2403	31.3	10.0	104
OUTDOOR-TELEVISION: DUAL		15918	3542	21.2	22.3	106	922	20.2	5.8	101	1061	23.8	6.7	118	1559	20.3	9.8	101
OUTDOOR IMPERATIVE		26398	6450	38.6	24.4	116	1464	32.1	5.5	96	1773	39.7	6.7	119	3213	41.8	12.2	126
TELEVISION IMPERATIVE		24851	4409	26.4	17.7	84	1534	33.7	6.2	107	1064	23.8	4.3	76	1811	23.6	7.3	75
RADIO-TELEVISION: DUAL		15584	3475	20.8	22.3	106	1073	23.5	6.9	120	916	20.5	5.9	104	1485	19.3	9.5	98
RADIO IMPERATIVE		25472	6295	37.7	24.7	117	1675	36.7	6.6	114	1651	37.0	6.5	115	2969	38.7	11.7	120
TELEVISION IMPERATIVE		25578	4450	26.6	17.4	83	1265	27.8	4.9	86	1298	29.1	5.1	90	1887	24.6	7.4	76

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES	79263	16705	100.0	21.1	100	4558	100.0	5.8	100	4467	100.0	5.6	100	7680	100.0	9.7	100
ATLANTIC MONTHLY	452	*251	1.5	55.5	263	**69	1.5	15.3	265	**84	1.9	18.6	330	**98	1.3	21.7	224
BARRON'S	1058	434	2.6	41.0	195	**108	2.4	10.2	178	*208	4.7	19.7	349	*119	1.5	11.2	116
BETTER HOMES & GARDENS	4773	1058	6.3	22.2	105	*231	5.1	4.8	84	*244	5.5	5.1	91	583	7.6	12.2	126
BON APPETIT	1037	460	2.8	44.4	210	*148	3.2	14.3	248	*130	2.9	12.5	222	*181	2.4	17.5	180
BUSINESS WEEK	3193	1027	6.1	32.2	153	375	8.2	11.7	204	*219	4.9	6.9	122	434	5.7	13.6	140
CAR AND DRIVER	2705	941	5.6	34.8	165	*306	6.7	11.3	197	*228	5.1	8.4	150	407	5.3	15.0	155
CBS MAGAZINE NETWORK (GROSS)	5678	2058	12.3	36.2	172	568	12.5	10.0	174	576	12.9	10.1	180	913	11.9	16.1	166
CHANGING TIMES	1847	477	2.9	25.8	123	**104	2.3	5.6	98	**182	4.1	9.9	175	*191	2.5	10.3	107
COLONIAL HOMES	492	*186	1.1	37.8	179	**33	0.7	6.7	117	**60	1.3	12.2	216	**92	1.2	18.7	193
CONDE NAST MAG. PKG. (GROSS)	2066	783	4.7	37.9	180	*231	5.1	11.2	194	*242	5.4	11.7	208	*310	4.0	15.0	155
CONSUMERS DIGEST	1719	528	3.2	30.7	146	**117	2.6	6.8	118	**177	4.0	10.3	183	*234	3.0	13.6	140
COSMOPOLITAN	1762	507	3.0	28.8	137	**140	3.1	7.9	138	*118	2.6	6.7	119	*249	3.2	14.1	146
COUNTRY LIVING	1110	*233	1.4	21.0	100	**32	0.7	2.9	50	**88	2.0	7.9	141	**114	1.5	10.3	106
CUISINE	660	287	1.7	43.5	206	**48	1.1	7.3	126	**85	1.9	12.9	229	*154	2.0	23.3	241
CYCLE WORLD	1924	536	3.2	27.9	132	**139	3.0	7.2	126	**107	2.4	5.6	99	*290	3.8	15.1	156
DCI:CREATIVE IDEAS FOR LIV	437	**155	0.9	35.5	168	**39	0.9	8.9	155	**54	1.2	12.4	219	**62	0.8	14.2	146
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	606	3.6	24.3	115	**114	2.5	4.6	80	**142	3.2	5.7	101	350	4.6	14.1	145
DISCOVER	1279	408	2.4	31.9	151	**99	2.2	7.7	135	**114	2.6	8.9	158	*195	2.5	15.2	157
EBONY	2898	714	4.3	24.6	117	*281	6.2	9.7	169	*190	4.3	6.6	116	*243	3.2	8.4	87
ESQUIRE	1384	423	2.5	30.6	145	**101	2.2	7.3	127	*160	3.6	11.6	205	*161	2.1	11,6	120
ESSENCE	850	*288	1.7	33.9	161	**83	1.8	9.8	170	**94	2.1	11.1	196	**110	1.4	12.9	134
FAMILY CIRCLE	2430	555	3.3	22.8	108	**138	3.0	5.7	99	**93	2.1	3.8	68	325	4.2	13.4	138
THE FAMILY HANDYMAN	2356	435	2.6	18.5	88	**90	2.0	3.8	66	**107	2.4	4.5	81	*239	3.1	10.1	105
FAMILY WEEKLY	11533	2198	13.2	19.1	90	580	12.7	5.0	87	661	14.8	5.7	102	958	12.5	8.3	86
FIELD & STREAM	7444	1398	8.4	18.8	89	*253	5.6	3.4	59	*393	8.8	5.3	94	752	9.8	10.1	104
FOOD & WINE	416	*263	1.6	63.2	300	**49	1.1	11.8	205	**148	3.3	35.6	631	**66	0.9	15.9	164
FORBES	1865	689	4.1	36.9	175	**148	3.2	7.9	138	*224	5.0	12.0	213	317	4.1	17.0	175
FORTUNE	1849	773	4.6	41.8	198	*190	4.2	10.3	179	*210	4.7	11.4	202	374	4.9	20.2	209
GENTLEMEN'S QUARTERLY	2284	955	5.7	41.8	198	*349	7.7	15.3	266	*199	4.5	8.7	155	407	5.3	17.8	184
GLAMOUR	538	**196	1.2	36.4	173	**48	1.1	8.9	155	**62	1.4	11.5	204	**87	1.1	16.2	167
GOLF DIGEST	1649	484	2.9	29.4	139	**133	2.9	8.1	140	*148	3.3	9.0	159	*203	2.6	12.3	127
GOLF DIGEST/TENNIS (GROSS)	2294	779	4.7	34.0	161	*234	5.1	10.2	177	*238	5.3	10.4	184	307	4.0	13.4	138
GOLF MAGAZINE	1577	488	2.9	30.9	147	**129	2.8	8.2	142	**134	3.0	8.5	151	*226	2.9	14.3	148
GOLF MAGAZINE/SKI (GROSS)	2487	827	5.0	33.3	158	*210	4.6	8.4	147	*285	6.4	11.5	203	331	4.3	13.3	137
GOOD HOUSEKEEPING	2569	463	2.8	18.0	86	**121	2.7	4.7	82	*128	2.9	5.0	88	*214	2.8	8.3	86
HARPER'S BAZAAR	431	**210	1.3	48.7	231	**58	1.3	13.5	234	**52	1.2	12.1	214	**101	1.3	23.4	242
HEALTH	788	*251	1.5	31.9	151	**59	1.3	7.5	130	**136	3.0	17.3	306	**56	0.7	7.1	73
HEARST MAG CORP. BUY (GROSS)	18781	4886	29.2	26.0	123	1157	25.4	6.2	107	1341	30.0	7.1	127	2388	31.1	12.7	131
HEARST MAN POWER (GROSS)	9169	2280	13.6	24.9	118	535	11.7	5.8	101	588	13.2	6.4	114	1157	15.1	12.6	130
HEARST WOMAN POWER (GROSS)	5452	1233	7.4	22.6	107	311	6.8	5.7	99	309	6.9	5.7	101	613	8.0	11.2	116
HOUSE BEAUTIFUL	1020	329	2.0	32.3	153	**115	2.5	11.3	196	**102	2.3	10.0	177	**112	1.5	11.0	113
INC.	993	402	2.4	40.5	192	**131	2.9	13.2	229	**130	2.9	13.1	232	*141	1.8	14.2	147
JET	2808	723	4.3	25.7	122	294	6.5	10.5	182	*210	4.7	7.5	133	*220	2.9	7.8	81
LADIES' HOME JOURNAL	1868	404	2.4	21.6	103	**120	2.6	6.4	112	**104	2.3	5.6	99	*180	2.3	9.6	99
LHJ FAMILY GRP COMBO(GROSS)	3582	917	5.5	25.6	121	*250	5.5	7.0	121	*342	7.7	9.5	169	325	4.2	9.1	94
LIFE	4817	1410	8.4	29.3	139	447	9.8	9.3	161	318	7.1	6.6	117	645	8.4	13.4	138
L.A. TIMES HOME MAGAZINE	1465	563	3.4	38.4	182	*130	2.9	8.9	154	*164	3.7	11.2	199	269	3.5	18.4	190
MADEMOISELLE	460	**174	1.0	37.8	179	**45	1.0	9.8	170	**58	1.3	12.6	224	**71	0.9	15.4	159
MC CALL'S	1764	434	2.6	24.6	117	**82	1.8	4.6	81	**96	2.1	5.4	97	*256	3.3	14.5	150
MC CALL'S/WRK MOTHER (GROSS)	2062	562	3.4	27.3	129	**106	2.3	5.1	89	**164	3.7	8.0	141	*291	3.8	14.1	146
MECHANIX ILLUSTRATED	3625	727	4.4	20.1	95	*151	3.3	4.2	72	**159	3.6	4.4	78	417	5.4	11.5	119
METROPOLITAN HOME	495	*179	1.1	36.2	172	**42	0.9	8.5	148	**66	1.5	13.3	237	**72	0.9	14.5	150
MONEY	3017	1024	6.1	33.9	161	*219	4.8	7.3	126	312	7.0	10.3	183	493	6.4	16.3	169
MOTHER EARTH NEWS	1203	366	2.2	30.4	144	**89	2.0	7.4	129	**94	2.1	7.8	139	*183	2.4	15.2	157
MS.	*257	**143	0.9	55.6	264	**41	0.9	16.0	277	**68	1.5	26.5	469	**33	0.4	12.8	133
NATIONAL ENQUIRER	6921	1298	7.8	18.8	89	259	5.7	3.7	65	424	9.5	6.1	109	615	8.0	8.9	92
NATIONAL GEOGRAPHIC	11626	3354	20.1	28.8	137	705	15.5	6.1	105	971	21.7	8.4	148	1678	21.8	14.4	149
NATIONAL SUNDAY MAGAZINE PKG	49424	11571	69.3	23.4	111	3138	68.8	6.3	110	3209	71.8	6.5	115	5224	68.0	10.6	109
NATURAL HISTORY	753	323	1.9	42.9	204	**86	1.9	11.4	199	**116	2.6	15.4	273	**121	1.6	16.1	166
NEW WOMAN	*296	**114	0.7	38.5	183	**29	0.6	9.8	170	**44	1.0	14.9	264	**41	0.5	13.9	143
NEW YORK INCLUDING CUE	541	267	1.6	49.4	234	**28	0.6	5.2	90	**107	2.4	19.8	351	*132	1.7	24.4	252
THE NEW YORKER	1078	503	3.0	46.7	221	**61	1.3	5.7	98	*147	3.3	13.6	242	*295	3.8	27.4	282
NEWSWEEK	9602	2922	17.5	30.4	144	831	18.2	8.7	150	716	16.0	7.5	132	1374	17.9	14.3	148
THE N.Y. TIMES DAILY EDITION	1376	607	3.6	44.1	209	*225	4.9	16.4	284	171	3.8	12.4	221	211	2.7	15.3	158
THE N.Y. TIMES MAGAZINE	2110	895	5.4	42.4	201	289	6.3	13.7	238	220	4.9	10.4	185	386	5.0	18.3	189
OMNI	1927	804	4.8	41.7	198	*180	3.9	9.3	162	*276	6.2	14.3	254	348	4.5	18.1	186
ON CABLE	911	297	1.8	32.6	155	**68	1.5	7.5	130	**62	1.4	6.8	121	*167	2.2	18.3	189
1001 HOME IDEAS	927	*261	1.6	28.2	134	**71	1.6	7.7	133	**102	2.3	11.0	195	**89	1.2	9.6	99
ORGANIC GARDENING	1430	*249	1.5	17.4	83	**40	0.9	2.8	49	**138	3.1	9.7	171	**71	0.9	5.0	51
OUTDOOR LIFE	4064	644	3.9	15.8	75	*142	3.1	3.5	61	**140	3.1	3.4	61	362	4.7	8.9	92
PARADE MAGAZINE	24538	6023	36.1	24.5	116	1690	37.1	6.9	120	1585	35.5	6.5	115	2748	35.8	11.2	116

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE - TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	16705	100.0	21.1	100	4558	100.0	5.8	100	4467	100.0	5.6	100	7680	100.0	9.7	100
PARENTS	1126	373	2.2	33.1	157	**101	2.2	9.0	156	**86	1.9	7.6	136	*187	2.4	16.6	171
PENTHOUSE	4157	1481	8.9	35.6	169	475	10.4	11.4	199	385	8.6	9.3	164	621	8.1	14.9	154
PEOPLE	7591	2225	13.3	29.3	139	655	14.4	8.6	150	553	12.4	7.3	129	1017	13.2	13.4	138
PLAYBOY	8379	2765	16.6	33.0	157	706	15.5	8.4	147	780	17.5	9.3	165	1279	16.7	15.3	158
POPULAR HOT RODDING	2110	495	3.0	23.5	111	*226	5.0	10.7	186	**106	2.4	5.0	89	*163	2.1	7.7	80
POPULAR MECHANICS	4850	1201	7.2	24.8	117	308	6.8	6.4	110	*315	7.1	6.5	115	577	7.5	11.9	123
POPULAR SCIENCE	3397	904	5.4	26.6	126	*270	5.9	7.9	138	*140	3.1	4.1	73	494	6.4	14.5	150
PREVENTION	1720	358	2.1	20.8	99	**54	1.2	3.1	55	**119	2.7	6.9	123	*185	2.4	10.8	111
PSYCHOLOGY TODAY	1344	570	3.4	42.4	201	*190	4.2	14.1	246	*207	4.6	15.4	273	*173	2.3	12.9	133
READER'S DIGEST	16016	2969	17.8	18.5	88	892	19.6	5.6	97	713	16.0	4.5	79	1364	17.8	8.5	88
REDBOOK	1121	*264	1.6	23.6	112	**50	1.1	4.5	78	**63	1.4	5.6	100	**150	2.0	13.4	138
ROAD & TRACK	2161	781	4.7	36.1	171	*245	5.4	11.3	197	*223	5.0	10.3	183	313	4.1	14.5	149
ROLLING STONE	1948	1083	6.5	55.6	264	*323	7.1	16.6	288	*258	5.8	13.2	235	503	6.5	25.8	266
RUNNER'S WORLD	899	*315	1.9	35.0	166	**44	1.0	4.9	85	**143	3.2	15.9	282	**128	1.7	14.2	147
SATURDAY EVENING POST	841	*158	0.9	18.8	89	**18	0.4	2.1	37	**91	2.0	10.8	192	**49	0.6	5.8	60
SCIENCE 84	841	276	1.7	32.8	156	**42	0.9	5.0	87	**75	1.7	8.9	158	*159	2.1	18.9	195
SCIENCE DIGEST	1194	365	2.2	30.6	145	**103	2.3	8.6	150	**84	1.9	7.0	125	*178	2.3	14.9	154
SCIENTIFIC AMERICAN	1379	584	3.5	42.3	201	**154	3.4	11.2	194	*141	3.2	10.2	181	289	3.8	21.0	216
SELF	436	**161	1.0	36.9	175	**79	1.7	18.1	315	**60	1.3	13.8	244	**22	0.3	5.0	52
SEVENTEEN	614	**163	1.0	26.5	126	**57	1.3	9.3	161	**79	1.8	12.9	228	**28	0.4	4.6	47
SKI	910	339	2.0	37.3	177	**82	1.8	9.0	157	*152	3.4	16.7	296	*105	1.4	11.5	119
SMITHSONIAN	2937	1212	7.3	41.3	196	369	8.1	12.6	218	394	8.8	13.4	238	449	5.8	15.3	158
SOAP OPERA DIGEST	545	**153	0.9	28.1	133	**24	0.5	4.4	77	**65	1.5	11.9	212	**64	0.8	11.7	121
SOUTHERN LIVING	2054	452	2.7	22.0	104	**76	1.7	3.7	64	**88	2.0	4.3	76	*288	3.8	14.0	145
SPORT	2799	799	4.8	28.5	135	*172	3.8	6.1	107	*316	7.1	11.3	200	311	4.0	11.1	115
THE SPORTING NEWS	1938	539	3.2	27.8	132	**128	2.8	6.6	115	**177	4.0	9.1	162	*234	3.0	12.1	125
SPORTS AFIELD	3125	714	4.3	22.8	108	**124	2.7	4.0	69	**188	4.2	6.0	107	402	5.2	12.9	133
SPORTS ILLUSTRATED	11159	3242	19.4	29.1	138	902	19.8	8.1	141	967	21.6	8.7	154	1372	17.9	12.3	127
STAR	4095	860	5.1	21.0	100	*286	6.3	7.0	121	*252	5.6	6.2	109	322	4.2	7.9	81
SUNDAY	25169	6068	36.3	24.1	114	1590	34.9	6.3	110	1691	37.9	6.7	119	2787	36.3	11.1	114
SUNSET	1294	560	3.4	43.3	205	**165	3.6	12.8	222	*165	3.7	12.8	226	*230	3.0	17.8	183
TV GUIDE	18508	4222	25.3	22.8	108	1162	25.5	6.3	109	1111	24.9	6.0	107	1949	25.4	10.5	109
TENNIS	645	*295	1.8	45.7	217	**100	2.2	15.5	270	**91	2.0	14.1	250	**104	1.4	16.1	166
TIME	12124	3685	22.1	30.4	144	1026	22.5	8.5	147	1114	24.9	9.2	163	1544	20.1	12.7	131
TOWN & COUNTRY	493	*199	1.2	40.4	192	**29	0.6	5.9	102	**70	1.6	14.2	252	**100	1.3	20.3	209
TRAVEL & LEISURE	1122	440	2.6	39.2	186	*156	3.4	13.9	242	**92	2.1	8.2	145	*192	2.5	17.1	177
TRUE STORY	690	**127	0.8	18.4	87	**38	0.8	5.5	96	**43	1.0	6.2	111	**46	0.6	6.7	69
U.S.NEWS & WORLD REPORT	6571	1527	9.1	23.2	110	342	7.5	5.2	91	461	10.3	7.0	124	724	9.4	11.0	114
USA TODAY	3120	971	5.8	31.1	148	*259	5.7	8.3	144	*274	6.1	8.8	156	438	5.7	14.0	145
US	1315	428	2.6	32.5	154	**126	2.8	9.6	167	**141	3.2	10.7	190	*160	2.1	12.2	126
VOGUE	632	*253	1.5	40.0	190	**59	1.3	9.3	162	**62	1.4	9.8	174	**132	1.7	20.9	216
WALL STREET JOURNAL	4247	1392	8.3	32.8	156	383	8.4	9.0	157	474	10.6	11.2	198	534	7.0	12.6	130
WEIGHT WATCHERS	398	**80	0.5	20.1	95	**0	0.0	0.0	0	**22	0.5	5.5	98	**58	0.8	14.6	150
WOMAN'S DAY	1139	*324	1.9	28.4	135	**98	2.2	8.6	150	**66	1.5	5.8	103	*159	2.1	14.0	144
WORKING MOTHER	*298	**127	0.8	42.6	202	**24	0.5	8.1	140	**68	1.5	22.8	405	**35	0.5	11.7	121
WORKING WOMAN	327	**145	0.9	44.3	210	**31	0.7	9.5	165	**57	1.3	17.4	309	**57	0.7	17.4	180
WORLD TENNIS	397	**192	1.1	48.4	229	**78	1.7	19.6	342	**51	1.1	12.8	228	**63	0.8	15.9	164
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3365	20.1	34.9	166	1071	23.5	11.1	193	838	18.8	8.7	154	1456	19.0	15.1	156
BLAIR INSERTS	43762	10794	64.6	24.7	117	2864	62.8	6.5	114	2972	66.5	6.8	121	4958	64.6	11.3	117
DAILY NEWSPAPERS																	
READ ANY	52459	11762	70.4	22.4	106	3131	68.7	6.0	104	3214	71.9	6.1	109	5417	70.5	10.3	107
READ ONE	41891	8923	53.4	21.3	101	2398	52.6	5.7	100	2354	52.7	5.6	100	4171	54.3	10.0	103
READ TWO OR MORE	10568	2839	17.0	26.9	127	733	16.1	6.9	121	860	19.3	8.1	144	1246	16.2	11.8	122
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	12148	72.7	23.4	111	3267	71.7	6.3	109	3332	74.6	6.4	114	5549	72.3	10.7	110
READ ONE	44561	9910	59.3	22.2	106	2746	60.2	6.2	107	2575	57.6	5.8	103	4588	59.7	10.3	106
READ TWO OR MORE	7368	2238	13.4	30.4	144	521	11.4	7.1	123	756	16.9	10.3	182	961	12.5	13.0	135
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.09				28.31				32.73				33.98			
30 DAY REACH	71522	15347	91.9	21.5	102	4195	92.0	5.9	102	4180	93.6	5.8	104	6973	90.8	9.7	101
50 SHWG - 30 DAY AV FREQ	15.55	16.73				14.84				16.86				17.78			
30 DAY REACH	68168	14731	88.2	21.6	103	4001	87.8	5.9	102	4053	90.7	5.9	105	6677	86.9	9.8	101
25 SHWG - 30 DAY AV FREQ	8.43	9.07				7.95				9.28				9.63			
30 DAY REACH	62898	13561	81.2	21.6	102	3732	81.9	5.9	103	3664	82.0	5.8	103	6165	80.3	9.8	101
CABLE TV: HOME WIRED	31664	6408	38.4	20.2	96	1540	33.8	4.9	85	1784	39.9	5.6	100	3084	40.2	9.7	101
HOME NOT WIRED	47599	10297	61.6	21.6	103	3018	66.2	6.3	110	2684	60.1	5.6	100	4596	59.8	9.7	100
HAVE PAY CABLE	17139	4120	24.7	24.0	114	961	21.1	5.6	98	1014	22.7	5.9	105	2146	27.9	12.5	129

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B % ACROSS	C	D	A	B % ACROSS	C	D	A	B % ACROSS	C	D	A	B % ACROSS	C	D
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	16705	100.0	21.1	100	4558	100.0	5.8	100	4467	100.0	5.6	100	7680	100.0	9.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	10720	64.2	22.5	107	2884	63.3	6.1	105	2775	62.1	5.8	103	5061	65.9	10.6	110
10:00 AM - 3:00 PM	29926	6613	39.6	22.1	105	1812	39.8	6.1	105	1756	39.3	5.9	104	3045	39.6	10.2	105
3:00 PM - 7:00 PM	37666	8936	53.5	23.7	113	2325	51.0	6.2	107	2474	55.4	6.6	117	4137	53.9	11.0	113
7:00 PM - MIDNIGHT	18909	4557	27.3	24.1	114	1268	27.8	6.7	117	1251	28.0	6.6	117	2039	26.5	10.8	111
MIDNIGHT - 6:00 AM	11822	2856	17.1	24.2	115	749	16.4	6.3	110	664	14.9	5.6	100	1443	18.8	12.2	126
6:00 AM - MIDNIGHT	63254	14118	84.5	22.3	106	3774	82.8	6.0	104	3756.	84.1	5.9	105	6587	85.8	10.4	107
ENTIRE DAY	64057	14264	85.4	22.3	106	3836	84.2	6.0	104	3784	84.7	5.9	105	6644	86.5	10.4	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	3819	22.9	23.0	109	1026	22.5	6.2	107	960	21.5	5.8	103	1834	23.9	11.0	114
ALL NEWS	3542	1051	6.3	29.7	141	365	8.0	10.3	179	272	6.1	7.7	136	415	5.4	11.7	121
AOR/PROGRESSIVE	7465	2319	13.9	31.1	147	631	13.8	8.5	147	637	14.3	8.5	151	1051	13.7	14.1	145
BEAUTIFUL MUSIC	5061	1053	6.3	20.8	99	316	6.9	6.2	109	253	5.7	5.0	89	483	6.3	9.5	98
BLACK	1914	395	2.4	20.6	98	**172	3.8	9.0	156	**114	2.6	6.0	106	**109	1.4	5.7	59
CLASSICAL	2304	827	5.0	35.9	170	231	5.1	10.0	174	284	6.4	12.3	219	312	4.1	13.5	140
CHR/ROCK	10663	2872	17.2	26.9	128	778	17.1	7.3	127	700	15.7	6.6	116	1393	18.1	13.1	135
COUNTRY	13919	2245	13.4	16.1	77	569	12.5	4.1	71	578	12.9	4.2	74	1098	14.3	7.9	81
GOLDEN OLDIES	2040	438	2.6	21.5	102	*129	2.8	6.3	110	**102	2.3	5.0	89	*207	2.7	10.1	105
MOR/NOSTALGIA	5105	1203	7.2	23.6	112	361	7.9	7.1	123	290	6.5	5.7	101	552	7.2	10.8	112
NEWS/TALK	4764	972	5.8	20.4	97	289	6.3	6.1	105	235	5.3	4.9	88	449	5.8	9.4	97
RELIGIOUS	2164	456	2.7	21.1	100	**115	2.5	5.3	92	**135	3.0	6.2	111	*206	2.7	9.5	98
SOFT ROCK	623	*126	0.8	20.2	96	**33	0.7	5.3	92	**20	0.4	3.2	57	**73	1.0	11.7	121
URBAN CONTEMPORARY	1331	436	2.6	32.8	155	*175	3.8	13.1	229	**140	3.1	10.5	187	**121	1.6	9.1	94
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	595	3.6	18.7	89	*182	4.0	5.7	99	**127	2.8	4.0	71	286	3.7	9.0	93
ABC DIRECTION	2724	718	4.3	26.4	125	*186	4.1	6.8	119	*169	3.8	6.2	110	363	4.7	13.3	138
ABC ENTERTAINMENT	5256	890	5.3	16.9	80	*203	4.5	3.9	67	*229	5.1	4.4	77	459	6.0	8.7	90
ABC FM	2263	608	3.6	26.9	127	*221	4.8	9.8	170	*144	3.2	6.4	113	*243	3.2	10.7	111
ABC INFORMATION	5618	1019	6.1	18.1	86	241	5.3	4.3	75	284	6.4	5.1	90	494	6.4	8.8	91
ABC ROCK	2857	837	5.0	29.3	139	*225	4.9	7.9	137	*233	5.2	8.2	145	379	4.9	13.3	137
CBS	5953	1326	7.9	22.3	106	413	9.1	6.9	121	276	6.2	4.6	82	637	8.3	10.7	110
MUTUAL	4979	1010	6.0	20.3	96	313	6.9	6.3	109	*241	5.4	4.8	86	456	5.9	9.2	95
NBC	7279	1348	8.1	18.5	88	385	8.4	5.3	92	353	7.9	4.8	86	609	7.9	8.4	86
RADIORADIO	2389	572	3.4	23.9	114	*182	4.0	7.6	132	*138	3.1	5.8	102	252	3.3	10.5	109
RKO ONE	2583	629	3.8	24.4	116	*202	4.4	7.8	136	**127	2.8	4.9	87	300	3.9	11.6	120
RKO TWO	3674	845	5.1	23.0	109	*272	6.0	7.4	129	*218	4.9	5.9	105	355	4.6	9.7	100
THE SOURCE	3514	930	5.6	26.5	126	*239	5.2	6.8	118	*217	4.9	6.2	110	474	6.2	13.5	139
NON-WIRED : BLAIR	9864	2018	12.1	20.5	97	635	13.9	6.4	112	400	9.0	4.1	72	982	12.8	10.0	103
INTERNET	13522	3590	21.5	26.5	126	1017	22.3	7.5	131	1105	24.7	8.2	145	1468	19.1	10.9	112
KATZ RADIO GROUP	19321	4488	26.9	23.2	110	1355	29.7	7.0	122	1026	23.0	5.3	94	2107	27.4	10.9	113
SUPERNET	10739	2657	15.9	24.7	117	781	17.1	7.3	126	724	16.2	6.7	120	1151	15.0	10.7	111
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	851	5.1	16.7	79	239	5.2	4.7	81	241	5.4	4.7	84	371	4.8	7.3	75
WKDAY 9:00 AM - 1:00 PM	5383	881	5.3	16.4	78	283	6.2	5.3	91	218	4.9	4.0	72	380	4.9	7.1	73
WKDAY 1:00 PM - 4:30 PM	6469	1050	6.3	16.2	77	309	6.8	4.8	83	285	6.4	4.4	78	455	5.9	7.0	73
WKDAY 4:30 PM - 7:30 PM	19661	3929	23.5	20.0	95	1178	25.8	6.0	104	1069	23.9	5.4	96	1682	21.9	8.6	88
WKDAY 7:30 PM - 8:00 PM	27579	5516	33.0	20.0	95	1685	37.0	6.1	106	1457	32.6	5.3	94	2373	30.9	8.6	89
WKDAY 11:00 PM - 11:30 PM	22964	4988	29.9	21.7	103	1525	33.5	6.6	115	1157	25.9	5.0	89	2305	30.0	10.0	104
WKDAY 11:30 PM - 1:00 AM	8158	1837	11.0	22.5	107	613	13.4	7.5	131	440	9.9	5.4	96	784	10.2	9.6	99
M-SAT 8-11 PM+SUN 7-11 PM	30140	6353	38.0	21.1	100	1770	38.8	5.9	102	1689	37.8	5.6	99	2894	37.7	9.6	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	319	1.9	15.6	74	*97	2.1	4.7	82	**46	1.0	2.2	40	176	2.3	8.6	89
ANOTHER WORLD N	1214	122	0.7	10.0	48	*47	1.0	3.9	67	**29	0.6	2.4	42	*46	0.6	3.8	39
AS THE WORLD TURNS C	1740	295	1.8	17.0	80	**31	0.7	1.8	31	**103	2.3	5.9	105	*161	2.1	9.3	95
CAPITOL C	1016	*205	1.2	20.2	96	**54	1.2	5.3	92	**67	1.5	6.6	117	**84	1.1	8.3	85
CBS MORN. NEWS 1 C	1203	160	1.0	13.3	63	**49	1.1	4.1	71	**46	1.0	3.8	68	*65	0.8	5.4	56
CBS MORN. NEWS 2 C	773	101	0.6	13.1	62	**23	0.5	3.0	52	**17	0.4	2.2	39	*60	0.8	7.8	80
DAYS OF OUR LIVES N	1629	230	1.4	14.1	67	*76	1.7	4.7	81	**66	1.5	4.1	72	*87	1.1	5.3	55
FACTS OF LIFE - DAYTIME N	961	175	1.0	18.2	86	**39	0.9	4.1	71	**48	1.1	5.0	89	*88	1.1	9.2	95
FAMILY FEUD A	1390	147	0.9	10.6	50	*49	1.1	3.5	61	**12	0.3	0.9	15	*85	1.1	6.1	63
GENERAL HOSPITAL A	1463	229	1.4	15.7	74	*80	1.8	5.5	95	**51	1.1	3.5	62	97	1.3	6.6	68
GOOD MORNING, AMERICA-730 A	1705	242	1.4	14.2	67	**70	1.5	4.1	71	*62	1.4	3.6	65	111	1.4	6.5	67
GOOD MORNING, AMERICA-830 A	889	100	0.6	11.2	53	**29	0.6	3.3	57	**25	0.6	2.8	50	*46	0.6	5.2	53
GUIDING LIGHT C	1754	305	1.8	17.4	83	*35	0.8	2.0	35	**126	2.8	7.2	127	*144	1.9	8.2	85
ONE LIFE TO LIVE A	1100	171	1.0	15.5	74	**71	1.6	6.5	112	**25	0.6	2.3	40	*74	1.0	6.7	69
PRESS YOUR LUCK C	1222	242	1.4	19.8	94	**102	2.2	8.3	145	**36	0.8	2.9	52	*104	1.4	8.5	88
PRICE IS RIGHT 1 C	2692	366	2.2	13.6	65	*142	3.1	5.3	92	*90	2.0	3.3	59	134	1.7	5.0	51
PRICE IS RIGHT 2 C	2764	370	2.2	13.4	64	*119	2.6	4.3	75	*94	2.1	3.4	60	157	2.0	5.7	59
RYAN'S HOPE A	880	*158	0.9	18.0	85	**89	2.0	10.1	176	**22	0.5	2.5	44	**47	0.6	5.3	55
SALE OF THE CENTURY N	926	122	0.7	13.2	63	*50	1.1	5.4	94	**45	1.0	4.9	86	*27	0.4	2.9	30
SEARCH FOR TOMORROW N	359	*65	0.4	18.1	86	**34	0.7	9.5	165	**17	0.4	4.7	84	**15	0.2	4.2	43
TODAY SHOW 1 N	1890	335	2.0	17.7	84	*55	1.2	2.9	51	*142	3.2	7.5	133	138	1.8	7.3	75
TODAY SHOW 2 N	1344	199	1.2	14.8	70	*86	1.9	6.4	111	*52	1.2	3.9	69	*61	0.8	4.5	47
$25,000 PYRAMID C	1462	222	1.3	15.2	72	*70	1.5	4.8	83	**51	1.1	3.5	62	*101	1.3	6.9	71
WHEEL OF FORTUNE N	1497	169	1.0	11.3	54	*91	2.0	6.1	106	**26	0.6	1.7	31	*52	0.7	3.5	36
YOUNG AND THE RESTLESS C	1954	353	2.1	18.1	86	*62	1.4	3.2	55	*135	3.0	6.9	123	*157	2.0	8.0	83
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	683	4.1	24.8	118	205	4.5	7.4	129	*193	4.3	7.0	124	285	3.7	10.3	107
NBA PLAYOFF GAME -1 C	3881	920	5.5	23.7	112	269	5.9	6.9	121	190	4.3	4.9	87	460	6.0	11.9	122
NBC MAJOR LEAGUE PRE-GAME N	2805	479	2.9	17.1	81	*150	3.3	5.3	93	*138	3.1	4.9	87	*191	2.5	6.8	70
SPORTSWORLD - SUN N	2041	435	2.6	21.3	101	*114	2.5	5.6	97	*142	3.2	7.0	123	178	2.3	8.7	90
SUNDAY MORNING C	2555	555	3.3	21.7	103	*212	4.7	8.3	144	*161	3.6	6.3	112	183	2.4	7.2	74

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(MALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	16705	100.0	21.1	100	4558	100.0	5.8	100	4467	100.0	5.6	100	7680	100.0	9.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	4484	26.8	18.4	87	1319	28.9	5.4	94	1182	26.5	4.9	86	1983	25.8	8.2	84
NETWORK AFFILIATES - LATE		17197	3543	21.2	20.6	98	1034	22.7	6.0	105	851	19.1	4.9	88	1658	21.6	9.6	100
INDEPENDENTS - LATE		2887	722	4.3	25.0	119	237	5.2	8.2	143	191	4.3	6.6	117	294	3.8	10.2	105
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	2219	13.3	19.6	93	696	15.3	6.2	107	629	14.1	5.6	99	894	11.6	7.9	82
ABC MONDAY NIGHT MOVIE	A	4379	887	5.3	20.3	96	279	6.1	6.4	111	*151	3.4	3.4	61	458	6.0	10.5	108
ABC SUNDAY NIGHT MOVIE	A	9910	2162	12.9	21.8	104	540	11.8	5.4	95	600	13.4	6.1	107	1022	13.3	10.3	106
ABC WORLD NEWS TONIGHT	A	6212	1135	6.8	18.3	87	258	5.7	4.2	72	245	5.5	3.9	70	633	8.2	10.2	105
AFTERMASH	C	4575	872	5.2	19.1	90	*288	6.3	6.3	109	*120	2.7	2.6	47	463	6.0	10.1	104
ALICE	C	6777	1144	6.8	16.9	80	361	7.9	5.3	93	236	5.3	3.5	62	547	7.1	8.1	83
AMERICAN PARADE	C	4868	812	4.9	16.7	79	226	5.0	4.6	81	*153	3.4	3.1	56	432	5.6	8.9	92
BENSON	A	7593	1369	8.2	18.0	86	418	9.2	5.5	96	380	8.5	5.0	89	570	7.4	7.5	77
BLUE THUNDER	A	6036	1223	7.3	20.3	96	435	9.5	7.2	125	312	7.0	5.2	92	476	6.2	7.9	81
CAGNEY & LACEY	C	7698	1692	10.1	22.0	104	510	11.2	6.6	115	428	9.6	5.6	99	754	9.8	9.8	101
CBS EVENING NEWS-DEAN	C	4066	769	4.6	18.9	90	*279	6.1	6.9	119	*138	3.1	3.4	60	352	4.6	8.7	89
CBS EVENING NEWS-RATHER	C	8092	1640	9.8	20.3	96	462	10.1	5.7	99	556	12.4	6.9	122	623	8.1	7.7	79
CBS SAT. NEWS-SCHIEFFER	C	4795	858	5.1	17.9	85	247	5.4	5.2	90	*231	5.2	4.8	85	380	4.9	7.9	82
CBS SATURDAY NIGHT MOVIE	C	6034	1185	7.1	19.6	93	295	6.5	4.9	85	339	7.6	5.6	100	551	7.2	9.1	94
CBS WEDNESDAY NIGHT MOVIE	C	4993	1072	6.4	21.5	102	298	6.5	6.0	104	293	6.6	5.9	104	482	6.3	9.7	100
CHEERS	N	6976	2015	12.1	28.9	137	519	11.4	7.4	129	565	12.6	8.1	144	931	12.1	13.3	138
DALLAS	C	13575	2380	14.2	17.5	83	664	14.6	4.9	85	607	13.6	4.5	79	1109	14.4	8.2	84
DIFF'RENT STROKES	N	3684	545	3.3	14.8	70	*195	4.3	5.3	92	*155	3.5	4.2	75	*195	2.5	5.3	55
DOUBLE TROUBLE	N	4462	971	5.8	21.8	103	404	8.9	9.1	157	*222	5.0	5.0	88	345	4.5	7.7	80
DUCK FACTORY	N	4810	1225	7.3	25.5	121	316	6.9	6.6	114	301	6.7	6.3	111	607	7.9	12.6	130
DUKES OF HAZZARD	C	5951	1027	6.1	17.3	82	295	6.5	5.0	86	*240	5.4	4.0	72	493	6.4	8.3	86
DYNASTY	A	11325	2220	13.3	19.6	93	643	14.1	5.7	99	636	14.2	5.6	100	941	12.3	8.3	86
FACTS OF LIFE	N	4512	855	5.1	18.9	90	261	5.7	5.8	101	*187	4.2	4.1	74	407	5.3	9.0	93
FALCON CREST	C	9215	1782	10.7	19.3	92	484	10.6	5.3	91	502	11.2	5.4	97	797	10.4	8.6	89
FALL GUY	A	8604	1823	10.9	21.2	101	504	11.1	5.9	102	470	10.5	5.5	97	849	11.1	9.9	102
FAMILY TIES	N	4179	853	5.1	20.4	97	*272	6.0	6.5	113	*210	4.7	5.0	89	370	4.8	8.9	91
FANTASY ISLAND	A	4781	1027	6.1	21.5	102	210	4.6	4.4	76	345	7.7	7.2	128	472	6.1	9.9	102
FOULUPS,BLEEPS & BLUNDERS	A	6697	1546	9.3	23.1	110	492	10.8	7.3	128	389	8.7	5.8	103	664	8.6	9.9	102
FOUR SEASONS	C	3873	710	4.3	18.3	87	*265	5.8	6.8	119	**109	2.4	2.8	50	336	4.4	8.7	90
GIMME A BREAK	N	4310	706	4.2	16.4	78	*243	5.3	5.6	98	*169	3.8	3.9	70	294	3.8	6.8	70
HART TO HART	A	5751	1057	6.3	18.4	87	288	6.3	5.0	87	303	6.8	5.3	93	467	6.1	8.1	84
HILL STREET BLUES	N	8568	2218	13.3	25.9	123	648	14.2	7.6	132	628	14.1	7.3	130	943	12.3	11.0	114
HOTEL	A	8801	1687	10.1	19.2	91	396	8.7	4.5	78	591	13.2	6.7	119	700	9.1	8.0	82
JEFFERSONS	C	6978	1132	6.8	16.2	77	325	7.1	4.7	81	260	5.8	3.7	66	548	7.1	7.9	81
JENNIFER SLEPT HERE	N	3021	535	3.2	17.7	84	*154	3.4	5.1	89	**120	2.7	4.0	70	*261	3.4	8.6	89
KATE & ALLIE	C	6811	1539	9.2	22.6	107	421	9.2	6.2	107	363	8.1	5.3	95	754	9.8	11.1	114
KNIGHT RIDER	N	5256	987	5.9	18.8	89	276	6.1	5.3	91	308	6.9	5.9	104	403	5.2	7.7	79
LOVE BOAT	A	7174	1274	7.6	17.8	84	273	6.0	3.8	66	388	8.7	5.4	96	614	8.0	8.6	88
MAGNUM PI	C	10438	2161	12.9	20.7	98	575	12.6	5.5	96	631	14.1	6.0	107	956	12.4	9.2	95
MAMA'S FAMILY	N	3488	600	3.6	17.2	82	*187	4.1	5.4	93	**142	3.2	4.1	72	271	3.5	7.8	80
MASTER, THE	N	4127	947	5.7	22.9	109	*251	5.5	6.1	106	*316	7.1	7.7	136	380	4.9	9.2	95
MATT HOUSTON	A	5978	1206	7.2	20.2	96	362	7.9	6.1	105	291	6.5	4.9	86	553	7.2	9.3	95
NBC MONDAY NIGHT MOVIE	N	10446	2388	14.3	22.9	108	532	11.7	5.1	89	659	14.8	6.3	112	1197	15.6	11.5	118
NBC NIGHTLY NEWS	N	5571	1030	6.2	18.5	88	371	8.1	6.7	116	195	4.4	3.5	62	465	6.1	8.3	86
NBC NIGHTLY NEWS-SAT	N	3675	670	4.0	18.2	87	*215	4.7	5.9	102	173	3.9	4.7	84	281	3.7	7.6	79
NBC NIGHTLY NEWS-SUN	N	2905	604	3.6	20.8	99	*141	3.1	4.9	84	*144	3.2	5.0	88	319	4.2	11.0	113
NBC SUNDAY NIGHT MOVIE	N	8352	2021	12.1	24.2	115	569	12.5	6.8	118	652	14.6	7.8	139	800	10.4	9.6	99
NEWHART	C	6864	1506	9.0	21.9	104	447	9.8	6.5	113	351	7.9	5.1	91	708	9.2	10.3	106
ONE DAY AT A TIME	C	3866	646	3.9	16.7	79	*148	3.2	3.8	67	*211	4.7	5.5	97	288	3.8	7.4	77
PEOPLE ARE FUNNY	N	3956	734	4.4	18.6	88	*297	6.5	7.5	131	*159	3.6	4.0	71	278	3.6	7.0	73
REAL PEOPLE	N	6305	1184	7.1	18.8	89	357	7.8	5.7	98	283	6.3	4.5	80	545	7.1	8.6	89
REMINGTON STEELE	N	5884	1320	7.9	22.4	106	438	9.6	7.4	129	294	6.6	5.0	89	588	7.7	10.0	103
RIPLEY'S BELIEVE IT - NOT	A	5706	1286	7.7	22.5	107	276	6.1	4.8	84	327	7.3	5.7	102	683	8.9	12.0	124
RIPTIDE	N	6202	1170	7.0	18.9	90	379	8.3	6.1	106	306	6.9	4.9	88	486	6.3	7.8	81
SCARECROW & MRS. KING	C	6513	1325	7.9	20.3	97	303	6.6	4.7	81	385	8.6	5.9	105	637	8.3	9.8	101
SIMON & SIMON	C	8593	1688	10.1	19.6	93	464	10.2	5.4	94	473	10.6	5.5	98	752	9.8	8.8	90
60 MINUTES	C	13342	2979	17.8	22.3	106	1037	22.8	7.8	135	770	17.2	5.8	102	1173	15.3	8.8	91
ST. ELSEWHERE	N	6029	1484	8.9	24.6	117	394	8.6	6.5	114	343	7.7	5.7	101	747	9.7	12.4	128
THREE'S COMPANY	A	8565	2047	12.3	23.9	113	616	13.5	7.2	125	485	10.9	5.7	100	946	12.3	11.0	114
T.J. HOOKER	A	7400	1277	7.6	17.3	82	355	7.8	4.8	83	424	9.5	5.7	102	499	6.5	6.7	70
TONIGHT SHOW	N	2433	566	3.4	23.3	110	197	4.3	8.1	141	133	3.0	5.5	97	236	3.1	9.7	100
TRAPPER JOHN, M.D.	C	5958	933	5.6	15.7	74	*250	5.5	4.2	73	*198	4.4	3.3	59	486	6.3	8.2	84
TV BLOOPERS & PRAC. JOKES	N	9086	1806	10.8	19.9	94	463	10.2	5.1	89	388	8.7	4.3	76	956	12.4	10.5	109
20/20	A	8306	1439	8.6	17.3	82	365	8.0	4.4	76	296	6.6	3.6	63	778	10.1	9.4	97
WEBSTER	A	6788	1205	7.2	17.8	84	381	8.4	5.6	98	304	6.8	4.5	79	520	6.8	7.7	79
WORLD NEWS - SUN	A	2036	428	2.6	21.0	100	**78	1.7	3.8	67	**134	3.0	6.6	117	*216	2.8	10.6	109
YELLOW ROSE	N	3174	440	2.6	13.9	66	*137	3.0	4.3	75	**82	1.8	2.6	46	221	2.9	7.0	72
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	3415	20.4	20.9	99	956	21.0	5.9	102	1190	26.6	7.3	129	1269	16.5	7.8	80
BASKETBALL - COLLEGE GAMES		10054	2386	14.3	23.7	113	663	14.5	6.6	115	592	13.3	5.9	104	1131	14.7	11.2	116
BASKETBALL - PRO GAMES		8248	1891	11.3	22.9	109	563	12.4	6.8	119	569	12.7	6.9	122	759	9.9	9.2	95
BOWLING		5356	773	4.6	14.4	68	*305	6.7	5.7	99	**192	4.3	3.6	64	*276	3.6	5.2	53
BOXING		11255	2593	15.5	23.0	109	682	15.0	6.1	105	671	15.0	6.0	106	1240	16.1	11.0	114
FOOTBALL - COLLEGE GAMES		14647	3300	19.8	22.5	107	911	20.0	6.2	108	982	22.0	6.7	119	1408	18.3	9.6	99
FOOTBALL - PRO GAMES		23581	6048	36.2	25.6	122	1669	36.6	7.1	123	1764	39.5	7.5	133	2614	34.0	11.1	114
GOLF		6145	1429	8.6	23.3	110	*385	8.4	6.3	109	*441	9.9	7.2	127	603	7.9	9.8	101
POST-SEASON COLL. FOOTBALL		12828	3456	20.7	26.9	128	992	21.8	7.7	134	949	21.2	7.4	131	1515	19.7	11.8	122
POST-SEASON PRO FOOTBALL		15397	3934	23.5	25.6	121	1044	22.9	6.8	118	1142	25.6	7.4	132	1747	22.7	11.3	117
TENNIS		3483	949	5.7	27.2	129	*295	6.5	8.5	147	*204	4.6	5.9	104	*449	5.8	12.9	133
WRESTLING - PROFESSIONAL		6023	812	4.9	13.5	64	**148	3.2	2.5	43	**284	6.4	4.7	84	*380	4.9	6.3	65

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	8062	100.0	9.1	100	1730	100.0	2.0	100	2065	100.0	2.3	100	4267	100.0	4.8	100
FEMALE HOMEMAKERS	80986	6935	86.0	8.6	94	1465	84.7	1.8	93	1783	86.3	2.2	94	3688	86.4	4.6	94
EMPLOYED MOTHERS	18702	1733	21.5	9.3	102	**357	20.6	1.9	98	*310	15.0	1.7	71	1066	25.0	5.7	118
18 - 24	14726	2258	28.0	15.3	168	*502	29.0	3.4	174	*513	24.8	3.5	149	1244	29.2	8.4	175
25 - 34	20202	2510	31.1	12.4	136	*383	22.1	1.9	97	664	32.2	3.3	141	1463	34.3	7.2	150
35 - 44	14781	1351	16.8	9.1	100	*378	21.8	2.6	131	*316	15.3	2.1	92	656	15.4	4.4	92
45 - 54	11449	741	9.2	6.5	71	**162	9.4	1.4	72	*289	14.0	2.5	108	*290	6.8	2.5	53
55 - 64	11846	704	8.7	5.9	65	**171	9.9	1.4	74	**150	7.3	1.3	54	*384	9.0	3.2	67
65 OR OLDER	15459	497	6.2	3.2	35	**134	7.7	0.9	44	**133	6.4	0.9	37	*231	5.4	1.5	31
18 - 34	34928	4768	59.1	13.7	150	885	51.2	2.5	130	1176	56.9	3.4	144	2707	63.4	7.8	161
18 - 49	55154	6535	81.1	11.8	130	1354	78.3	2.5	126	1653	80.0	3.0	128	3528	82.7	6.4	133
25 - 54	46433	4602	57.1	9.9	109	924	53.4	2.0	102	1269	61.5	2.7	117	2409	56.5	5.2	108
35 - 49	20226	1766	21.9	8.7	96	*469	27.1	2.3	119	*477	23.1	2.4	101	821	19.2	4.1	84
50 OR OLDER	33310	1527	18.9	4.6	50	*376	21.7	1.1	58	*412	20.0	1.2	53	739	17.3	2.2	46
GRADUATED COLLEGE	12110	2054	25.5	17.0	186	**289	16.7	2.4	122	493	23.9	4.1	174	1272	29.8	10.5	218
ATTENDED COLLEGE	15309	1741	21.6	11.4	125	*283	16.4	1.8	95	*314	15.2	2.1	88	1144	26.8	7.5	155
GRADUATED HIGH SCHOOL	36912	2719	33.7	7.4	81	617	35.7	1.7	85	854	41.4	2.3	99	1249	29.3	3.4	70
DID NOT GRADUATE HIGH SCHOOL	24134	1548	19.2	6.4	70	*542	31.3	2.2	115	*404	19.6	1.7	72	*602	14.1	2.5	52
EMPLOYED FULL-TIME	35457	4224	52.4	11.9	131	816	47.2	2.3	118	1214	58.8	3.4	147	2194	51.4	6.2	128
EMPLOYED PART-TIME	8514	896	11.1	10.5	115	**181	10.5	2.1	109	**190	9.2	2.2	96	*525	12.3	6.2	128
NOT EMPLOYED	44494	2942	36.5	6.6	73	733	42.4	1.6	84	661	32.0	1.5	64	1548	36.3	3.5	72
PROFESSIONAL/MANAGER	10811	1825	22.6	16.9	185	**303	17.5	2.8	143	*414	20.0	3.8	164	1108	26.0	10.2	212
TECH/CLERICAL/SALES	19640	1817	22.5	9.3	102	**279	16.1	1.4	73	542	26.2	2.8	118	996	23.3	5.1	105
PRECISION/CRAFT	1023	**161	2.0	15.7	173	**68	3.9	6.6	340	**41	2.0	4.0	172	**52	1.2	5.1	105
OTHER EMPLOYED	12498	1318	16.3	10.5	116	*348	20.1	2.8	142	*408	19.8	3.3	140	562	13.2	4.5	93
SINGLE	15995	2886	35.8	18.0	198	683	39.5	4.3	218	711	34.4	4.4	190	1491	34.9	9.3	193
MARRIED	51689	3736	46.3	7.2	79	764	44.2	1.5	76	835	40.4	1.6	69	2137	50.1	4.1	86
DIVORCED/SEPARATED/WIDOWED	20780	1440	17.9	6.9	76	*283	16.4	1.4	70	519	25.1	2.5	107	639	15.0	3.1	64
PARENTS	33922	2686	33.3	7.9	87	*551	31.8	1.6	83	549	26.6	1.6	69	1586	37.2	4.7	97
WHITE	76422	7082	87.8	9.3	102	1380	79.8	1.8	92	1806	87.5	2.4	101	3896	91.3	5.1	106
BLACK	10066	711	8.8	7.1	78	*282	16.3	2.8	143	*234	11.3	2.3	100	*194	4.5	1.9	40
OTHER	1976	**269	3.3	13.6	149	**68	3.9	3.4	176	**25	1.2	1.3	54	**176	4.1	8.9	185
NORTHEAST-CENSUS	19803	2470	30.6	12.5	137	708	40.9	3.6	183	595	28.8	3.0	129	1167	27.3	5.9	122
NORTH CENTRAL	22181	1393	17.3	6.3	69	*206	11.9	0.9	47	450	21.8	2.0	87	738	17.3	3.3	69
SOUTH	30082	1914	23.7	6.4	70	*440	25.4	1.5	75	*433	21.0	1.4	62	1041	24.4	3.5	72
WEST	16398	2284	28.3	13.9	153	*377	21.8	2.3	118	587	28.4	3.6	153	1321	31.0	8.1	167
NORTHEAST-MKTG.	20163	2663	33.0	13.2	145	782	45.2	3.9	198	630	30.5	3.1	134	1251	29.3	6.2	129
EAST CENTRAL	13054	890	11.0	6.8	75	**124	7.2	0.9	49	*282	13.7	2.2	93	*484	11.3	3.7	77
WEST CENTRAL	14993	976	12.1	6.5	71	**135	7.8	0.9	46	*287	13.9	1.9	82	553	13.0	3.7	76
SOUTH	25785	1470	18.2	5.7	63	*333	19.2	1.3	66	*346	16.8	1.3	57	791	18.5	3.1	64
PACIFIC	14470	2064	25.6	14.3	157	*356	20.6	2.5	126	*520	25.2	3.6	154	1188	27.8	8.2	170
COUNTY SIZE A	36705	4619	57.3	12.6	138	1046	60.5	2.8	146	1227	59.4	3.3	143	2345	55.0	6.4	132
COUNTY SIZE B	26819	1952	24.2	7.3	80	*422	24.4	1.6	80	*440	21.3	1.6	70	1090	25.5	4.1	84
COUNTY SIZE C	13597	1080	13.4	7.9	87	**146	8.4	1.1	55	*326	15.8	2.4	103	608	14.2	4.5	93
COUNTY SIZE D	11344	*411	5.1	3.6	40	**116	6.7	1.0	52	**71	3.4	0.6	27	**224	5.2	2.0	41
METRO CENTRAL CITY	26825	3090	38.3	11.5	126	656	37.9	2.4	125	830	40.2	3.1	133	1604	37.6	6.0	124
METRO SUBURBAN	39912	3943	48.9	9.9	108	866	50.1	2.2	111	963	46.6	2.4	103	2114	49.5	5.3	110
NON METRO	21728	1029	12.8	4.7	52	**208	12.0	1.0	49	*272	13.2	1.3	54	*549	12.9	2.5	52
TOP 5 ADI'S	20847	2794	34.7	13.4	147	655	37.9	3.1	161	667	32.3	3.2	137	1473	34.5	7.1	146
TOP 10 ADI'S	28719	3550	44.0	12.4	136	838	48.4	2.9	149	872	42.2	3.0	130	1840	43.1	6.4	133
TOP 20 ADI'S	40904	5012	62.2	12.3	134	1143	66.1	2.8	143	1303	63.1	3.2	136	2566	60.1	6.3	130
HSHLD INC. $50,000 OR MORE	7931	965	12.0	12.2	134	**146	8.4	1.8	94	**229	11.1	2.9	124	*591	13.9	7.5	154
$40,000 OR MORE	15233	1964	24.4	12.9	141	**337	19.5	2.2	113	*425	20.6	2.8	120	1201	28.1	7.9	163
$30,000 OR MORE	28333	3314	41.1	11.7	128	*628	36.3	2.2	113	805	39.0	2.8	122	1882	44.1	6.6	138
$25,000 OR MORE	36417	4079	50.6	11.2	123	*806	46.6	2.2	113	996	48.2	2.7	117	2277	53.4	6.3	130
$20,000 - $24,999	9943	946	11.7	9.5	104	**260	15.0	2.6	134	**191	9.2	1.9	82	*495	11.6	5.0	103
$15,000 - $19,999	9211	758	9.4	8.2	90	**150	8.7	1.6	83	**148	7.2	1.6	69	460	10.8	5.0	104
$10,000 - $14,999	13477	1065	13.2	7.9	87	**170	9.8	1.3	65	**243	11.8	1.8	77	653	15.3	4.8	100
UNDER $10,000	19418	1213	15.0	6.2	69	*345	19.9	1.8	91	487	23.6	2.5	107	382	9.0	2.0	41
HOUSEHOLD OF 1 PERSON	11987	982	12.2	8.2	90	*178	10.3	1.5	76	*205	9.9	1.7	73	599	14.0	5.0	104
2 PEOPLE	27046	2900	36.0	10.7	118	567	32.8	2.1	107	750	36.3	2.8	119	1583	37.1	5.9	121
3 OR 4 PEOPLE	34251	2745	34.0	8.0	88	*556	32.1	1.6	83	752	36.4	2.2	94	1437	33.7	4.2	87
5 OR MORE PEOPLE	15180	1435	17.8	9.5	104	**429	24.8	2.8	145	**357	17.3	2.4	101	*648	15.2	4.3	89
NO CHILD IN HSHLD	49819	4746	58.9	9.5	105	1017	58.8	2.0	104	1344	65.1	2.7	116	2385	55.9	4.8	99
CHILD(REN) UNDER 2 YRS	6045	*441	5.5	7.3	80	**78	4.5	1.3	66	**98	4.7	1.6	69	*264	6.2	4.4	91
2 - 5 YEARS	15233	1269	15.7	8.3	91	**299	17.3	2.0	100	*257	12.4	1.7	72	714	16.7	4.7	97
6 - 11 YEARS	16260	1374	17.0	8.5	93	*376	21.7	2.3	118	*377	18.3	2.3	99	622	14.6	3.8	79
12 - 17 YEARS	19173	1657	20.6	8.6	95	**402	23.2	2.1	107	*394	19.1	2.1	88	861	20.2	4.5	93
RESIDENCE OWNED	61371	4539	56.3	7.4	81	908	52.5	1.5	76	1123	54.4	1.8	78	2508	58.8	4.1	85
VALUE: $50,000 OR MORE	35355	3520	43.7	10.0	109	*657	38.0	1.9	95	763	36.9	2.2	92	2101	49.2	5.9	123
VALUE: UNDER $50,000	26016	1020	12.7	3.9	43	**251	14.5	1.0	49	*361	17.5	1.4	59	*408	9.6	1.6	33

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL FEMALES		88464	8062	100.0	9.1	100	1730	100.0	2.0	100	2065	100.0	2.3	100	4267	100.0	4.8	100
MAGAZINES	QUINTILE 1	17988	2564	31.8	14.3	156	*417	24.1	2.3	119	799	38.7	4.4	190	1348	31.6	7.5	155
	QUINTILE 2	19446	1927	23.9	9.9	109	*433	25.0	2.2	114	*432	20.9	2.2	95	1063	24.9	5.5	113
	QUINTILE 3	14626	1136	14.1	7.8	85	**195	11.3	1.3	68	**248	12.0	1.7	73	693	16.2	4.7	98
	QUINTILE 4	16014	1194	14.8	7.5	82	*304	17.6	1.9	97	*265	12.8	1.7	71	625	14.6	3.9	81
	QUINTILE 5	20389	1240	15.4	6.1	67	*381	22.0	1.9	96	**321	15.5	1.6	67	*539	12.6	2.6	55
NEWSPAPERS	QUINTILE 1	13830	1588	19.7	11.5	126	*345	19.9	2.5	128	*422	20.4	3.1	131	820	19.2	5.9	123
	QUINTILE 2	26350	2370	29.4	9.0	99	*504	29.1	1.9	98	508	24.6	1.9	83	1358	31.8	5.2	107
	QUINTILE 3	12415	1268	15.7	10.2	112	**304	17.6	2.4	125	*391	18.9	3.1	135	573	13.4	4.6	96
	QUINTILE 4	21911	1951	24.2	8.9	98	*316	18.3	1.4	74	*525	25.4	2.4	103	1111	26.0	5.1	105
	QUINTILE 5	13960	886	11.0	6.3	70	*262	15.1	1.9	96	**219	10.6	1.6	67	*405	9.5	2.9	60
OUTDOOR	QUINTILE 1	16810	1997	24.8	11.9	130	*334	19.3	2.0	102	*457	22.1	2.7	116	1206	28.3	7.2	149
	QUINTILE 2	17101	1674	20.8	9.8	107	*428	24.7	2.5	128	*333	16.1	1.9	83	912	21.4	5.3	111
	QUINTILE 3	17579	1696	21.0	9.6	106	*295	17.1	1.7	86	*548	26.5	3.1	134	853	20.0	4.9	101
	QUINTILE 4	18343	1541	19.1	8.4	92	*375	21.7	2.0	105	*438	21.2	2.4	102	728	17.1	4.0	82
	QUINTILE 5	18631	1154	14.3	6.2	68	**298	17.2	1.6	82	*288	13.9	1.5	66	568	13.3	3.0	63
RADIO-DRIVE	QUINTILE 1	17390	1731	21.5	10.0	109	*322	18.6	1.9	95	*520	25.2	3.0	128	889	20.8	5.1	106
TIME	QUINTILE 2	16591	1490	18.5	9.0	99	*330	19.1	2.0	102	*413	20.0	2.5	107	748	17.5	4.5	93
	QUINTILE 3	16910	1735	21.5	10.3	113	*362	20.9	2.1	109	*290	14.0	1.7	73	1082	25.4	6.4	133
	QUINTILE 4	18002	1876	23.3	10.4	114	*472	27.3	2.6	134	*553	26.8	3.1	132	852	20.0	4.7	98
	QUINTILE 5	19572	1230	15.3	6.3	69	*245	14.2	1.3	64	*289	14.0	1.5	63	696	16.3	3.6	74
RADIO-MID-	TERCILE 1	23248	2177	27.0	9.4	103	*434	25.1	1.9	95	*580	28.1	2.5	107	1163	27.3	5.0	104
DAY	TERCILE 2	23667	2371	29.4	10.0	110	*518	29.9	2.2	112	654	31.7	2.8	118	1198	28.1	5.1	105
	TERCILE 3	41549	3515	43.6	8.5	93	778	45.0	1.9	96	831	40.2	2.0	86	1906	44.7	4.6	95
RADIO-TOTAL	QUINTILE 1	17786	1762	21.9	9.9	109	*346	20.0	1.9	99	*447	21.6	2.5	108	970	22.7	5.5	113
	QUINTILE 2	17316	1696	21.0	9.8	107	*289	16.7	1.7	85	*574	27.8	3.3	142	833	19.5	4.8	100
	QUINTILE 3	18428	1784	22.1	9.7	106	*563	32.5	3.1	156	*416	20.1	2.3	97	806	18.9	4.4	91
	QUINTILE 4	17669	1694	21.0	9.6	105	*308	17.8	1.7	89	*362	17.5	2.0	88	1024	24.0	5.8	120
	QUINTILE 5	17265	1126	14.0	6.5	72	*225	13.0	1.3	67	**266	12.9	1.5	66	635	14.9	3.7	76
TV-PRIME	QUINTILE 1	17416	1282	15.9	7.4	81	*328	19.0	1.9	96	*293	14.2	1.7	72	661	15.5	3.8	79
TIME	QUINTILE 2	17413	1725	21.4	9.9	109	*469	27.1	2.7	138	*392	19.0	2.3	96	863	20.2	5.0	103
	QUINTILE 3	17943	1893	23.5	10.6	116	*395	22.8	2.2	113	*450	21.8	2.5	107	1048	24.6	5.8	121
	QUINTILE 4	18442	1754	21.8	9.5	104	*283	16.4	1.5	78	*383	18.5	2.1	89	1088	25.5	5.9	122
	QUINTILE 5	17250	1408	17.5	8.2	90	**254	14.7	1.5	75	*547	26.5	3.2	136	607	14.2	3.5	73
TV-DAYTIME	TERCILE 1	29966	2123	26.3	7.1	78	545	31.5	1.8	93	555	26.9	1.9	79	1023	24.0	3.4	71
	TERCILE 2	29480	2819	35.0	9.6	105	674	39.0	2.3	117	643	31.1	2.2	93	1501	35.2	5.1	106
	TERCILE 3	29018	3120	38.7	10.8	118	511	29.5	1.8	90	867	42.0	3.0	128	1743	40.8	6.0	125
TV-TOTAL	QUINTILE 1	17740	1272	15.8	7.2	79	*390	22.5	2.2	112	*315	15.3	1.8	76	567	13.3	3.2	66
	QUINTILE 2	17674	1336	16.6	7.6	83	**242	14.0	1.4	70	*329	15.9	1.9	80	765	17.9	4.3	90
	QUINTILE 3	17730	1614	20.0	9.1	100	*386	22.3	2.2	111	*296	14.3	1.7	72	932	21.8	5.3	109
	QUINTILE 4	17563	2225	27.6	12.7	139	*408	23.6	2.3	119	*665	32.2	3.8	162	1152	27.0	6.6	136
	QUINTILE 5	17757	1614	20.0	9.1	100	**304	17.6	1.7	88	*459	22.2	2.6	111	852	20.0	4.8	99
MAGAZINES-NEWSPAPERS: DUAL		23278	2849	35.3	12.2	134	*558	32.3	2.4	123	661	32.0	2.8	122	1631	38.2	7.0	145
MAGAZINE IMPERATIVE		21634	2274	28.2	10.5	115	*391	22.6	1.8	92	694	33.6	3.2	137	1189	27.9	5.5	114
NEWSPAPER IMPERATIVE		23455	1612	20.0	6.9	75	*406	23.5	1.7	89	*406	19.7	1.7	74	800	18.7	3.4	71
MAGAZINES-OUTDOOR: DUAL		17482	2213	27.4	12.7	139	*352	20.3	2.0	103	534	25.9	3.1	131	1328	31.1	7.6	157
MAGAZINE IMPERATIVE		28830	2864	35.5	9.9	109	575	33.2	2.0	102	837	40.5	2.9	124	1451	34.0	5.0	104
OUTDOOR IMPERATIVE		26119	2109	26.2	8.1	89	535	30.9	2.0	105	*484	23.4	1.9	79	1090	25.5	4.2	87
MAGAZINES-RADIO: DUAL		20162	2547	31.6	12.6	139	*383	22.1	1.9	97	863	41.8	4.3	183	1301	30.5	6.5	134
MAGAZINE IMPERATIVE		26292	2583	32.0	9.8	108	*536	31.0	2.0	104	524	25.4	2.0	85	1523	35.7	5.8	120
RADIO IMPERATIVE		25308	1799	22.3	7.1	78	*547	31.6	2.2	111	*399	19.3	1.6	68	854	20.0	3.4	70
MAGAZINES-TELEVISION: DUAL		17312	1664	20.6	9.6	105	*362	20.9	2.1	107	*400	19.4	2.3	99	902	21.1	5.2	108
MAGAZINE IMPERATIVE		29099	3501	43.4	12.0	132	*626	36.2	2.2	110	954	46.2	3.3	140	1921	45.0	6.6	137
TELEVISION IMPERATIVE		27505	1513	18.8	5.5	60	*400	23.1	1.5	74	*318	15.4	1.2	50	794	18.6	2.9	60
NEWSPAPERS-OUTDOOR: DUAL		18628	2305	28.6	12.4	136	*448	25.9	2.4	123	537	26.0	2.9	123	1320	30.9	7.1	147
NEWSPAPER IMPERATIVE		29178	2367	29.4	8.1	89	627	36.2	2.1	110	618	29.9	2.1	91	1122	26.3	3.8	80
OUTDOOR IMPERATIVE		25260	2336	29.0	9.2	101	*452	26.1	1.8	92	564	27.3	2.2	96	1319	30.9	5.2	108
NEWSPAPERS-RADIO: DUAL		19246	2041	25.3	10.6	116	*484	28.0	2.5	129	*538	26.1	2.8	120	1019	23.9	5.3	110
NEWSPAPER IMPERATIVE		28155	2638	32.7	9.4	103	577	33.4	2.0	105	581	28.1	2.1	88	1480	34.7	5.3	109
RADIO IMPERATIVE		25308	2239	27.8	8.8	97	*492	28.4	1.9	99	677	32.8	2.7	115	1071	25.1	4.2	88
NEWSPAPERS-TELEVISION: DUAL		18615	1801	22.3	9.7	106	*459	26.5	2.5	126	*379	18.4	2.0	87	964	22.6	5.2	107
NEWSPAPER IMPERATIVE		29207	3048	37.8	10.4	115	*613	35.4	2.1	107	790	38.3	2.7	116	1645	38.6	5.6	117
TELEVISION IMPERATIVE		25472	1680	20.8	6.6	72	*382	22.1	1.5	77	*371	18.0	1.5	62	927	21.7	3.6	75
OUTDOOR-RADIO: DUAL		17292	1805	22.4	10.4	115	*321	18.6	1.9	95	*492	23.8	2.8	122	993	23.3	5.7	119
OUTDOOR IMPERATIVE		26915	2726	33.8	10.1	111	602	34.8	2.2	114	529	25.6	2.0	84	1595	37.4	5.9	123
RADIO IMPERATIVE		28938	2631	32.6	9.1	100	*619	35.8	2.1	109	774	37.5	2.7	115	1239	29.0	4.3	89
OUTDOOR-TELEVISION: DUAL		16112	1466	18.2	9.1	100	*270	15.6	1.7	86	*267	12.9	1.7	71	930	21.8	5.8	120
OUTDOOR IMPERATIVE		28228	3342	41.5	11.8	130	650	37.6	2.3	118	855	41.4	3.0	130	1836	43.0	6.5	135
TELEVISION IMPERATIVE		30024	2035	25.2	6.8	74	563	32.5	1.9	96	*542	26.2	1.8	77	929	21.8	3.1	64
RADIO-TELEVISION: DUAL		17803	1676	20.8	9.4	103	*454	26.2	2.6	130	*483	23.4	2.7	116	740	17.3	4.2	86
RADIO IMPERATIVE		28338	3051	37.8	10.8	118	*604	34.9	2.1	109	836	40.5	3.0	126	1611	37.8	5.7	118
TELEVISION IMPERATIVE		28445	1884	23.4	6.6	73	*421	24.3	1.5	76	*355	17.2	1.2	53	1108	26.0	3.9	81

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	8062	100.0	9.1	100	1730	100.0	2.0	100	2065	100.0	2.3	100	4267	100.0	4.8	100
ATLANTIC MONTHLY	415	**58	0.7	14.0	153	**10	0.6	2.4	123	**12	0.6	2.9	124	**36	0.8	8.7	180
BARRON'S	522	**162	2.0	31.0	341	**18	1.0	3.4	176	**68	3.3	13.0	558	**76	1.8	14.6	302
BETTER HOMES & GARDENS	17429	1619	20.1	9.3	102	*312	18.0	1.8	92	387	18.7	2.2	95	920	21.6	5.3	109
BON APPETIT	2772	411	5.1	14.8	163	**37	2.1	1.3	68	*153	7.4	5.5	236	*221	5.2	8.0	165
BUSINESS WEEK	1469	*285	3.5	19.4	213	**27	1.6	1.8	94	**81	3.9	5.5	236	*177	4.1	12.0	250
CAR AND DRIVER	397	**66	0.8	16.6	182	**10	0.6	2.5	129	**8	0.4	2.0	86	**49	1.1	12.3	256
CBS MAGAZINE NETWORK (GROSS)	1633	363	4.5	22.2	244	**69	4.0	4.2	216	**105	5.1	6.4	275	*190	4.5	11.6	241
CHANGING TIMES	1554	*197	2.4	12.7	139	**32	1.8	2.1	105	**57	2.8	3.7	157	**108	2.5	6.9	144
COLONIAL HOMES	1304	*196	2.4	15.0	165	**32	1.8	2.5	125	**101	4.9	7.7	332	**63	1.5	4.8	100
CONDE NAST MAG. PKG. (GROSS)	17858	2909	36.1	16.3	179	546	31.6	3.1	156	964	46.7	5.4	231	1398	32.8	7.8	162
CONSUMERS DIGEST	1406	**138	1.7	9.8	108	**41	2.4	2.9	149	**38	1.8	2.7	116	**59	1.4	4.2	87
COSMOPOLITAN	8815	1277	15.8	14.5	159	*259	15.0	2.9	150	292	14.1	3.3	142	725	17.0	8.2	171
COUNTRY LIVING	2636	376	4.7	14.3	157	**77	4.5	2.9	149	**111	5.4	4.2	180	*189	4.4	7.2	149
CUISINE	1554	256	3.2	16.5	181	**36	2.1	2.3	118	**59	2.9	3.8	163	*161	3.8	10.4	215
CYCLE WORLD	469	**96	1.2	20.5	225	**14	0.8	3.0	153	**12	0.6	2.6	110	**69	1.6	14.7	305
DCI:CREATIVE IDEAS FOR LIV	2631	*227	2.8	8.6	95	**30	1.7	1.1	58	**92	4.5	3.5	150	**106	2.5	4.0	84
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	560	6.9	7.9	87	**61	3.5	0.9	44	*151	7.3	2.1	92	347	8.1	4.9	102
DISCOVER	998	*120	1.5	12.0	132	**23	1.3	2.3	118	**25	1.2	2.5	107	**73	1.7	7.3	152
EBONY	4289	418	5.2	9.7	107	*162	9.4	3.8	193	*118	5.7	2.8	118	*138	3.2	3.2	67
ESQUIRE	1176	*131	1.6	11.1	122	**8	0.5	0.7	35	**57	2.8	4.8	208	**66	1.5	5.6	116
ESSENCE	2392	215	2.7	9.0	99	**93	5.4	3.9	199	**39	1.9	1.6	70	**82	1.9	3.4	71
FAMILY CIRCLE	17209	1453	18.0	8.4	93	*251	14.5	1.5	75	361	17.5	2.1	90	840	19.7	4.9	101
THE FAMILY HANDYMAN	1184	*164	2.0	13.9	152	**18	1.0	1.5	78	**64	3.1	5.4	232	**83	1.9	7.0	145
FAMILY WEEKLY	12391	993	12.3	8.0	88	*149	8.6	1.2	61	*286	13.8	2.3	99	557	13.1	4.5	93
FIELD & STREAM	2438	*262	3.2	10.7	118	**37	2.1	1.5	78	**51	2.5	2.1	90	**174	4.1	7.1	148
FOOD & WINE	614	*133	1.6	21.7	238	**35	2.0	5.7	291	**26	1.3	4.2	181	**72	1.7	11.7	243
FORBES	813	*191	2.4	23.5	258	**14	0.8	1.7	88	**54	2.6	6.6	285	**123	2.9	15.1	314
FORTUNE	1083	*178	2.2	16.4	180	**9	0.5	0.8	42	**58	2.8	5.4	229	**111	2.6	10.2	212
GENTLEMEN'S QUARTERLY	1197	*238	3.0	19.9	218	**53	3.1	4.4	226	**61	3.0	5.1	218	**124	2.9	10.4	215
GLAMOUR	6625	1064	13.2	16.1	176	*170	9.8	2.6	131	322	15.6	4.9	208	573	13.4	8.6	179
GOLF DIGEST	707	**48	0.6	6.8	74	**4	0.2	0.6	29	**13	0.6	1.8	79	**32	0.7	4.5	94
GOLF DIGEST/TENNIS (GROSS)	1316	*210	2.6	16.0	175	**33	1.9	2.5	128	**86	4.2	6.5	280	**91	2.1	6.9	143
GOLF MAGAZINE	469	**57	0.7	12.2	133	**4	0.2	0.9	44	**22	1.1	4.7	201	**30	0.7	6.4	133
GOLF MAGAZINE/SKI (GROSS)	1060	*135	1.7	12.7	140	**28	1.6	2.6	135	**35	1.7	3.3	141	**73	1.7	6.9	143
GOOD HOUSEKEEPING	17784	1526	18.9	8.6	94	285	16.5	1.6	82	337	16.3	1.9	81	904	21.2	5.1	105
HARPER'S BAZAAR	2931	497	6.2	17.0	186	**85	4.9	2.9	148	**157	7.6	5.4	229	*255	6.0	8.7	180
HEALTH	2199	*245	3.0	11.1	122	**40	2.3	1.8	93	**93	4.5	4.2	181	**111	2.6	5.0	105
HEARST MAG CORP. BUY (GROSS)	49148	5591	69.4	11.4	125	1055	61.0	2.1	110	1517	73.5	3.1	132	3020	70.8	6.1	127
HEARST MAN POWER (GROSS)	2113	243	3.0	11.5	126	**47	2.7	2.2	114	**70	3.4	3.3	142	*125	2.9	5.9	123
HEARST WOMAN POWER (GROSS)	35062	3616	44.9	10.3	113	671	38.8	1.9	98	921	44.6	2.6	113	2024	47.4	5.8	120
HOUSE BEAUTIFUL	3865	479	5.9	12.4	136	**116	6.7	3.0	153	*108	5.2	2.8	120	*254	6.0	6.6	136
INC.	315	**75	0.9	23.8	261	**5	0.3	1.6	81	**14	0.7	4.4	190	**56	1.3	17.8	369
JET	3690	331	4.1	9.0	98	*140	8.1	3.8	194	**87	4.2	2.4	101	*104	2.4	2.8	58
LADIES' HOME JOURNAL	12930	1250	15.5	9.7	106	*220	12.7	1.7	87	313	15.2	2.4	104	717	16.8	5.5	115
LHJ FAMILY GRP COMBO(GROSS)	18161	1801	22.3	9.9	109	*320	18.5	1.8	90	499	24.2	2.7	118	982	23.0	5.4	112
LIFE	5065	707	8.8	14.0	153	**121	7.0	2.4	122	*195	9.4	3.8	165	391	9.2	7.7	160
L.A. TIMES HOME MAGAZINE	1310	268	3.3	20.5	224	**14	0.8	1.1	55	**64	3.1	4.9	209	*190	4.5	14.5	301
MADEMOISELLE	3759	629	7.8	16.7	184	**90	5.2	2.4	122	*252	12.2	6.7	287	287	6.7	7.6	158
MC CALL'S	14658	1295	16.1	8.8	97	*272	15.7	1.9	95	348	16.9	2.4	102	676	15.8	4.6	96
MC CALL'S/WRK MOTHER (GROSS)	15857	1430	17.7	9.0	99	301	17.4	1.9	97	395	19.1	2.5	107	734	17.2	4.6	96
MECHANIX ILLUSTRATED	809	**89	1.1	11.0	121	**3	0.2	0.4	19	**24	1.2	3.0	127	**61	1.4	7.5	156
METROPOLITAN HOME	1009	*229	2.8	22.7	249	**21	1.2	2.1	106	**101	4.9	10.0	429	**107	2.5	10.6	220
MONEY	1707	313	3.9	18.3	201	**27	1.6	1.6	81	**116	5.6	6.8	291	*170	4.0	10.0	206
MOTHER EARTH NEWS	1123	*179	2.2	15.9	175	**44	2.5	3.9	200	**57	2.8	5.1	217	**78	1.8	6.9	144
MS.	932	*151	1.9	16.2	178	**3	0.2	0.3	16	**58	2.8	6.2	267	**90	2.1	9.7	200
NATIONAL ENQUIRER	11971	958	11.9	8.0	88	252	14.6	2.1	108	352	17.0	2.9	126	354	8.3	3.0	61
NATIONAL GEOGRAPHIC	10503	1537	19.1	14.6	161	*247	14.3	2.4	120	440	21.3	4.2	179	850	19.9	8.1	168
NATIONAL SUNDAY MAGAZINE PKG	54325	5506	68.3	10.1	111	1127	65.1	2.1	106	1402	67.9	2.6	111	2977	69.8	5.5	114
NATURAL HISTORY	626	**152	1.9	24.3	266	**32	1.8	5.1	261	**45	2.2	7.2	308	**75	1.8	12.0	248
NEW WOMAN	1992	*272	3.4	13.7	150	**56	3.2	2.8	144	**49	2.4	2.5	105	*167	3.9	8.4	174
NEW YORK INCLUDING CUE	547	*126	1.6	23.0	253	**26	1.5	4.8	243	**64	3.1	11.7	501	**37	0.9	6.8	140
THE NEW YORKER	1380	331	4.1	24.0	263	**69	4.0	5.0	256	*152	7.4	11.0	472	*110	2.6	8.0	165
NEWSWEEK	6925	1163	14.4	16.8	184	*165	9.5	2.4	122	315	15.3	4.5	195	684	16.0	9.9	205
THE N.Y. TIMES DAILY EDITION	1363	213	2.6	15.6	171	**38	2.2	2.8	143	**69	3.3	5.1	217	*106	2.5	7.8	161
THE N.Y. TIMES MAGAZINE	2333	462	5.7	19.8	217	**76	4.4	3.3	167	*168	8.1	7.2	308	218	5.1	9.3	194
OMNI	872	*179	2.2	20.5	225	**13	0.8	1.5	76	**68	3.3	7.8	334	**98	2.3	11.2	233
ON CABLE	1298	**111	1.4	8.6	94	**10	0.6	0.8	39	**24	1.2	1.8	79	**76	1.8	5.9	121
1001 HOME IDEAS	3032	306	3.8	10.1	111	**59	3.4	1.9	100	**93	4.5	3.1	131	*154	3.6	5.1	105
ORGANIC GARDENING	1680	**119	1.5	7.1	78	**17	1.0	1.0	52	**61	3.0	3.6	156	**42	1.0	2.5	52
OUTDOOR LIFE	960	**124	1.5	12.9	142	**48	2.8	5.0	256	**59	2.9	6.1	263	**17	0.4	1.8	37
PARADE MAGAZINE	26755	2891	35.9	10.8	119	630	36.4	2.4	120	647	31.3	2.4	104	1615	37.8	6.0	125

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	8062	100.0	9.1	100	1730	100.0	2.0	100	2065	100.0	2.3	100	4267	100.0	4.8	100
PARENTS	4173	566	7.0	13.6	149	**113	6.5	2.7	138	**141	6.8	3.4	145	312	7.3	7.5	155
PENTHOUSE	973	*180	2.2	18.5	203	**64	3.7	6.6	336	**53	2.6	5.4	233	**64	1.5	6.6	136
PEOPLE	13479	1750	21.7	13.0	142	374	21.6	2.8	142	472	22.9	3.5	150	904	21.2	6.7	139
PLAYBOY	2183	285	3.5	13.1	143	**77	4.5	3.5	180	**107	5.2	4.9	210	**100	2.3	4.6	95
POPULAR HOT RODDING	388	**57	0.7	14.7	161	**19	1.1	4.9	250	**4	0.2	1.0	44	**34	0.8	8.8	182
POPULAR MECHANICS	1037	**83	1.0	8.0	88	**22	1.3	2.1	108	**22	1.1	2.1	91	**39	0.9	3.8	78
POPULAR SCIENCE	920	*144	1.8	15.7	172	**18	1.0	2.0	100	**60	2.9	6.5	279	**66	1.5	7.2	149
PREVENTION	4071	319	4.0	7.8	86	**32	1.8	0.8	40	**92	4.5	2.3	97	*196	4.6	4.8	100
PSYCHOLOGY TODAY	1940	273	3.4	14.1	154	**62	3.6	3.2	163	**73	3.5	3.8	161	*138	3.2	7.1	147
READER'S DIGEST	24031	2110	26.2	8.8	96	409	23.6	1.7	87	486	23.5	2.0	87	1215	28.5	5.1	105
REDBOOK	8464	813	10.1	9.6	105	**127	7.3	1.5	77	291	14.1	3.4	147	395	9.3	4.7	97
ROAD & TRACK	429	**65	0.8	15.2	166	**15	0.9	3.5	179	**16	0.8	3.7	160	**34	0.8	7.9	164
ROLLING STONE	1355	351	4.4	25.9	284	**108	6.2	8.0	408	**31	1.5	2.3	98	*212	5.0	15.6	324
RUNNER'S WORLD	329	**69	0.9	21.0	230	**0	0.0	0.0	0	**5	0.2	1.5	65	**64	1.5	19.5	403
SATURDAY EVENING POST	1268	*155	1.9	12.2	134	**15	0.9	1.2	60	**43	2.1	3.4	145	**97	2.3	7.6	159
SCIENCE 84	702	*101	1.3	14.4	158	**9	0.5	1.3	66	**52	2.5	7.4	317	**41	1.0	5.8	121
SCIENCE DIGEST	553	*98	1.2	17.7	194	**9	0.5	1.6	83	**23	1.1	4.2	178	**65	1.5	11.8	244
SCIENTIFIC AMERICAN	615	*173	2.1	28.1	309	**29	1.7	4.7	241	**57	2.8	9.3	397	**87	2.0	14.1	293
SELF	2683	458	5.7	17.1	187	**104	6.0	3.9	198	**154	7.5	5.7	246	*199	4.7	7.4	154
SEVENTEEN	3309	509	6.3	15.4	169	**89	5.1	2.7	138	*174	8.4	5.3	225	*246	5.8	7.4	154
SKI	591	**79	1.0	13.4	147	**24	1.4	4.1	208	**13	0.6	2.2	94	**42	1.0	7.1	147
SMITHSONIAN	3039	527	6.5	17.3	190	**45	2.6	1.5	76	*204	9.9	6.7	288	277	6.5	9.1	189
SOAP OPERA DIGEST	3683	415	5.1	11.3	124	*136	7.9	3.7	189	**101	4.9	2.7	117	*177	4.1	4.8	100
SOUTHERN LIVING	4434	332	4.1	7.5	82	**32	1.8	0.7	37	**59	2.9	1.3	57	*241	5.6	5.4	113
SPORT	701	**102	1.3	14.6	160	**35	2.0	5.0	255	**56	2.7	8.0	342	**10	0.2	1.4	30
THE SPORTING NEWS	518	**154	1.9	29.7	326	**78	4.5	15.1	770	**26	1.3	5.0	215	**50	1.2	9.7	200
SPORTS AFIELD	523	**62	0.8	11.9	130	**16	0.9	3.1	156	**25	1.2	4.8	205	**21	0.5	4.0	83
SPORTS ILLUSTRATED	3325	485	6.0	14.6	160	**112	6.5	3.4	172	*101	4.9	3.0	130	*272	6.4	8.2	170
STAR	8567	847	10.5	9.9	108	*202	11.7	2.4	121	307	14.9	3.6	154	338	7.9	3.9	82
SUNDAY	27630	3041	37.7	11.0	121	734	42.4	2.7	136	725	35.1	2.6	112	1582	37.1	5.7	119
SUNSET	2219	347	4.3	15.6	172	**22	1.3	1.0	51	**94	4.6	4.2	181	*232	5.4	10.5	217
TV GUIDE	24258	2247	27.9	9.3	102	531	30.7	2.2	112	500	24.2	2.1	88	1216	28.5	5.0	104
TENNIS	609	*161	2.0	26.4	290	**29	1.7	4.8	244	**73	3.5	12.0	514	**59	1.4	9.7	201
TIME	9929	1547	19.2	15.6	171	*268	15.5	2.7	138	340	16.5	3.4	147	939	22.0	9.5	196
TOWN & COUNTRY	1062	*180	2.2	16.9	186	**26	1.5	2.4	125	**47	2.3	4.4	190	**107	2.5	10.1	209
TRAVEL & LEISURE	1051	*156	1.9	14.8	163	**24	1.4	2.3	117	**49	2.4	4.7	200	**83	1.9	7.9	164
TRUE STORY	3946	349	4.3	8.8	97	**99	5.7	2.5	128	*169	8.2	4.3	183	**81	1.9	2.1	43
U.S.NEWS & WORLD REPORT	3782	419	5.2	11.1	122	**48	2.8	1.3	65	**114	5.5	3.0	129	256	6.0	6.8	140
USA TODAY	1874	290	3.6	15.5	170	**27	1.6	1.4	74	*121	5.9	6.5	277	*142	3.3	7.6	157
US	2213	332	4.1	15.0	165	**68	3.9	3.1	157	**83	4.0	3.8	161	*181	4.2	8.2	170
VOGUE	4792	758	9.4	15.8	174	*183	10.6	3.8	195	237	11.5	4.9	212	338	7.9	7.1	146
WALL STREET JOURNAL	2045	354	4.4	17.3	190	**77	4.5	3.8	193	**120	5.8	5.9	251	*157	3.7	7.7	159
WEIGHT WATCHERS	2364	260	3.2	11.0	121	**21	1.2	0.9	45	**63	3.1	2.7	114	*176	4.1	7.4	154
WOMAN'S DAY	15182	1403	17.4	9.2	101	*268	15.5	1.8	90	416	20.1	2.7	117	720	16.9	4.7	98
WORKING MOTHER	1198	*135	1.7	11.3	124	**29	1.7	2.4	124	**48	2.3	4.0	172	**58	1.4	4.8	100
WORKING WOMAN	1523	291	3.6	19.1	210	**49	2.8	3.2	165	**125	6.1	8.2	352	**117	2.7	7.7	159
WORLD TENNIS	*183	**51	0.6	27.9	306	**21	1.2	11.5	587	**28	1.4	15.3	655	**2	0.0	1.1	23
ZIFF-DAVIS MAG NETWK (GROSS)	2776	349	4.3	12.6	138	**55	3.2	2.0	101	**97	4.7	3.5	150	*197	4.6	7.1	147
BLAIR INSERTS	47909	5189	64.4	10.8	119	1055	61.0	2.2	113	1362	66.0	2.8	122	2772	65.0	5.8	120
DAILY NEWSPAPERS																	
READ ANY	56731	5208	64.6	9.2	101	1143	66.1	2.0	103	1356	65.7	2.4	102	2709	63.5	4.8	99
READ ONE	47696	4142	51.4	8.7	95	942	54.5	2.0	101	1087	52.6	2.3	98	2113	49.5	4.4	92
READ TWO OR MORE	9034	1066	13.2	11.8	129	*201	11.6	2.2	114	269	13.0	3.0	128	596	14.0	6.6	137
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	5863	72.7	10.2	111	1227	70.9	2.1	109	1501	72.7	2.6	111	3135	73.5	5.4	113
READ ONE	50513	4917	61.0	9.7	107	1038	60.0	2.1	105	1289	62.4	2.6	109	2590	60.7	5.1	106
READ TWO OR MORE	7219	947	11.7	13.1	144	*189	10.9	2.6	134	*212	10.3	2.9	126	546	12.8	7.6	157
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.80				29.39				26.69				35.14			
30 DAY REACH	78184	7393	91.7	9.5	104	1553	89.8	2.0	102	1866	90.4	2.4	102	3973	93.1	5.1	105
50 SHWG - 30 DAY AV FREQ	14.80	16.29				14.80				13.49				18.21			
30 DAY REACH	74239	7241	89.8	9.8	107	1538	88.9	2.1	106	1841	89.2	2.5	106	3862	90.5	5.2	108
25 SHWG - 30 DAY AV FREQ	8.05	8.80				8.46				7.22				9.68			
30 DAY REACH	68254	6739	83.6	9.9	108	1363	78.8	2.0	102	1723	83.4	2.5	108	3653	85.6	5.4	111
CABLE TV: HOME WIRED	35215	3402	42.2	9.7	106	*662	38.3	1.9	96	647	31.3	1.8	79	2093	49.1	5.9	123
HOME NOT WIRED	53250	4660	57.8	8.8	96	1069	61.8	2.0	103	1417	68.6	2.7	114	2174	50.9	4.1	85
HAVE PAY CABLE	17885	1971	24.4	11.0	121	**349	20.2	2.0	100	*386	18.7	2.2	92	1237	29.0	6.9	143

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	8062	100.0	9.1	100	1730	100.0	2.0	100	2065	100.0	2.3	100	4267	100.0	4.8	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47994	4797	59.5	10.0	110	1035	59.8	2.2	110	1199	58.1	2.5	107	2564	60.1	5.3	111
10:00 AM - 3:00 PM		33674	3331	41.3	9.9	109	691	39.9	2.1	105	908	44.0	2.7	116	1733	40.6	5.1	107
3:00 PM - 7:00 PM		34431	3584	44.5	10.4	114	713	41.2	2.1	106	949	46.0	2.8	118	1922	45.0	5.6	116
7:00 PM - MIDNIGHT		17761	2025	25.1	11.4	125	436	25.2	2.5	126	563	27.3	3.2	136	1026	24.0	5.8	120
MIDNIGHT - 6:00 AM		10087	1108	13.7	11.0	121	*247	14.3	2.4	125	289	14.0	2.9	123	572	13.4	5.7	118
6:00 AM - MIDNIGHT		64318	6395	79.3	9.9	109	1334	77.1	2.1	106	1724	83.5	2.7	115	3337	78.2	5.2	108
ENTIRE DAY		65181	6441	79.9	9.9	108	1334	77.1	2.0	105	1734	84.0	2.7	114	3373	79.0	5.2	107
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		17411	1721	21.3	9.9	108	328	19.0	1.9	96	488	23.6	2.8	120	906	21.2	5.2	108
ALL NEWS		2520	331	4.1	13.1	144	**68	3.9	2.7	138	**63	3.1	2.5	107	*200	4.7	7.9	165
AOR/PROGRESSIVE		4419	877	10.9	19.8	218	**179	10.3	4.1	207	*283	13.7	6.4	274	415	9.7	9.4	195
BEAUTIFUL MUSIC		6119	626	7.8	10.2	112	**160	9.2	2.6	134	**141	6.8	2.3	99	324	7.6	5.3	110
BLACK		2623	219	2.7	8.3	92	**65	3.8	2.5	127	**75	3.6	2.9	122	**78	1.8	3.0	62
CLASSICAL		1553	*229	2.8	14.7	162	**37	2.1	2.4	122	**108	5.2	7.0	298	**84	2.0	5.4	112
CHR/ROCK		11282	1426	17.7	12.6	139	*306	17.7	2.7	139	261	12.6	2.3	99	859	20.1	7.6	158
COUNTRY		13343	868	10.8	6.5	71	**107	6.2	0.8	41	*251	12.2	1.9	81	511	12.0	3.8	79
GOLDEN OLDIES		1299	*171	2.1	13.2	144	**83	4.8	6.4	327	**12	0.6	0.9	40	**76	1.8	5.9	121
MOR/NOSTALGIA		5241	470	5.8	9.0	98	**54	3.1	1.0	53	**200	9.7	3.8	163	*217	5.1	4.1	86
NEWS/TALK		4165	295	3.7	7.1	78	**55	3.2	1.3	68	**67	3.2	1.6	69	*174	4.1	4.2	87
RELIGIOUS		3324	*168	2.1	5.1	55	**32	1.8	1.0	49	**40	1.9	1.2	52	**97	2.3	2.9	60
SOFT ROCK		609	**68	0.8	11.2	123	**4	0.2	0.7	34	**25	1.2	4.1	176	**39	0.9	6.4	133
URBAN CONTEMPORARY		1853	285	3.5	15.4	169	*141	8.2	7.6	389	**108	5.2	5.8	250	**35	0.8	1.9	39
WIRED NETWORKS:																		
ABC CONTEMPORARY		3724	348	4.3	9.3	103	**77	4.5	2.1	106	**150	7.3	4.0	173	*121	2.8	3.2	67
ABC DIRECTION		2488	*204	2.5	8.2	90	**92	5.3	3.7	189	**48	2.3	1.9	83	**64	1.5	2.6	53
ABC ENTERTAINMENT		5129	358	4.4	7.0	77	**71	4.1	1.4	71	**97	4.7	1.9	81	*191	4.5	3.7	77
ABC FM		2498	*201	2.5	8.0	88	**61	3.5	2.4	125	**28	1.4	1.1	48	*112	2.6	4.5	93
ABC INFORMATION		5721	339	4.2	5.9	65	**48	2.8	0.8	43	**87	4.2	1.5	65	*204	4.8	3.6	74
ABC ROCK		2021	376	4.7	18.6	204	**91	5.3	4.5	230	**122	5.9	6.0	259	*163	3.8	8.1	167
CBS		4756	373	4.6	7.8	86	**78	4.5	1.6	84	**75	3.6	1.6	68	*220	5.2	4.6	96
MUTUAL		5272	553	6.9	10.5	115	**99	5.7	1.9	96	*218	10.6	4.1	177	*236	5.5	4.5	93
NBC		4964	406	5.0	8.2	90	**36	2.1	0.7	37	**139	6.7	2.8	120	*232	5.4	4.7	97
RADIORADIO		2218	316	3.9	14.2	156	**135	7.8	6.1	311	**59	2.9	2.7	114	*123	2.9	5.5	115
RKO ONE		2565	290	3.6	11.3	124	**83	4.8	3.2	165	**73	3.5	2.8	122	*135	3.2	5.3	109
RKO TWO		3640	282	3.5	7.7	85	**57	3.3	1.6	80	**36	1.7	1.0	42	*189	4.4	5.2	108
THE SOURCE		2467	360	4.5	14.6	160	**78	4.5	3.2	162	**103	5.0	4.2	179	*179	4.2	7.3	150
NON-WIRED : BLAIR		9466	695	8.6	7.3	81	*120	6.9	1.3	65	*154	7.5	1.6	70	421	9.9	4.4	92
INTERNET		13616	1752	21.7	12.9	141	415	24.0	3.0	156	436	21.1	3.2	137	901	21.1	6.6	137
KATZ RADIO GROUP		16998	2125	26.4	12.5	137	482	27.9	2.8	145	529	25.6	3.1	133	1114	26.1	6.6	136
SUPERNET		11622	1063	13.2	9.1	100	*179	10.3	1.5	79	382	18.5	3.3	141	502	11.8	4.3	90
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		9425	737	9.1	7.8	86	171	9.9	1.8	93	145	7.0	1.5	66	420	9.8	4.5	92
WKDAY 9:00 AM - 1:00 PM		13304	999	12.4	7.5	82	272	15.7	2.0	105	243	11.8	1.8	78	484	11.3	3.6	75
WKDAY 1:00 PM - 4:30 PM		17591	1298	16.1	7.4	81	334	19.3	1.9	97	348	16.9	2.0	85	616	14.4	3.5	73
WKDAY 4:30 PM - 7:30 PM		24418	1981	24.6	8.1	89	469	27.1	1.9	98	492	23.8	2.0	86	1020	23.9	4.2	87
WKDAY 7:30 PM - 8:00 PM		34400	2738	34.0	8.0	87	644	37.2	1.9	96	665	32.2	1.9	83	1430	33.5	4.2	86
WKDAY 11:00 PM - 11:30 PM		26120	2072	25.7	7.9	87	558	32.3	2.1	109	464	22.5	1.8	76	1050	24.6	4.0	83
WKDAY 11:30 PM - 1:00 AM		8402	655	8.1	7.8	86	189	10.9	2.2	115	146	7.1	1.7	74	321	7.5	3.8	79
M-SAT 8-11 PM+SUN 7-11 PM		36828	3282	40.7	8.9	98	764	44.2	2.1	106	759	36.8	2.1	88	1758	41.2	4.8	99
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	713	8.8	9.9	108	181	10.5	2.5	128	167	8.1	2.3	99	365	8.6	5.1	105
ANOTHER WORLD	N	4924	263	3.3	5.3	59	**92	5.3	1.9	96	*82	4.0	1.7	71	*89	2.1	1.8	37
AS THE WORLD TURNS	C	5966	335	4.2	5.6	62	*54	3.1	0.9	46	**92	4.5	1.5	66	188	4.4	3.2	65
CAPITOL	C	3672	276	3.4	7.5	82	**43	2.5	1.2	60	**90	4.4	2.5	105	*143	3.4	3.9	81
CBS MORN. NEWS 1	C	1590	*91	1.1	5.7	63	**16	0.9	1.0	51	**21	1.0	1.3	57	*55	1.3	3.5	72
CBS MORN. NEWS 2	C	1298	*74	0.9	5.7	63	**13	0.8	1.0	51	**13	0.6	1.0	43	**48	1.1	3.7	77
DAYS OF OUR LIVES	N	6389	449	5.6	7.0	77	*119	6.9	1.9	95	*100	4.8	1.6	67	230	5.4	3.6	75
FACTS OF LIFE - DAYTIME	N	2526	177	2.2	7.0	77	**46	2.7	1.8	93	*56	2.7	2.2	95	*74	1.7	2.9	61
FAMILY FEUD	A	3427	316	3.9	9.2	101	**58	3.4	1.7	87	*86	4.2	2.5	108	*172	4.0	5.0	104
GENERAL HOSPITAL	A	6870	559	6.9	8.1	89	*156	9.0	2.3	116	140	6.8	2.0	87	263	6.2	3.8	79
GOOD MORNING, AMERICA-730	A	3767	254	3.2	6.7	74	**45	2.6	1.2	61	**37	1.8	1.0	42	172	4.0	4.6	95
GOOD MORNING, AMERICA-830	A	3076	212	2.6	6.9	76	**52	3.0	1.7	86	**40	1.9	1.3	56	121	2.8	3.9	82
GUIDING LIGHT	C	5789	461	5.7	8.0	87	*75	4.3	1.3	66	*111	5.4	1.9	82	275	6.4	4.8	98
ONE LIFE TO LIVE	A	4918	384	4.8	7.8	86	*103	6.0	2.1	107	*105	5.1	2.1	91	176	4.1	3.6	74
PRESS YOUR LUCK	C	2367	125	1.6	5.3	58	**29	1.7	1.2	63	**29	1.4	1.2	52	*66	1.5	2.8	58
PRICE IS RIGHT 1	C	4727	230	2.9	4.9	53	**55	3.2	1.2	59	*85	4.1	1.8	77	*91	2.1	1.9	40
PRICE IS RIGHT 2	C	5511	309	3.8	5.6	62	*76	4.4	1.4	71	*110	5.3	2.0	86	123	2.9	2.2	46
RYAN'S HOPE	A	3479	309	3.8	8.9	97	*82	4.7	2.4	121	*70	3.4	2.0	86	158	3.7	4.5	94
SALE OF THE CENTURY	N	2823	209	2.6	7.4	81	**90	5.2	3.2	163	**30	1.5	1.1	46	*88	2.1	3.1	65
SEARCH FOR TOMORROW	N	2525	*168	2.1	6.7	73	**78	4.5	3.1	158	**18	0.9	0.7	31	**72	1.7	2.9	59
TODAY SHOW 1	N	2979	213	2.6	7.2	78	**68	3.9	2.3	117	**48	2.3	1.6	69	*98	2.3	3.3	68
TODAY SHOW 2	N	2792	155	1.9	5.6	61	**55	3.2	2.0	101	**45	2.2	1.6	69	*56	1.3	2.0	42
$25,000 PYRAMID	C	2899	132	1.6	4.6	50	**38	2.2	1.3	67	**30	1.5	1.0	44	*64	1.5	2.2	46
WHEEL OF FORTUNE	N	4689	329	4.1	7.0	77	*86	5.0	1.8	94	*65	3.1	1.4	59	178	4.2	3.8	79
YOUNG AND THE RESTLESS	C	6231	408	5.1	6.5	72	*96	5.5	1.5	79	*151	7.3	2.4	104	161	3.8	2.6	54
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1972	193	2.4	9.8	107	**35	2.0	1.8	91	**41	2.0	2.1	89	*117	2.7	5.9	123
NBA PLAYOFF GAME -1	C	1246	*111	1.4	8.9	98	**5	0.3	0.4	21	**68	3.3	5.5	234	**38	0.9	3.0	63
NBC MAJOR LEAGUE PRE-GAME	N	1140	**37	0.5	3.2	36	**11	0.6	1.0	49	**13	0.6	1.1	49	**13	0.3	1.1	24
SPORTSWORLD - SUN	N	1328	**136	1.7	10.2	112	**24	1.4	1.8	92	**54	2.6	4.1	174	**58	1.4	4.4	91
SUNDAY MORNING	C	1645	*91	1.1	5.5	61	**25	1.4	1.5	78	**18	0.9	1.1	47	**48	1.1	2.9	60

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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IMPORTED BEER (IN CANS OR BOTTLES): USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS ONE - TWO A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS NONE A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALES		88464	8062	100.0	9.1	100	1730	100.0	2.0	100	2065	100.0	2.3	100	4267	100.0	4.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	1897	23.5	6.8	74	400	23.1	1.4	73	431	20.9	1.5	66	1067	25.0	3.8	79
NETWORK AFFILIATES - LATE		21966	1675	20.8	7.6	84	430	24.9	2.0	100	379	18.4	1.7	74	866	20.3	3.9	82
INDEPENDENTS - LATE		2247	329	4.1	14.6	161	*65	3.8	2.9	148	*50	2.4	2.2	95	214	5.0	9.5	197
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	1016	12.6	8.8	97	264	15.3	2.3	117	*232	11.2	2.0	86	519	12.2	4.5	93
ABC MONDAY NIGHT MOVIE	A	6879	610	7.6	8.9	97	*142	8.2	2.1	106	*159	7.7	2.3	99	309	7.2	4.5	93
ABC SUNDAY NIGHT MOVIE	A	13690	1426	17.7	10.4	114	290	16.8	2.1	108	345	16.7	2.5	108	790	18.5	5.8	120
ABC WORLD NEWS TONIGHT	A	6589	443	5.5	6.7	74	*98	5.7	1.5	76	*97	4.7	1.5	63	247	5.8	3.7	78
AFTERMASH	C	6391	466	5.8	7.3	80	**82	4.7	1.3	66	**147	7.1	2.3	99	*237	5.6	3.7	77
ALICE	C	10273	852	10.6	8.3	91	*192	11.1	1.9	96	*156	7.6	1.5	65	504	11.8	4.9	102
AMERICAN PARADE	C	7130	437	5.4	6.1	67	**75	4.3	1.1	54	**83	4.0	1.2	50	279	6.5	3.9	81
BENSON	A	11665	957	11.9	8.2	90	259	15.0	2.2	114	208	10.1	1.8	76	490	11.5	4.2	87
BLUE THUNDER	A	5442	431	5.3	7.9	87	**80	4.6	1.5	75	*203	9.8	3.7	160	*147	3.4	2.7	56
CAGNEY & LACEY	C	10565	787	9.8	7.4	82	*201	11.6	1.9	97	*225	10.9	2.1	91	361	8.5	3.4	71
CBS EVENING NEWS-DEAN	C	3668	*241	3.0	6.6	72	**42	2.4	1.1	59	**62	3.0	1.7	72	**137	3.2	3.7	77
CBS EVENING NEWS-RATHER	C	7561	563	7.0	7.4	82	*102	5.9	1.3	69	123	6.0	1.6	70	337	7.9	4.5	92
CBS SAT. NEWS-SCHIEFFER	C	3948	307	3.8	7.8	85	**75	4.3	1.9	97	**39	1.9	1.0	42	193	4.5	4.9	101
CBS SATURDAY NIGHT MOVIE	C	5966	568	7.0	9.5	104	102	5.9	1.7	87	111	5.4	1.9	80	355	8.3	6.0	123
CBS WEDNESDAY NIGHT MOVIE	C	6529	557	6.9	8.5	94	*104	6.0	1.6	81	*113	5.5	1.7	74	340	8.0	5.2	108
CHEERS	N	9842	1020	12.7	10.4	114	*186	10.8	1.9	97	184	8.9	1.9	80	651	15.3	6.6	137
DALLAS	C	23935	1863	23.1	7.8	85	506	29.2	2.1	108	390	18.9	1.6	70	967	22.7	4.0	84
DIFF'RENT STROKES	N	7574	558	6.9	7.4	81	**117	6.8	1.5	79	*132	6.4	1.7	75	*309	7.2	4.1	85
DOUBLE TROUBLE	N	7786	743	9.2	9.5	105	*189	10.9	2.4	124	*114	5.5	1.5	63	439	10.3	5.6	117
DUCK FACTORY	N	6290	586	7.3	9.3	102	**87	5.0	1.4	71	*139	6.7	2.2	95	360	8.4	5.7	119
DUKES OF HAZZARD	C	6402	323	4.0	5.0	55	**57	3.3	0.9	46	**67	3.2	1.0	45	*199	4.7	3.1	64
DYNASTY	A	21955	1944	24.1	8.9	97	442	25.5	2.0	103	519	25.1	2.4	101	983	23.0	4.5	93
FACTS OF LIFE	N	8898	780	9.7	8.8	96	*198	11.4	2.2	114	**93	4.5	1.0	45	489	11.5	5.5	114
FALCON CREST	C	21877	1792	22.2	8.2	90	483	27.9	2.2	113	406	19.7	1.9	80	903	21.2	4.1	86
FALL GUY	A	10045	729	9.0	7.3	80	*204	11.8	2.0	104	230	11.1	2.3	98	295	6.9	2.9	61
FAMILY TIES	N	8922	762	9.5	8.5	94	*169	9.8	1.9	97	*144	7.0	1.6	69	449	10.5	5.0	104
FANTASY ISLAND	A	8288	687	8.5	8.3	91	*259	15.0	3.1	160	*166	8.0	2.0	86	262	6.1	3.2	66
FOULUPS,BLEEPS & BLUNDERS	A	9891	858	10.6	8.7	95	*207	12.0	2.1	107	*192	9.3	1.9	83	460	10.8	4.7	96
FOUR SEASONS	C	5429	433	5.4	8.0	88	**99	5.7	1.8	93	**109	5.3	2.0	86	*225	5.3	4.1	86
GIMME A BREAK	N	9646	713	8.8	7.4	81	*201	11.6	2.1	107	*169	8.2	1.8	75	343	8.0	3.6	74
HART TO HART	A	9983	855	10.6	8.6	94	*153	8.8	1.5	78	*209	10.1	2.1	90	494	11.6	4.9	103
HILL STREET BLUES	N	9688	1167	14.5	12.0	132	*222	12.8	2.3	117	*270	13.1	2.8	119	675	15.8	7.0	144
HOTEL	A	15435	1079	13.4	7.0	77	278	16.1	1.8	92	256	12.4	1.7	71	544	12.7	3.5	73
JEFFERSONS	C	10031	874	10.8	8.7	96	*233	13.5	2.3	119	*159	7.7	1.6	68	482	11.3	4.8	100
JENNIFER SLEPT HERE	N	6376	528	6.5	8.3	91	**112	6.5	1.8	90	**98	4.7	1.5	66	*318	7.5	5.0	103
KATE & ALLIE	C	9951	765	9.5	7.7	84	*164	9.5	1.6	84	*174	8.4	1.7	75	427	10.0	4.3	89
KNIGHT RIDER	N	7908	790	9.8	10.0	110	*183	10.6	2.3	118	*220	10.7	2.8	119	387	9.1	4.9	101
LOVE BOAT	A	13226	1082	13.4	8.2	90	251	14.5	1.9	97	249	12.1	1.9	81	581	13.6	4.4	91
MAGNUM PI	C	12105	848	10.5	7.0	77	*169	9.8	1.4	71	*197	9.5	1.6	70	482	11.3	4.0	83
MAMA'S FAMILY	N	6364	352	4.4	5.5	61	**87	5.0	1.4	70	**83	4.0	1.3	56	*182	4.3	2.9	59
MASTER, THE	N	3955	400	5.0	10.1	111	**58	3.4	1.5	75	*178	8.6	4.5	193	*163	3.8	4.1	85
MATT HOUSTON	A	6903	688	8.5	10.0	109	**93	5.4	1.3	69	*257	12.4	3.7	159	339	7.9	4.9	102
NBC MONDAY NIGHT MOVIE	N	13443	1388	17.2	10.3	113	233	13.5	1.7	89	366	17.7	2.7	117	789	18.5	5.9	122
NBC NIGHTLY NEWS	N	5585	360	4.5	6.4	71	*88	5.1	1.6	81	*79	3.8	1.4	61	193	4.5	3.5	72
NBC NIGHTLY NEWS-SAT	N	3688	*234	2.9	6.3	70	**54	3.1	1.5	75	**53	2.6	1.4	62	*127	3.0	3.4	71
NBC NIGHTLY NEWS-SUN	N	3310.	*280	3.5	8.5	93	**45	2.6	1.4	70	**71	3.4	2.1	92	**163	3.8	4.9	102
NBC SUNDAY NIGHT MOVIE	N	9238	1107	13.7	12.0	131	*270	15.6	2.9	149	*275	13.3	3.0	128	562	13.2	6.1	126
NEWHART	C	9876	763	9.5	7.7	85	*147	8.5	1.5	76	*156	7.6	1.6	68	460	10.8	4.7	97
ONE DAY AT A TIME	C	7954	687	8.5	8.6	95	*189	10.9	2.4	122	*130	6.3	1.6	70	368	8.6	4.6	96
PEOPLE ARE FUNNY	N	5182	237	2.9	4.6	50	**32	1.8	0.6	32	**76	3.7	1.5	63	*129	3.0	2.5	52
REAL PEOPLE	N	9674	733	9.1	7.6	83	*142	8.2	1.5	75	*118	5.7	1.2	52	474	11.1	4.9	102
REMINGTON STEELE	N	8511	723	9.0	8.5	93	*198	11.4	2.3	119	*179	8.7	2.1	90	346	8.1	4.1	84
RIPLEY'S BELIEVE IT - NOT	A	5656	657	8.1	11.6	127	**125	7.2	2.2	113	*154	7.5	2.7	117	378	8.9	6.7	139
RIPTIDE	N	7718	550	6.8	7.1	78	*105	6.1	1.4	70	*202	9.8	2.6	112	243	5.7	3.1	65
SCARECROW & MRS. KING	C	11058	930	11.5	8.4	92	*209	12.1	1.9	97	*175	8.5	1.6	68	546	12.8	4.9	102
SIMON & SIMON	C	11615	821	10.2	7.1	78	*222	12.8	1.9	98	*191	9.2	1.6	70	408	9.6	3.5	73
60 MINUTES	C	14326	1010	12.5	7.1	77	*249	14.4	1.7	89	189	9.2	1.3	57	573	13.4	4.0	83
ST. ELSEWHERE	N	7670	784	9.7	10.2	112	*147	8.5	1.9	98	*108	5.2	1.4	60	528	12.4	6.9	143
THREE'S COMPANY	A	12068	1028	12.8	8.5	93	*268	15.5	2.2	114	232	11.2	1.9	82	528	12.4	4.4	91
T.J. HOOKER	A	9735	795	9.9	8.2	90	*170	9.8	1.7	89	*225	10.9	2.3	99	400	9.4	4.1	85
TONIGHT SHOW	N	2531	209	2.6	8.3	91	**37	2.1	1.5	75	*36	1.7	1.4	61	136	3.2	5.4	111
TRAPPER JOHN, M.D.	C	10374	805	10.0	7.8	85	*259	15.0	2.5	128	*128	6.2	1.2	53	418	9.8	4.0	84
TV BLOOPERS & PRAC. JOKES	N	9795	889	11.0	9.1	100	*136	7.9	1.4	71	*279	13.5	2.8	122	474	11.1	4.8	100
20/20	A	10009	787	9.8	7.9	86	*139	8.0	1.4	71	*192	9.3	1.9	82	457	10.7	4.6	95
WEBSTER	A	11934	1019	12.6	8.5	94	269	15.5	2.3	115	227	11.0	1.9	81	523	12.3	4.4	91
WORLD NEWS - SUN	A	3291	327	4.1	9.9	109	**102	5.9	3.1	158	**65	3.1	2.0	85	*160	3.7	4.9	101
YELLOW ROSE	N	5196	342	4.2	6.6	72	**110	6.4	2.1	108	**68	3.3	1.3	56	*164	3.8	3.2	65
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	906	11.2	9.5	104	**150	8.7	1.6	80	*272	13.2	2.8	122	*485	11.4	5.1	105
BASKETBALL - COLLEGE GAMES		4414	622	7.7	14.1	155	**85	4.9	1.9	98	**158	7.7	3.6	153	*379	8.9	8.6	178
BASKETBALL - PRO GAMES		3876	*558	6.9	14.4	158	**73	4.2	1.9	96	**234	11.3	6.0	259	**251	5.9	6.5	134
BOWLING		4056	**283	3.5	7.0	77	**75	4.3	1.8	95	**97	4.7	2.4	102	**111	2.6	2.7	57
BOXING		4154	*496	6.2	11.9	131	**160	9.2	3.9	197	**77	3.7	1.9	79	**260	6.1	6.3	130
FOOTBALL - COLLEGE GAMES		6754	791	9.8	11.7	129	**166	9.6	2.5	126	**184	8.9	2.7	117	*441	10.3	6.5	135
FOOTBALL - PRO GAMES		12364	1360	16.9	11.0	121	**199	11.5	1.6	82	*350	16.9	2.8	121	812	19.0	6.6	136
GOLF		3615	*369	4.6	10.2	112	**139	8.0	3.8	197	**85	4.1	2.4	101	**146	3.4	4.0	84
POST-SEASON COLL. FOOTBALL		5296	717	8.9	13.5	149	**102	5.9	1.9	98	**117	5.7	2.2	95	*498	11.7	9.4	195
POST-SEASON PRO FOOTBALL		6693	814	10.1	12.2	133	**106	6.1	1.6	81	**156	7.6	2.3	100	*552	12.9	8.2	171
TENNIS		3281	*448	5.6	13.7	150	**133	7.7	4.1	207	**119	5.8	3.6	155	**197	4.6	6.0	124
WRESTLING - PROFESSIONAL		3672	*317	3.9	8.6	95	**126	7.3	3.4	175	**86	4.2	2.3	100	**106	2.5	2.9	60

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES) - KINDS
(ADULTS)

		BOTTLED				CANNED											
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	22211	100.0	13.2	100	5719	100.0	3.4	100								
MALES	79263	15090	67.9	19.0	144	3824	66.9	4.8	141								
FEMALES	88464	7121	32.1	8.0	61	1895	33.1	2.1	63								
18 - 24	28671	5976	26.9	20.8	157	1794	31.4	6.3	184								
25 - 34	39536	7157	32.2	18.1	137	1790	31.3	4.5	133								
35 - 44	28978	3963	17.8	13.7	103	760	13.3	2.6	77								
45 - 54	22345	2440	11.0	10.9	82	517	9.0	2.3	68								
55 - 64	22224	1722	7.8	7.7	59	*591	10.3	2.7	78								
65 OR OLDER	25973	953	4.3	3.7	28	*268	4.7	1.0	30								
18 - 34	68207	13132	59.1	19.3	145	3584	62.7	5.3	154								
18 - 49	108058	18320	82.5	17.0	128	4615	80.7	4.3	125								
25 - 54	90859	13560	61.1	14.9	113	3066	53.6	3.4	99								
35 - 49	39851	5187	23.4	13.0	98	1031	18.0	2.6	76								
50 OR OLDER	59669	3891	17.5	6.5	49	1104	19.3	1.9	54								
GRADUATED COLLEGE	28091	6564	29.6	23.4	176	1261	22.0	4.5	132								
ATTENDED COLLEGE	28938	5431	24.5	18.8	142	1277	22.3	4.4	129								
GRADUATED HIGH SCHOOL	65503	6929	31.2	10.6	80	1783	31.2	2.7	80								
DID NOT GRADUATE HIGH SCHOOL	45195	3287	14.8	7.3	55	1398	24.4	3.1	91								
EMPLOYED MALES	56429	12188	54.9	21.6	163	2862	50.0	5.1	149								
EMPLOYED FEMALES	43971	4686	21.1	10.7	80	1120	19.6	2.5	75								
EMPLOYED FULL-TIME	87773	15054	67.8	17.2	130	3435	60.1	3.9	115								
EMPLOYED PART-TIME	12627	1820	8.2	14.4	109	*547	9.6	4.3	127								
NOT EMPLOYED	67327	5337	24.0	7.9	60	1737	30.4	2.6	76								
PROFESSIONAL/MANAGER	25845	5764	26.0	22.3	168	1145	20.0	4.4	130								
TECH/CLERICAL/SALES	30895	4484	20.2	14.5	110	920	16.1	3.0	87								
PRECISION/CRAFT	12629	2367	10.7	18.7	142	664	11.6	5.3	154								
OTHER EMPLOYED	31031	4259	19.2	13.7	104	1252	21.9	4.0	118								
SINGLE	35557	8555	38.5	24.1	182	2395	41.9	6.7	198								
MARRIED	103585	11238	50.6	10.8	82	2512	43.9	2.4	71								
DIVORCED/SEPARATED/WIDOWED	28585	2418	10.9	8.5	64	812	14.2	2.8	83								
PARENTS	59295	6838	30.8	11.5	87	1514	26.5	2.6	75								
WHITE	146081	19735	88.9	13.5	102	4880	85.3	3.3	98								
BLACK	17974	1726	7.8	9.6	73	659	11.5	3.7	108								
OTHER	3672	*749	3.4	20.4	154	**181	3.2	4.9	145								
NORTHEAST-CENSUS	37005	6622	29.8	17.9	135	1373	24.0	3.7	109								
NORTH CENTRAL	42642	4250	19.1	10.0	75	1059	18.5	2.5	73								
SOUTH	56777	5145	23.2	9.1	68	1939	33.9	3.4	100								
WEST	31303	6193	27.9	19.8	149	1349	23.6	4.3	126								
NORTHEAST-MKTG.	38125	6896	31.0	18.1	137	1634	28.6	4.3	126								
EAST CENTRAL	24794	2445	11.0	9.9	74	466	8.1	1.9	55								
WEST CENTRAL	28511	3014	13.6	10.6	80	815	14.3	2.9	84								
SOUTH	48953	4283	19.3	8.7	66	1580	27.6	3.2	95								
PACIFIC	27344	5573	25.1	20.4	154	1224	21.4	4.5	131								
COUNTY SIZE A	69301	12685	57.1	18.3	138	3201	56.0	4.6	135								
COUNTY SIZE B	50633	5829	26.2	11.5	87	1585	27.7	3.1	92								
COUNTY SIZE C	26259	2768	12.5	10.5	80	*470	8.2	1.8	52								
COUNTY SIZE D	21534	929	4.2	4.3	33	*464	8.1	2.2	63								
METRO CENTRAL CITY	50014	8366	37.7	16.7	126	2368	41.4	4.7	139								
METRO SUBURBAN	76832	10938	49.2	14.2	108	2533	44.3	3.3	97								
NON METRO	40881	2907	13.1	7.1	54	818	14.3	2.0	59								
TOP 5 ADI'S	39550	7903	35.6	20.0	151	1767	30.9	4.5	131								
TOP 10 ADI'S	54877	10265	46.2	18.7	141	2447	42.8	4.5	131								
TOP 20 ADI'S	77516	13705	61.7	17.7	134	3561	62.3	4.6	135								
HSHLD INC. $50,000 OR MORE	17257	3607	16.2	20.9	158	784	13.7	4.5	133								
$40,000 OR MORE	33235	6686	30.1	20.1	152	1491	26.1	4.5	132								
$30,000 OR MORE	59693	10767	48.5	18.0	136	2358	41.2	4.0	116								
$25,000 OR MORE	76275	13075	58.9	17.1	129	2995	52.4	3.9	115								
$20,000 - $24,999	18607	2379	10.7	12.8	97	652	11.4	3.5	103								
$15,000 - $19,999	17175	1917	8.6	11.2	84	*604	10.6	3.5	103								
$10,000 - $14,999	24569	2440	11.0	9.9	75	601	10.5	2.4	72								
UNDER $10,000	31101	2400	10.8	7.7	58	866	15.1	2.8	82								
HOUSEHOLD OF 1 PERSON	19441	2440	11.0	12.6	95	722	12.6	3.7	109								
2 PEOPLE	51803	6447	29.0	12.4	94	1606	28.1	3.1	91								
3 OR 4 PEOPLE	66933	9567	43.1	14.3	108	2043	35.7	3.1	90								
5 OR MORE PEOPLE	29550	3757	16.9	12.7	96	1347	23.6	4.6	134								
NO CHILD IN HSHLD	96587	13405	60.4	13.9	105	3436	60.1	3.6	104								
CHILD(REN) UNDER 2 YRS	10844	1492	6.7	13.8	104	*366	6.4	3.4	99								
2 - 5 YEARS	26358	3192	14.4	12.1	91	1036	18.1	3.9	115								
6 - 11 YEARS	30453	3353	15.1	11.0	83	911	15.9	3.0	88								
12 - 17 YEARS	36575	4404	19.8	12.0	91	1173	20.5	3.2	94								
RESIDENCE OWNED	117770	13238	59.6	11.2	85	3342	58.4	2.8	83								
VALUE: $50,000 OR MORE	70166	10172	45.8	14.5	109	2382	41.7	3.4	100								
VALUE: UNDER $50,000	47604	3067	13.8	6.4	49	960	16.8	2.0	59								

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IMPORTED BEER (IN CANS OR BOTTLES) - KINDS
(ADULTS)

		TOTAL U.S. '000	BOTTLED				CANNED											
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	22211	100.0	13.2	100	5719	100.0	3.4	100								
MAGAZINES	QUINTILE 1	34022	6640	29.9	19.5	147	1755	30.7	5.2	151								
	QUINTILE 2	34800	5230	23.5	15.0	113	1160	20.3	3.3	98								
	QUINTILE 3	30514	3882	17.5	12.7	96	812	14.2	2.7	78								
	QUINTILE 4	33324	3849	17.3	11.6	87	1059	18.5	3.2	93								
	QUINTILE 5	35066	2609	11.7	7.4	56	933	16.3	2.7	78								
NEWSPAPERS	QUINTILE 1	29107	5245	23.6	18.0	136	1279	22.4	4.4	129								
	QUINTILE 2	49095	6655	30.0	13.6	102	1539	26.9	3.1	92								
	QUINTILE 3	23107	3213	14.5	13.9	105	703	12.3	3.0	89								
	QUINTILE 4	33556	3898	17.5	11.6	88	837	14.6	2.5	73								
	QUINTILE 5	32863	3200	14.4	9.7	74	1362	23.8	4.1	122								
OUTDOOR	QUINTILE 1	33431	5440	24.5	16.3	123	1364	23.9	4.1	120								
	QUINTILE 2	33478	4916	22.1	14.7	111	1125	19.7	3.4	99								
	QUINTILE 3	33574	4511	20.3	13.4	101	1122	19.6	3.3	98								
	QUINTILE 4	33935	4019	18.1	11.8	89	1108	19.4	3.3	96								
	QUINTILE 5	33310	3325	15.0	10.0	75	999	17.5	3.0	88								
RADIO-DRIVE	QUINTILE 1	33136	4738	21.3	14.3	108	1488	26.0	4.5	132								
TIME	QUINTILE 2	31658	4579	20.6	14.5	109	1147	20.1	3.6	106								
	QUINTILE 3	32541	4756	21.4	14.6	110	1120	19.6	3.4	101								
	QUINTILE 4	34247	4894	22.0	14.3	108	1191	20.8	3.5	102								
	QUINTILE 5	36144	3245	14.6	9.0	68	774	13.5	2.1	63								
RADIO-MID-	TERCILE 1	45037	6318	28.4	14.0	106	1672	29.2	3.7	109								
DAY	TERCILE 2	44819	5970	26.9	13.3	101	1545	27.0	3.4	101								
	TERCILE 3	77872	9922	44.7	12.7	96	2501	43.7	3.2	94								
RADIO-TOTAL	QUINTILE 1	33763	5157	23.2	15.3	115	1470	25.7	4.4	128								
	QUINTILE 2	33240	4474	20.1	13.5	102	1183	20.7	3.6	104								
	QUINTILE 3	33408	4936	22.2	14.8	112	1196	20.9	3.6	105								
	QUINTILE 4	34792	4629	20.8	13.3	100	1167	20.4	3.4	98								
	QUINTILE 5	32524	3015	13.6	9.3	70	702	12.3	2.2	63								
TV-PRIME	QUINTILE 1	33090	3964	17.8	12.0	90	884	15.5	2.7	78								
TIME	QUINTILE 2	33357	4537	20.4	13.6	103	1324	23.2	4.0	116								
	QUINTILE 3	33980	5230	23.5	15.4	116	1232	21.5	3.6	106								
	QUINTILE 4	33854	4614	20.8	13.6	103	1187	20.8	3.5	103								
	QUINTILE 5	33444	3865	17.4	11.6	87	1092	19.1	3.3	96								
TV-DAYTIME	TERCILE 1	49121	4351	19.6	8.9	67	1285	22.5	2.6	77								
	TERCILE 2	48823	6094	27.4	12.5	94	1860	32.5	3.8	112								
	TERCILE 3	69782	11766	53.0	16.9	127	2574	45.0	3.7	108								
TV-TOTAL	QUINTILE 1	33584	3802	17.1	11.3	85	1167	20.4	3.5	102								
	QUINTILE 2	33441	3703	16.7	11.1	84	1022	17.9	3.1	90								
	QUINTILE 3	33505	4809	21.7	14.4	108	1008	17.6	3.0	88								
	QUINTILE 4	33466	5571	25.1	16.6	126	1219	21.3	3.6	107								
	QUINTILE 5	33731	4326	19.5	12.8	97	1303	22.8	3.9	113								
MAGAZINES-NEWSPAPERS: DUAL		44503	8262	37.2	18.6	140	2047	35.8	4.6	135								
MAGAZINE IMPERATIVE		39363	5536	24.9	14.1	106	1217	21.3	3.1	91								
NEWSPAPER IMPERATIVE		46441	5025	22.6	10.8	82	1167	20.4	2.5	74								
MAGAZINES-OUTDOOR: DUAL		33726	6052	27.2	17.9	136	1486	26.0	4.4	129								
MAGAZINE IMPERATIVE		52846	7715	34.7	14.6	110	1912	33.4	3.6	106								
OUTDOOR IMPERATIVE		52140	6167	27.8	11.8	89	1577	27.6	3.0	89								
MAGAZINES-RADIO: DUAL		37081	6518	29.3	17.6	133	1542	27.0	4.2	122								
MAGAZINE IMPERATIVE		49747	7583	34.1	15.2	115	1721	30.1	3.5	101								
RADIO IMPERATIVE		49208	5531	24.9	11.2	85	1658	29.0	3.4	99								
MAGAZINES-TELEVISION: DUAL		33103	4793	21.6	14.5	109	1347	23.6	4.1	119								
MAGAZINE IMPERATIVE		54575	9583	43.1	17.6	133	2121	37.1	3.9	114								
TELEVISION IMPERATIVE		53249	4778	21.5	9.0	68	1378	24.1	2.6	76								
NEWSPAPERS-OUTDOOR: DUAL		36255	6142	27.7	16.9	128	1403	24.5	3.9	113								
NEWSPAPER IMPERATIVE		55591	7276	32.8	13.1	99	1835	32.1	3.3	97								
OUTDOOR IMPERATIVE		48319	6311	28.4	13.1	99	1659	29.0	3.4	101								
NEWSPAPERS-RADIO: DUAL		37242	6019	27.1	16.2	122	1633	28.6	4.4	129								
NEWSPAPER IMPERATIVE		54423	7743	34.9	14.2	107	1605	28.1	2.9	86								
RADIO IMPERATIVE		46650	5856	26.4	12.6	95	1646	28.8	3.5	103								
NEWSPAPERS-TELEVISION: DUAL		35974	5021	22.6	14.0	105	1130	19.8	3.1	92								
NEWSPAPER IMPERATIVE		56095	9057	40.8	16.1	122	2127	37.2	3.8	111								
TELEVISION IMPERATIVE		47170	4664	21.0	9.9	75	1548	27.1	3.3	96								
OUTDOOR-RADIO: DUAL		33748	4961	22.3	14.7	111	1278	22.3	3.8	111								
OUTDOOR IMPERATIVE		52785	7570	34.1	14.3	108	1684	29.4	3.2	94								
RADIO IMPERATIVE		52882	7123	32.1	13.5	102	2076	36.3	3.9	115								
OUTDOOR-TELEVISION: DUAL		32030	4545	20.5	14.2	107	1134	19.8	3.5	104								
OUTDOOR IMPERATIVE		54626	8862	39.9	16.2	123	2111	36.9	3.9	113								
TELEVISION IMPERATIVE		54874	5646	25.4	10.3	78	1593	27.9	2.9	85								
RADIO-TELEVISION: DUAL		33386	4465	20.1	13.4	101	1406	24.6	4.2	124								
RADIO IMPERATIVE		53810	8444	38.0	15.7	119	1960	34.3	3.6	107								
TELEVISION IMPERATIVE		54023	5714	25.7	10.6	80	1341	23.4	2.5	73								

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IMPORTED BEER (IN CANS OR BOTTLES) - KINDS
(ADULTS)

		BOTTLED				CANNED											
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	22211	100.0	13.2	100	5719	100.0	3.4	100								
ATLANTIC MONTHLY	867	266	1.2	30.7	232	**52	0.9	6.0	176								
BARRON'S	1580	532	2.4	33.7	254	**176	3.1	11.1	327								
BETTER HOMES & GARDENS	22203	2375	10.7	10.7	81	564	9.9	2.5	74								
BON APPETIT	3810	815	3.7	21.4	162	**117	2.0	3.1	90								
BUSINESS WEEK	4663	1177	5.3	25.2	191	323	5.6	6.9	203								
CAR AND DRIVER	3102	972	4.4	31.3	237	**172	3.0	5.5	163								
CBS MAGAZINE NETWORK (GROSS)	7311	2263	10.2	31.0	234	397	6.9	5.4	159								
CHANGING TIMES	3400	581	2.6	17.1	129	*192	3.4	5.6	166								
COLONIAL HOMES	1796	350	1.6	19.5	147	**72	1.3	4.0	118								
CONDE NAST MAG. PKG. (GROSS)	19924	3222	14.5	16.2	122	915	16.0	4.6	135								
CONSUMERS DIGEST	3125	589	2.7	18.8	142	**82	1.4	2.6	77								
COSMOPOLITAN	10577	1600	7.2	15.1	114	545	9.5	5.2	151								
COUNTRY LIVING	3746	545	2.5	14.5	110	**151	2.6	4.0	118								
CUISINE	2214	508	2.3	22.9	173	**71	1.2	3.2	94								
CYCLE WORLD	2394	594	2.7	24.8	187	**86	1.5	3.6	105								
DCI:CREATIVE IDEAS FOR LIV	3068	319	1.4	10.4	79	**51	0.9	1.7	49								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1005	4.5	10.5	79	*260	4.5	2.7	80								
DISCOVER	2277	479	2.2	21.0	159	*147	2.6	6.5	189								
EBONY	7187	817	3.7	11.4	86	288	5.0	4.0	118								
ESQUIRE	2560	490	2.2	19.1	145	*136	2.4	5.3	156								
ESSENCE	3242	340	1.5	10.5	79	*170	3.0	5.2	154								
FAMILY CIRCLE	19639	1791	8.1	9.1	69	424	7.4	2.2	63								
THE FAMILY HANDYMAN	3540	540	2.4	15.3	115	**63	1.1	1.8	52								
FAMILY WEEKLY	23924	2946	13.3	12.3	93	631	11.0	2.6	77								
FIELD & STREAM	9883	1546	7.0	15.6	118	*234	4.1	2.4	69								
FOOD & WINE	1030	367	1.7	35.6	269	**27	0.5	2.6	77								
FORBES	2679	800	3.6	29.9	226	*211	3.7	7.9	231								
FORTUNE	2931	854	3.8	29.1	220	*285	5.0	9.7	285								
GENTLEMEN'S QUARTERLY	3481	1018	4.6	29.2	221	431	7.5	12.4	363								
GLAMOUR	7163	1108	5.0	15.5	117	*345	6.0	4.8	141								
GOLF DIGEST	2355	510	2.3	21.7	164	**103	1.8	4.4	128								
GOLF DIGEST/TENNIS (GROSS)	3610	883	4.0	24.5	185	*169	3.0	4.7	137								
GOLF MAGAZINE	2046	533	2.4	26.1	197	**87	1.5	4.3	125								
GOLF MAGAZINE/SKI (GROSS)	3547	930	4.2	26.2	198	*177	3.1	5.0	146								
GOOD HOUSEKEEPING	20353	1702	7.7	8.4	63	438	7.7	2.2	63								
HARPER'S BAZAAR	3362	566	2.5	16.8	127	*213	3.7	6.3	186								
HEALTH	2987	419	1.9	14.0	106	**164	2.9	5.5	161								
HEARST MAG CORP. BUY (GROSS)	67928	9332	42.0	13.7	104	2431	42.5	3.6	105								
HEARST MAN POWER (GROSS)	11282	2345	10.6	20.8	157	384	6.7	3.4	100								
HEARST WOMAN POWER (GROSS)	40514	4268	19.2	10.5	80	1224	21.4	3.0	89								
HOUSE BEAUTIFUL	4885	732	3.3	15.0	113	*244	4.3	5.0	146								
INC.	1308	451	2.0	34.5	260	**112	2.0	8.6	251								
JET	6498	832	3.7	12.8	97	317	5.5	4.9	143								
LADIES' HOME JOURNAL	14797	1496	6.7	10.1	76	386	6.7	2.6	77								
LHJ FAMILY GRP COMBO(GROSS)	21743	2413	10.9	11.1	84	667	11.7	3.1	90								
LIFE	9881	1893	8.5	19.2	145	516	9.0	5.2	153								
L.A. TIMES HOME MAGAZINE	2775	809	3.6	29.2	220	265	4.6	9.5	280								
MADEMOISELLE	4219	680	3.1	16.1	122	*185	3.2	4.4	129								
MC CALL'S	16422	1428	6.4	8.7	66	499	8.7	3.0	89								
MC CALL'S/WRK MOTHER (GROSS)	17919	1655	7.5	9.2	70	553	9.7	3.1	91								
MECHANIX ILLUSTRATED	4433	748	3.4	16.9	127	*154	2.7	3.5	102								
METROPOLITAN HOME	1504	364	1.6	24.2	183	**51	0.9	3.4	99								
MONEY	4723	1217	5.5	25.8	195	302	5.3	6.4	188								
MOTHER EARTH NEWS	2325	483	2.2	20.8	157	**75	1.3	3.2	95								
MS.	1189	*245	1.1	20.6	156	**52	0.9	4.4	128								
NATIONAL ENQUIRER	18892	1919	8.6	10.2	77	531	9.3	2.8	82								
NATIONAL GEOGRAPHIC	22129	4589	20.7	20.7	157	968	16.9	4.4	128								
NATIONAL SUNDAY MAGAZINE PKG	103750	15528	69.9	15.0	113	3608	63.1	3.5	102								
NATURAL HISTORY	1379	391	1.8	28.4	214	**117	2.0	8.5	249								
NEW WOMAN	2289	346	1.6	15.1	114	**53	0.9	2.3	68								
NEW YORK INCLUDING CUE	1088	333	1.5	30.6	231	**77	1.3	7.1	208								
THE NEW YORKER	2459	742	3.3	30.2	228	*136	2.4	5.5	162								
NEWSWEEK	16527	3785	17.0	22.9	173	847	14.8	5.1	150								
THE N.Y. TIMES DAILY EDITION	2739	748	3.4	27.3	206	*217	3.8	7.9	232								
THE N.Y. TIMES MAGAZINE	4443	1257	5.7	28.3	214	329	5.8	7.4	217								
OMNI	2799	930	4.2	33.2	251	*199	3.5	7.1	209								
ON CABLE	2209	361	1.6	16.3	123	**40	0.7	1.8	53								
1001 HOME IDEAS	3959	497	2.2	12.6	95	**117	2.0	3.0	87								
ORGANIC GARDENING	3111	343	1.5	11.0	83	**46	0.8	1.5	43								
OUTDOOR LIFE	5024	634	2.9	12.6	95	*129	2.3	2.6	75								
PARADE MAGAZINE	51292	8038	36.2	15.7	118	1837	32.1	3.6	105								

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IMPORTED BEER (IN CANS OR BOTTLES) - KINDS
(ADULTS)

		BOTTLED				CANNED											
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	22211	100.0	13.2	100	5719	100.0	3.4	100								
PARENTS	5298	820	3.7	15.5	117	*168	2.9	3.2	93								
PENTHOUSE	5129	1434	6.5	28.0	211	503	8.8	9.8	288								
PEOPLE	21070	3490	15.7	16.6	125	1157	20.2	5.5	161								
PLAYBOY	10562	2752	12.4	26.1	197	626	10.9	5.9	174								
POPULAR HOT RODDING	2498	495	2.2	19.8	150	**155	2.7	6.2	182								
POPULAR MECHANICS	5887	1194	5.4	20.3	153	*237	4.1	4.0	118								
POPULAR SCIENCE	4317	970	4.4	22.5	170	*134	2.3	3.1	91								
PREVENTION	5792	639	2.9	11.0	83	**105	1.8	1.8	53								
PSYCHOLOGY TODAY	3284	786	3.5	23.9	181	*113	2.0	3.4	101								
READER'S DIGEST	40046	4501	20.3	11.2	85	1120	19.6	2.8	82								
REDBOOK	9584	966	4.3	10.1	76	*241	4.2	2.5	74								
ROAD & TRACK	2590	831	3.7	32.1	242	**190	3.3	7.3	215								
ROLLING STONE	3302	1330	6.0	40.3	304	*359	6.3	10.9	319								
RUNNER'S WORLD	1229	381	1.7	31.0	234	**64	1.1	5.2	153								
SATURDAY EVENING POST	2110	274	1.2	13.0	98	**38	0.7	1.8	53								
SCIENCE 84	1543	369	1.7	23.9	181	**36	0.6	2.3	68								
SCIENCE DIGEST	1747	425	1.9	24.3	184	**49	0.9	2.8	82								
SCIENTIFIC AMERICAN	1994	696	3.1	34.9	264	**162	2.8	8.1	238								
SELF	3119	587	2.6	18.8	142	**78	1.4	2.5	73								
SEVENTEEN	3923	536	2.4	13.7	103	**159	2.8	4.1	119								
SKI	1501	397	1.8	26.4	200	**90	1.6	6.0	176								
SMITHSONIAN	5976	1615	7.3	27.0	204	344	6.0	5.8	169								
SOAP OPERA DIGEST	4228	432	1.9	10.2	77	*111	1.9	2.6	77								
SOUTHERN LIVING	6488	686	3.1	10.6	80	*209	3.7	3.2	94								
SPORT	3500	804	3.6	23.0	173	*185	3.2	5.3	155								
THE SPORTING NEWS	2456	596	2.7	24.3	183	**158	2.8	6.4	189								
SPORTS AFIELD	3648	726	3.3	19.9	150	**98	1.7	2.7	79								
SPORTS ILLUSTRATED	14484	3381	15.2	23.3	176	745	13.0	5.1	151								
STAR	12661	1415	6.4	11.2	84	413	7.2	3.3	96								
SUNDAY	52799	8191	36.9	15.5	117	1969	34.4	3.7	109								
SUNSET	3513	872	3.9	24.8	187	*214	3.7	6.1	179								
TV GUIDE	42766	5812	26.2	13.6	103	1559	27.3	3.6	107								
TENNIS	1254	374	1.7	29.8	225	**66	1.2	5.3	154								
TIME	22054	4697	21.1	21.3	161	1160	20.3	5.3	154								
TOWN & COUNTRY	1555	315	1.4	20.3	153	**98	1.7	6.3	185								
TRAVEL & LEISURE	2173	542	2.4	24.9	188	*199	3.5	9.2	269								
TRUE STORY	4636	351	1.6	7.6	57	**96	1.7	2.1	61								
U.S.NEWS & WORLD REPORT	10353	1753	7.9	16.9	128	471	8.2	4.5	133								
USA TODAY	4994	1142	5.1	22.9	173	*285	5.0	5.7	167								
US	3528	670	3.0	19.0	143	*219	3.8	6.2	182								
VOGUE	5424	848	3.8	15.6	118	307	5.4	5.7	166								
WALL STREET JOURNAL	6292	1574	7.1	25.0	189	475	8.3	7.5	221								
WEIGHT WATCHERS	2762	284	1.3	10.3	78	**116	2.0	4.2	123								
WOMAN'S DAY	16320	1520	6.8	9.3	70	355	6.2	2.2	64								
WORKING MOTHER	1496	*226	1.0	15.1	114	**54	0.9	3.6	106								
WORKING WOMAN	1851	360	1.6	19.4	147	**99	1.7	5.3	157								
WORLD TENNIS	580	*215	1.0	37.1	280	**13	0.2	2.2	66								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3502	15.8	28.2	213	729	12.7	5.9	172								
BLAIR INSERTS	91671	14551	65.5	15.9	120	3354	58.6	3.7	107								
DAILY NEWSPAPERS																	
READ ANY	109190	15353	69.1	14.1	106	3697	64.6	3.4	99								
READ ONE	89587	11719	52.8	13.1	99	2802	49.0	3.1	92								
READ TWO OR MORE	19602	3635	16.4	18.5	140	895	15.6	4.6	134								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	16373	73.7	14.9	113	3815	66.7	3.5	102								
READ ONE	95074	13431	60.5	14.1	107	3076	53.8	3.2	95								
READ TWO OR MORE	14588	2942	13.2	20.2	152	739	12.9	5.1	149								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.41				29.58											
30 DAY REACH	149706	20440	92.0	13.7	103	5171	90.4	3.5	101								
50 SHWG - 30 DAY AV FREQ	15.16	16.82				15.33											
30 DAY REACH	162406	19727	88.8	13.9	105	4998	87.4	3.5	103								
25 SHWG - 30 DAY AV FREQ	8.23	9.07				8.42											
30 DAY REACH	131152	18307	82.4	14.0	105	4554	79.6	3.5	102								
CABLE TV: HOME WIRED	66879	8901	40.1	13.3	101	2089	36.5	3.1	92								
HOME NOT WIRED	100848	13309	59.9	13.2	100	3630	63.5	3.6	106								
HAVE PAY CABLE	35024	5564	25.1	15.9	120	1247	21.8	3.6	104								

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(ADULTS)

		TOTAL U.S.	BOTTLED				CANNED											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	22211	100.0	13.2	100	5719	100.0	3.4	100								
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	13957	62.8	14.6	110	3487	61.0	3.6	107								
10:00 AM - 3:00 PM		63599	8839	39.8	13.9	105	2282	39.9	3.6	105								
3:00 PM - 7:00 PM		72097	11351	51.1	15.7	119	2877	50.3	4.0	117								
7:00 PM - MIDNIGHT		36670	5954	26.8	16.2	123	1722	30.1	4.7	138								
MIDNIGHT - 6:00 AM		21908	3562	16.0	16.3	123	917	16.0	4.2	123								
6:00 AM - MIDNIGHT		127571	18452	83.1	14.5	109	4678	81.8	3.7	108								
ENTIRE DAY		129239	18636	83.9	14.4	109	4708	82.3	3.6	107								
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	5035	22.7	14.8	112	1164	20.4	3.4	100								
ALL NEWS		6062	1309	5.9	21.6	163	*180	3.1	3.0	87								
AOR/PROGRESSIVE		11884	2902	13.1	24.4	184	776	13.6	6.5	192								
BEAUTIFUL MUSIC		11180	1504	6.8	13.5	102	323	5.6	2.9	85								
BLACK		4538	452	2.0	10.0	75	*191	3.3	4.2	123								
CLASSICAL		3857	963	4.3	25.0	189	266	4.7	6.9	202								
CHR/ROCK		21946	3969	17.9	18.1	137	1121	19.6	5.1	150								
COUNTRY		27262	2787	12.5	10.2	77	763	13.3	2.8	82								
GOLDEN OLDIES		3339	549	2.5	16.4	124	*149	2.6	4.5	131								
MOR/NOSTALGIA		10346	1486	6.7	14.4	108	379	6.6	3.7	107								
NEWS/TALK		8929	1108	5.0	12.4	94	263	4.6	2.9	86								
RELIGIOUS		5488	583	2.6	10.6	80	**135	2.4	2.5	72								
SOFT ROCK		1232	*169	0.8	13.7	104	**76	1.3	6.2	181								
URBAN CONTEMPORARY		3184	529	2.4	16.6	125	*187	3.3	5.9	172								
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	764	3.4	11.1	83	*300	5.2	4.3	127								
ABC DIRECTION		5212	886	4.0	17.0	128	*189	3.3	3.6	106								
ABC ENTERTAINMENT		10385	1103	5.0	10.6	80	*316	5.5	3.0	89								
ABC FM		4762	636	2.9	13.4	101	*238	4.2	5.0	147								
ABC INFORMATION		11339	1215	5.5	10.7	81	281	4.9	2.5	73								
ABC ROCK		4878	1079	4.9	22.1	167	*323	5.6	6.6	194								
CBS		10709	1532	6.9	14.3	108	300	5.2	2.8	82								
MUTUAL		10251	1341	6.0	13.1	99	309	5.4	3.0	88								
NBC		12243	1594	7.2	13.0	98	*313	5.5	2.6	75								
RADIORADIO		4606	806	3.6	17.5	132	*197	3.4	4.3	125								
RKO ONE		5148	838	3.8	16.3	123	*244	4.3	4.7	139								
RKO TWO		7313	1028	4.6	14.1	106	*260	4.5	3.6	104								
THE SOURCE		5981	1138	5.1	19.0	144	*354	6.2	5.9	174								
NON-WIRED : BLAIR		19329	2480	11.2	12.8	97	634	11.1	3.3	96								
INTERNET		27139	4779	21.5	17.6	133	1251	21.9	4.6	135								
KATZ RADIO GROUP		36319	5936	26.7	16.3	123	1567	27.4	4.3	127								
SUPERNET		22361	3182	14.3	14.2	107	980	17.1	4.4	129								
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	1359	6.1	9.4	71	368	6.4	2.5	74								
WKDAY 9:00 AM - 1:00 PM		18688	1601	7.2	8.6	65	515	9.0	2.8	81								
WKDAY 1:00 PM - 4:30 PM		24061	1965	8.8	8.2	62	673	11.8	2.8	82								
WKDAY 4:30 PM - 7:30 PM		44079	5252	23.6	11.9	90	1400	24.5	3.2	93								
WKDAY 7:30 PM - 8:00 PM		61979	7449	33.5	12.0	91	1848	32.3	3.0	87								
WKDAY 11:00 PM - 11:30 PM		49084	6267	28.2	12.8	96	1721	30.1	3.5	103								
WKDAY 11:30 PM - 1:00 AM		16560	2214	10.0	13.4	101	589	10.3	3.6	104								
M-SAT 8-11 PM+SUN 7-11 PM		66967	8661	39.0	12.9	98	2199	38.5	3.3	96								
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	878	4.0	9.5	72	283	4.9	3.1	90								
ANOTHER WORLD	N	6138	278	1.3	4.5	34	118	2.1	1.9	56								
AS THE WORLD TURNS	C	7707	502	2.3	6.5	49	259	4.5	3.4	99								
CAPITOL	C	4688	345	1.6	7.4	56	*215	3.8	4.6	135								
CBS MORN. NEWS 1	C	2792	223	1.0	8.0	60	*47	0.8	1.7	49								
CBS MORN. NEWS 2	C	2071	149	0.7	7.2	54	*35	0.6	1.7	50								
DAYS OF OUR LIVES	N	8018	570	2.6	7.1	54	237	4.1	3.0	87								
FACTS OF LIFE - DAYTIME	N	3487	299	1.3	8.6	65	*72	1.3	2.1	61								
FAMILY FEUD	A	4817	414	1.9	8.6	65	96	1.7	2.0	58								
GENERAL HOSPITAL	A	8333	692	3.1	8.3	63	199	3.5	2.4	70								
GOOD MORNING, AMERICA-730	A	5472	430	1.9	7.9	59	*113	2.0	2.1	61								
GOOD MORNING, AMERICA-830	A	3965	275	1.2	6.9	52	*65	1.1	1.6	48								
GUIDING LIGHT	C	7542	646	2.9	8.6	65	263	4.6	3.5	102								
ONE LIFE TO LIVE	A	6018	486	2.2	8.1	61	94	1.6	1.6	46								
PRESS YOUR LUCK	C	3589	328	1.5	9.1	69	*66	1.2	1.8	54								
PRICE IS RIGHT 1	C	7418	480	2.2	6.5	49	187	3.3	2.5	74								
PRICE IS RIGHT 2	C	8276	561	2.5	6.8	51	191	3.3	2.3	68								
RYAN'S HOPE	A	4358	388	1.7	8.9	67	*108	1.9	2.5	73								
SALE OF THE CENTURY	N	3749	275	1.2	7.3	55	*107	1.9	2.9	84								
SEARCH FOR TOMORROW	N	2884	200	0.9	6.9	52	**94	1.6	3.3	96								
TODAY SHOW 1	N	4869	501	2.3	10.3	78	*81	1.4	1.7	49								
TODAY SHOW 2	N	4135	261	1.2	6.3	48	*69	1.2	1.7	49								
$25,000 PYRAMID	C	4361	309	1.4	7.1	54	*109	1.9	2.5	73								
WHEEL OF FORTUNE	N	6187	446	2.0	7.2	54	*98	1.7	1.6	46								
YOUNG AND THE RESTLESS	C	8186	636	2.9	7.8	59	266	4.7	3.2	95								
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	797	3.6	16.9	127	*213	3.7	4.5	132								
NBA PLAYOFF GAME -1	C	5127	926	4.2	18.1	136	326	5.7	6.4	186								
NBC MAJOR LEAGUE PRE-GAME	N	3945	453	2.0	11.5	87	*152	2.7	3.9	113								
SPORTSWORLD - SUN	N	3370	520	2.3	15.4	117	*81	1.4	2.4	70								
SUNDAY MORNING	C	4200	589	2.7	14.0	106	*125	2.2	3.0	87								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES) - KINDS
(ADULTS)

			BOTTLED				CANNED											
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	22211	100.0	13.2	100	5719	100.0	3.4	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	5780	26.0	11.1	83	1451	25.4	2.8	81								
NETWORK AFFILIATES - LATE		39164	4635	20.9	11.8	89	1258	22.0	3.2	94								
INDEPENDENTS - LATE		5133	988	4.4	19.2	145	279	4.9	5.4	159								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2873	12.9	12.6	95	775	13.6	3.4	100								
ABC MONDAY NIGHT MOVIE	A	11258	1303	5.9	11.6	87	301	5.3	2.7	78								
ABC SUNDAY NIGHT MOVIE	A	23600	3209	14.4	13.6	103	819	14.3	3.5	102								
ABC WORLD NEWS TONIGHT	A	12801	1419	6.4	11.1	84	480	8.4	3.7	110								
AFTERMASH	C	10966	1214	5.5	11.1	84	*300	5.2	2.7	80								
ALICE	C	17050	1779	8.0	10.4	79	335	5.9	2.0	58								
AMERICAN PARADE	C	11998	1133	5.1	9.4	71	297	5.2	2.5	73								
BENSON	A	19258	2104	9.5	10.9	83	497	8.7	2.6	76								
BLUE THUNDER	A	11478	1465	6.6	12.8	96	400	7.0	3.5	102								
CAGNEY & LACEY	C	18263	2194	9.9	12.0	91	603	10.5	3.3	97								
CBS EVENING NEWS-DEAN	C	7733	904	4.1	11.7	88	*283	4.9	3.7	107								
CBS EVENING NEWS-RATHER	C	15653	1988	9.0	12.7	96	467	8.2	3.0	87								
CBS SAT. NEWS-SCHIEFFER	C	8744	1042	4.7	11.9	90	228	4.0	2.6	76								
CBS SATURDAY NIGHT MOVIE	C	12000	1556	7.0	13.0	98	338	5.9	2.8	83								
CBS WEDNESDAY NIGHT MOVIE	C	11522	1442	6.5	12.5	95	338	5.9	2.9	86								
CHEERS	N	16818	2835	12.8	16.9	127	636	11.1	3.8	111								
DALLAS	C	37510	3733	16.8	10.0	75	1239	21.7	3.3	97								
DIFF'RENT STROKES	N	11258	1004	4.5	8.9	67	277	4.8	2.5	72								
DOUBLE TROUBLE	N	12248	1497	6.7	12.2	92	455	8.0	3.7	109								
DUCK FACTORY	N	11100	1652	7.4	14.9	112	382	6.7	3.4	101								
DUKES OF HAZZARD	C	12353	1196	5.4	9.7	73	301	5.3	2.4	71								
DYNASTY	A	33279	3618	16.3	10.9	82	854	14.9	2.6	75								
FACTS OF LIFE	N	13410	1416	6.4	10.6	80	352	6.2	2.6	77								
FALCON CREST	C	31093	3047	13.7	9.8	74	1088	19.0	3.5	103								
FALL GUY	A	18649	2251	10.1	12.1	91	675	11.8	3.6	106								
FAMILY TIES	N	13101	1436	6.5	11.0	83	394	6.9	3.0	88								
FANTASY ISLAND	A	13069	1395	6.3	10.7	81	494	8.6	3.8	111								
FOULUPS,BLEEPS & BLUNDERS	A	16588	2212	10.0	13.3	101	573	10.0	3.5	101								
FOUR SEASONS -	C	9302	995	4.5	10.7	81	*330	5.8	3.5	104								
GIMME A BREAK	N	13955	1228	5.5	8.8	66	354	6.2	2.5	74								
HART TO HART	A	15735	1747	7.9	11.1	84	512	9.0	3.3	95								
HILL STREET BLUES	N	18257	3013	13.6	16.5	125	754	13.2	4.1	121								
HOTEL	A	24236	2407	10.8	9.9	75	690	12.1	2.8	83								
JEFFERSONS	C	17010	1673	7.5	9.8	74	459	8.0	2.7	79								
JENNIFER SLEPT HERE	N	9397	965	4.3	10.3	78	*194	3.4	2.1	61								
KATE & ALLIE	C	16762	2137	9.6	12.7	96	458	8.0	2.7	80								
KNIGHT RIDER	N	13164	1632	7.3	12.4	94	431	7.5	3.3	96								
LOVE BOAT	A	20400	2111	9.5	10.3	78	481	8.4	2.4	69								
MAGNUM PI	C	22543	2660	12.0	11.8	89	842	14.7	3.7	110								
MAMA'S FAMILY	N	9852	819	3.7	8.3	63	222	3.9	2.3	66								
MASTER, THE	N	8082	1226	5.5	15.2	115	229	4.0	2.8	83								
MATT HOUSTON	A	12881	1758	7.9	13.6	103	378	6.6	2.9	86								
NBC MONDAY NIGHT MOVIE	N	23889	3463	15.6	14.5	109	954	16.7	4.0	117								
NBC NIGHTLY NEWS	N	11156	1240	5.6	11.1	84	306	5.4	2.7	80								
NBC NIGHTLY NEWS-SAT	N	7363	795	3.6	10.8	82	*180	3.1	2.4	72								
NBC NIGHTLY NEWS-SUN	N	6214	776	3.5	12.5	94	*128	2.2	2.1	60								
NBC SUNDAY NIGHT MOVIE	N	17590	2835	12.8	16.1	122	607	10.6	3.5	101								
NEWHART	C	16740	2045	9.2	12.2	92	479	8.4	2.9	84								
ONE DAY AT A TIME	C	11820	1186	5.3	10.0	76	314	5.5	2.7	78								
PEOPLE ARE FUNNY	N	9138	863	3.9	9.4	71	*248	4.3	2.7	80								
REAL PEOPLE	N	15979	1706	7.7	10.7	81	424	7.4	2.7	78								
REMINGTON STEELE	N	14395	1781	8.0	12.4	93	524	9.2	3.6	107								
RIPLEY'S BELIEVE IT - NOT	A	11362	1761	7.9	15.5	117	408	7.1	3.6	105								
RIPTIDE	N	13920	1492	6.7	10.7	81	518	9.1	3.7	109								
SCARECROW & MRS. KING	C	17571	2049	9.2	11.7	88	513	9.0	2.9	86								
SIMON & SIMON	C	20208	2236	10.1	11.1	84	658	11.5	3.3	95								
60 MINUTES	C	27668	3598	16.2	13.0	98	914	16.0	3.3	97								
ST. ELSEWHERE	N	13699	2048	9.2	14.9	113	441	7.7	3.2	94								
THREE'S COMPANY	A	20632	2702	12.2	13.1	99	758	13.3	3.7	108								
T.J. HOOKER	A	17136	1855	8.4	10.8	82	493	8.6	2.9	84								
TONIGHT SHOW	N	4963	691	3.1	13.9	105	193	3.4	3.9	114								
TRAPPER JOHN, M.D.	C	16332	1543	6.9	9.4	71	327	5.7	2.0	59								
TV BLOOPERS & PRAC. JOKES	N	18881	2476	11.1	13.1	99	595	10.4	3.2	92								
20/20	A	18315	1947	8.8	10.6	80	521	9.1	2.8	83								
WEBSTER	A	18722	1986	8.9	10.6	80	511	8.9	2.7	80								
WORLD NEWS - SUN	A	5327	685	3.1	12.9	97	*211	3.7	4.0	116								
YELLOW ROSE	N	8370	660	3.0	7.9	60	179	3.1	2.1	63								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3914	17.6	15.1	114	730	12.8	2.8	83								
BASKETBALL - COLLEGE GAMES		14468	2815	12.7	19.5	147	559	9.8	3.9	113								
BASKETBALL - PRO GAMES		12124	2174	9.8	17.9	135	*448	7.8	3.7	108								
BOWLING		9412	887	4.0	9.4	71	*279	4.9	3.0	87								
BOXING		15409	2634	11.9	17.1	129	622	10.9	4.0	118								
FOOTBALL - COLLEGE GAMES		21400	3717	16.7	17.4	131	795	13.9	3.7	109								
FOOTBALL - PRO GAMES		35944	6933	31.2	19.3	146	1441	25.2	4.0	118								
GOLF		9759	1631	7.3	16.7	126	*434	7.6	4.4	130								
POST-SEASON COLL. FOOTBALL		18123	3810	17.2	21.0	159	839	14.7	4.6	136								
POST-SEASON PRO FOOTBALL		22091	4423	19.9	20.0	151	872	15.2	3.9	116								
TENNIS		6764	1341	6.0	19.8	150	**182	3.2	2.7	79								
WRESTLING - PROFESSIONAL		9695	970	4.4	10.0	76	**301	5.3	3.1	91								

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IMPORTED BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

	TOTAL U.S. '000	BECKS A '000	BECKS B % DOWN	BECKS C ACROSS %	BECKS D INDX	HEINEKEN A '000	HEINEKEN B % DOWN	HEINEKEN C ACROSS %	HEINEKEN D INDX	MOLSON CANADIAN A '000	MOLSON CANADIAN B % DOWN	MOLSON CANADIAN C ACROSS %	MOLSON CANADIAN D INDX	MOOSEHEAD A '000	MOOSEHEAD B % DOWN	MOOSEHEAD C ACROSS %	MOOSEHEAD D INDX
TOTAL ADULTS	167727	4215	100.0	2.5	100	14198	100.0	8.5	100	4935	100.0	2.9	100	5024	100.0	3.0	100
MALES	79263	3120	74.0	3.9	157	9202	64.8	11.6	137	3416	69.2	4.3	146	3483	69.3	4.4	147
FEMALES	88464	1095	26.0	1.2	49	4996	35.2	5.6	67	1519	30.8	1.7	58	1541	30.7	1.7	58
18 - 24	28671	1167	27.7	4.1	162	4205	29.6	14.7	173	1542	31.2	5.4	183	1858	37.0	6.5	216
25 - 34	39536	1342	31.8	3.4	135	4406	31.0	11.1	132	1663	33.7	4.2	143	1805	35.9	4.6	152
35 - 44	28978	655	15.5	2.3	90	2333	16.4	8.1	95	878	17.8	3.0	103	687	13.7	2.4	79
45 - 54	22345	559	13.3	2.5	100	1483	10.4	6.6	78	426	8.6	1.9	65	*425	8.5	1.9	63
55 - 64	22224	*341	8.1	1.5	61	1097	7.7	4.9	58	*262	5.3	1.2	40	**211	4.2	0.9	32
65 OR OLDER	25973	**152	3.6	0.6	23	674	4.7	2.6	31	*164	3.3	0.6	21	**39	0.8	0.2	5
18 - 34	68207	2509	59.5	3.7	146	8611	60.6	12.6	149	3204	64.9	4.7	160	3663	72.9	5.4	179
18 - 49	108058	3428	81.3	3.2	126	11760	82.8	10.9	129	4316	87.5	4.0	136	4573	91.0	4.2	141
25 - 54	90859	2556	60.6	2.8	112	8222	57.9	9.0	107	2966	60.1	3.3	111	2916	58.0	3.2	107
35 - 49	39851	919	21.8	2.3	92	3150	22.2	7.9	93	1111	22.5	2.8	95	910	18.1	2.3	76
50 OR OLDER	59669	787	18.7	1.3	52	2438	17.2	4.1	48	619	12.5	1.0	35	*452	9.0	0.8	25
GRADUATED COLLEGE	28091	1459	34.6	5.2	207	4085	28.8	14.5	172	1757	35.6	6.3	213	1410	28.1	5.0	168
ATTENDED COLLEGE	28938	1034	24.5	3.6	142	3428	24.1	11.8	140	1241	25.1	4.3	146	1437	28.6	5.0	166
GRADUATED HIGH SCHOOL	65503	1160	27.5	1.8	70	4723	33.3	7.2	85	1453	29.4	2.2	75	1643	32.7	2.5	84
DID NOT GRADUATE HIGH SCHOOL	45195	*562	13.3	1.2	49	1961	13.8	4.3	51	*483	9.8	1.1	36	*534	10.6	1.2	39
EMPLOYED MALES	56429	2641	62.7	4.7	186	7309	51.5	13.0	153	2805	56.8	5.0	169	2908	57.9	5.2	172
EMPLOYED FEMALES	43971	729	17.3	1.7	66	3173	22.3	7.2	85	1154	23.4	2.6	89	1120	22.3	2.5	85
EMPLOYED FULL-TIME	87773	3042	72.2	3.5	138	9329	65.7	10.6	126	3512	71.2	4.0	136	3529	70.2	4.0	134
EMPLOYED PART-TIME	12627	*328	7.8	2.6	103	1152	8.1	9.1	108	*447	9.1	3.5	120	*499	9.9	4.0	132
NOT EMPLOYED	67327	846	20.1	1.3	50	3716	26.2	5.5	65	976	19.8	1.4	49	997	19.8	1.5	49
PROFESSIONAL/MANAGER	25845	1480	35.1	5.7	228	3396	23.9	13.1	155	1491	30.2	5.8	196	1298	25.8	5.0	168
TECH/CLERICAL/SALES	30895	630	14.9	2.0	81	2904	20.5	9.4	111	1010	20.5	3.3	111	1114	22.2	3.6	120
PRECISION/CRAFT	12629	*469	11.1	3.7	148	1492	10.5	11.8	140	516	10.5	4.1	139	615	12.2	4.9	163
OTHER EMPLOYED	31031	791	18.8	2.5	101	2689	18.9	8.7	102	942	19.1	3.0	103	1000	19.9	3.2	108
SINGLE	35557	1689	40.1	4.8	189	5713	40.2	16.1	190	2244	45.5	6.3	214	2413	48.0	6.8	227
MARRIED	103585	1997	47.4	1.9	77	6968	49.1	6.7	79	2275	46.1	2.2	75	2050	40.8	2.0	66
DIVORCED/SEPARATED/WIDOWED	28585	530	12.6	1.9	74	1517	10.7	5.3	63	*415	8.4	1.5	49	561	11.2	2.0	66
PARENTS	59295	1074	25.5	1.8	72	4331	30.5	7.3	86	1241	25.1	2.1	71	1168	23.2	2.0	66
WHITE	146081	3739	88.7	2.6	102	12580	88.6	8.6	102	4610	93.4	3.2	107	4586	91.3	3.1	105
BLACK	17974	*339	8.0	1.9	75	1337	9.4	7.4	88	**172	3.5	1.0	33	*217	4.3	1.2	40
OTHER	3672	**137	3.3	3.7	148	**281	2.0	7.7	90	**152	3.1	4.1	141	**222	4.4	6.0	202
NORTHEAST-CENSUS	37005	1631	38.7	4.4	175	4510	31.8	12.2	144	2389	48.4	6.5	219	1079	21.5	2.9	97
NORTH CENTRAL	42642	797	18.9	1.9	74	2905	20.5	6.8	80	1034	21.0	2.4	82	950	18.9	2.2	74
SOUTH	56777	733	17.4	1.3	51	3339	23.5	5.9	69	649	13.2	1.1	39	1061	21.1	1.9	62
WEST	31303	1053	25.0	3.4	134	3444	24.3	11.0	130	863	17.5	2.8	94	1934	38.5	6.2	206
NORTHEAST-MKTG.	38125	1707	40.5	4.5	178	4643	32.7	12.2	144	2401	48.7	6.3	214	1194	23.8	3.1	105
EAST CENTRAL	24794	*320	7.6	1.3	51	1467	10.3	5.9	70	778	15.8	3.1	107	*408	8.1	1.6	55
WEST CENTRAL	28511	649	15.4	2.3	91	2172	15.3	7.6	90	618	12.5	2.2	74	750	14.9	2.6	88
SOUTH	48953	*558	13.2	1.1	45	2840	20.0	5.8	69	*381	7.7	0.8	26	928	18.5	1.9	63
PACIFIC	27344	982	23.3	3.6	143	3075	21.7	11.2	133	757	15.3	2.8	94	1744	34.7	6.4	213
COUNTY SIZE A	69301	2755	65.4	4.0	158	8426	59.3	12.2	144	3006	60.9	4.3	147	2733	54.4	3.9	132
COUNTY SIZE B	50633	982	23.3	1.9	77	3332	23.5	6.6	78	1252	25.4	2.5	84	1541	30.7	3.0	102
COUNTY SIZE C	26259	*393	9.3	1.5	60	1744	12.3	6.6	78	*546	11.1	2.1	71	*511	10.2	1.9	65
COUNTY SIZE D	21534	**85	2.0	0.4	16	696	4.9	3.2	38	**131	2.7	0.6	21	**239	4.8	1.1	37
METRO CENTRAL CITY	50014	1637	38.8	3.3	130	5113	36.0	10.2	121	1635	33.1	3.3	111	2056	40.9	4.1	137
METRO SUBURBAN	76832	2181	51.7	2.8	113	7216	50.8	9.4	111	2791	56.6	3.6	123	2420	48.2	3.1	105
NON METRO	40881	*397	9.4	1.0	39	1869	13.2	4.6	54	*509	10.3	1.2	42	*548	10.9	1.3	45
TOP 5 ADI'S	39550	1943	46.1	4.9	195	5173	36.4	13.1	155	1893	38.4	4.8	163	1814	36.1	4.6	153
TOP 10 ADI'S	54877	2431	57.7	4.4	176	6683	47.1	12.2	144	2684	54.4	4.9	166	2244	44.7	4.1	137
TOP 20 ADI'S	77516	3043	72.2	3.9	156	9073	63.9	11.7	138	3421	69.3	4.4	150	3007	59.9	3.9	130
HSHLD INC. $50,000 OR MORE	17257	740	17.6	4.3	171	2132	15.0	12.4	146	1000	20.3	5.8	197	903	18.0	5.2	175
$40,000 OR MORE	33235	1520	36.1	4.6	182	4028	28.4	12.1	143	1646	33.4	5.0	168	1664	33.1	5.0	167
$30,000 OR MORE	59693	2495	59.2	4.2	166	6740	47.5	11.3	133	2641	53.5	4.4	150	2533	50.4	4.2	142
$25,000 OR MORE	76275	2828	67.1	3.7	148	8238	58.0	10.8	128	3132	63.5	4.1	140	3155	62.8	4.1	138
$20,000 - $24,999	18607	*300	7.1	1.6	64	1542	10.9	8.3	98	600	12.2	3.2	110	*515	10.3	2.8	92
$15,000 - $19,999	17175	*322	7.6	1.9	75	1254	8.8	7.3	86	468	9.5	2.7	93	*419	8.3	2.4	81
$10,000 - $14,999	24569	*433	10.3	1.8	70	1748	12.3	7.1	84	*320	6.5	1.3	44	564	11.2	2.3	77
UNDER $10,000	31101	*332	7.9	1.1	42	1417	10.0	4.6	54	*415	8.4	1.3	45	*373	7.4	1.2	40
HOUSEHOLD OF 1 PERSON	19441	543	12.9	2.8	111	1544	10.9	7.9	94	508	10.3	2.6	89	675	13.4	3.5	116
2 PEOPLE	51803	1443	34.2	2.8	111	4004	28.2	7.7	91	1496	30.3	2.9	98	1555	31.0	3.0	100
3 OR 4 PEOPLE	66933	1540	36.5	2.3	92	6241	44.0	9.3	110	2074	42.0	3.1	105	1918	38.2	2.9	96
5 OR MORE PEOPLE	29550	*688	16.3	2.3	93	2409	17.0	8.2	96	857	17.4	2.9	99	*876	17.4	3.0	99
NO CHILD IN HSHLD	96587	2695	63.9	2.8	111	8496	59.8	8.8	104	3241	65.7	3.4	114	3135	62.4	3.2	108
CHILD(REN) UNDER 2 YRS	10844	**247	5.9	2.3	91	976	6.9	9.0	106	*274	5.6	2.5	86	*304	6.1	2.8	94
2 - 5 YEARS	26358	*462	11.0	1.8	70	2005	14.1	7.6	90	435	8.8	1.7	56	*513	10.2	1.9	65
6 - 11 YEARS	30453	*450	10.7	1.5	59	2051	14.4	6.7	80	563	11.4	1.8	63	*645	12.8	2.1	71
12 - 17 YEARS	36575	880	20.9	2.4	96	2859	20.1	7.8	92	915	18.5	2.5	85	1046	20.8	2.9	95
RESIDENCE OWNED	117770	2545	60.4	2.2	86	8459	59.6	7.2	85	3123	63.3	2.7	90	2866	57.0	2.4	81
VALUE: $50,000 OR MORE	70166	2051	48.7	2.9	116	6432	45.3	9.2	108	2479	50.2	3.5	120	2177	43.3	3.1	104
VALUE: UNDER $50,000	47604	*494	11.7	1.0	41	2027	14.3	4.3	50	644	13.0	1.4	46	*689	13.7	1.4	48

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

		TOTAL U.S. '000	BECKS				HEINEKEN				MOLSON CANADIAN				MOOSEHEAD			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
			'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	4215	100.0	2.5	100	14198	100.0	8.5	100	4935	100.0	2.9	100	5024	100.0	3.0	100
MAGAZINES	QUINTILE 1	34022	1349	32.0	4.0	158	4481	31.6	13.2	156	1710	34.7	5.0	171	1568	31.2	4.6	154
	QUINTILE 2	34800	1176	27.9	3.4	134	3426	24.1	9.8	116	1262	25.6	3.6	123	1351	26.9	3.9	130
	QUINTILE 3	30514	628	14.9	2.1	82	2196	15.5	7.2	85	693	14.0	2.3	77	742	14.8	2.4	81
	QUINTILE 4	33324	518	12.3	1.6	62	2504	17.6	7.5	89	756	15.3	2.3	77	784	15.6	2.4	79
	QUINTILE 5	35066	*544	12.9	1.6	62	1592	11.2	4.5	54	*513	10.4	1.5	50	*579	11.5	1.7	55
NEWSPAPERS	QUINTILE 1	29107	1256	29.8	4.3	172	3508	24.7	12.1	142	1510	30.6	5.2	176	1001	19.9	3.4	115
	QUINTILE 2	49095	1042	24.7	2.1	84	4179	29.4	8.5	101	1430	29.0	2.9	99	1397	27.8	2.8	95
	QUINTILE 3	23107	*522	12.4	2.3	90	2098	14.8	9.1	107	604	12.2	2.6	89	804	16.0	3.5	116
	QUINTILE 4	33556	783	18.6	2.3	93	2531	17.8	7.5	89	859	17.4	2.6	87	1080	21.5	3.2	107
	QUINTILE 5	32863	612	14.5	1.9	74	1882	13.3	5.7	68	*531	10.8	1.6	55	742	14.8	2.3	75
OUTDOOR	QUINTILE 1	33431	922	21.9	2.8	110	3621	25.5	10.8	128	1205	24.4	3.6	123	1175	23.4	3.5	117
	QUINTILE 2	33478	1088	25.8	3.2	129	3388	23.9	10.1	120	1260	25.5	3.8	128	1256	25.0	3.8	125
	QUINTILE 3	33574	796	18.9	2.4	94	2658	18.7	7.9	94	859	17.4	2.6	87	796	15.8	2.4	79
	QUINTILE 4	33935	806	19.1	2.4	95	2536	17.9	7.5	88	981	19.9	2.9	98	1049	20.9	3.1	103
	QUINTILE 5	33310	604	14.3	1.8	72	1995	14.1	6.0	71	630	12.8	1.9	64	748	14.9	2.2	75
RADIO-DRIVE TIME	QUINTILE 1	33136	770	18.3	2.3	92	3125	22.0	9.4	111	1189	24.1	3.6	122	1118	22.3	3.4	113
	QUINTILE 2	31658	1075	25.5	3.4	135	2953	20.8	9.3	110	1079	21.9	3.4	116	1121	22.3	3.5	118
	QUINTILE 3	32541	833	19.8	2.6	102	3095	21.8	9.5	112	924	18.7	2.8	97	1016	20.2	3.1	104
	QUINTILE 4	34247	1019	24.2	3.0	118	3072	21.6	9.0	106	1117	22.6	3.3	111	1016	20.2	3.0	99
	QUINTILE 5	36144	519	12.3	1.4	57	1954	13.8	5.4	64	625	12.7	1.7	59	753	15.0	2.1	70
RADIO-MID-DAY	TERCILE 1	45037	1102	26.1	2.4	97	4363	30.7	9.7	114	1626	32.9	3.6	123	1464	29.1	3.3	109
	TERCILE 2	44819	1307	31.0	2.9	116	3725	26.2	8.3	98	1159	23.5	2.6	88	1548	30.8	3.5	115
	TERCILE 3	77872	1806	42.8	2.3	92	6110	43.0	7.8	93	2149	43.5	2.8	94	2012	40.0	2.6	86
RADIO-TOTAL	QUINTILE 1	33763	783	18.6	2.3	92	3344	23.6	9.9	117	1366	27.7	4.0	138	1349	26.9	4.0	133
	QUINTILE 2	33240	956	22.7	2.9	114	2994	21.1	9.0	106	912	18.5	2.7	93	1029	20.5	3.1	103
	QUINTILE 3	33408	1054	25.0	3.2	126	3171	22.3	9.5	112	988	20.0	3.0	101	1042	20.7	3.1	104
	QUINTILE 4	34792	886	21.0	2.5	101	2927	20.6	8.4	99	1065	21.6	3.1	104	1010	20.1	2.9	97
	QUINTILE 5	32524	537	12.7	1.7	66	1762	12.4	5.4	64	604	12.2	1.9	63	594	11.8	1.8	61
TV-PRIME TIME	QUINTILE 1	33090	893	21.2	2.7	107	2588	18.2	7.8	92	972	19.7	2.9	100	677	13.5	2.0	68
	QUINTILE 2	33357	921	21.9	2.8	110	2945	20.7	8.8	104	975	19.8	2.9	99	1110	22.1	3.3	111
	QUINTILE 3	33980	755	17.9	2.2	88	3148	22.2	9.3	109	1259	25.5	3.7	126	1324	26.4	3.9	130
	QUINTILE 4	33854	833	19.8	2.5	98	2869	20.2	8.5	100	971	19.7	2.9	97	1094	21.8	3.2	108
	QUINTILE 5	33444	814	19.3	2.4	97	2648	18.7	7.9	94	758	15.4	2.3	77	820	16.3	2.5	82
TV-DAYTIME	TERCILE 1	49121	881	20.9	1.8	71	3002	21.1	6.1	72	846	17.1	1.7	59	1067	21.2	2.2	73
	TERCILE 2	48823	1115	26.5	2.3	91	4140	29.2	8.5	100	1243	25.2	2.5	87	1229	24.5	2.5	84
	TERCILE 3	69782	2219	52.6	3.2	127	7056	49.7	10.1	119	2846	57.7	4.1	139	2728	54.3	3.9	131
TV-TOTAL	QUINTILE 1	33584	875	20.8	2.6	104	2577	18.2	7.7	91	769	15.6	2.3	78	736	14.6	2.2	73
	QUINTILE 2	33441	742	17.6	2.2	88	2418	17.0	7.2	85	755	15.3	2.3	77	839	16.7	2.5	84
	QUINTILE 3	33505	686	16.3	2.0	81	2845	20.0	8.5	100	1192	24.2	3.6	121	1266	25.2	3.8	126
	QUINTILE 4	33466	1020	24.2	3.0	121	3406	24.0	10.2	120	1263	25.6	3.8	128	1271	25.3	3.8	127
	QUINTILE 5	33731	893	21.2	2.6	105	2952	20.8	8.8	103	956	19.4	2.8	96	913	18.2	2.7	90
MAGAZINES-NEWSPAPERS: DUAL		44503	1736	41.2	3.9	155	5357	37.7	12.0	142	2071	42.0	4.7	158	1824	36.3	4.1	137
MAGAZINE IMPERATIVE		39363	1117	26.5	2.8	113	3578	25.2	9.1	107	1171	23.7	3.0	101	1489	29.6	3.8	126
NEWSPAPER IMPERATIVE		46441	820	19.5	1.8	70	3164	22.3	6.8	80	1009	20.4	2.2	74	940	18.7	2.0	68
MAGAZINES-OUTDOOR: DUAL		33726	1337	31.7	4.0	158	4285	30.2	12.7	150	1556	31.5	4.6	157	1526	30.4	4.5	151
MAGAZINE IMPERATIVE		52846	1515	35.9	2.9	114	4707	33.2	8.9	105	1713	34.7	3.2	110	1735	34.5	3.3	110
OUTDOOR IMPERATIVE		52140	997	23.7	1.9	76	3873	27.3	7.4	88	1205	24.4	2.3	79	1207	24.0	2.3	77
MAGAZINES-RADIO: DUAL		37081	1364	32.4	3.7	146	4103	28.9	11.1	131	1704	34.5	4.6	156	1555	31.0	4.2	140
MAGAZINE IMPERATIVE		49747	1578	37.4	3.2	126	4936	34.8	9.9	117	1688	34.2	3.4	115	1737	34.6	3.5	117
RADIO IMPERATIVE		49208	863	20.5	1.8	70	3698	26.0	7.5	89	1034	21.0	2.1	71	1303	25.9	2.6	88
MAGAZINES-TELEVISION: DUAL		33103	990	23.5	3.0	119	3172	22.3	9.6	113	1092	22.1	3.3	112	1054	21.0	3.2	106
MAGAZINE IMPERATIVE		54575	1917	45.5	3.5	140	6097	42.9	11.2	132	2324	47.1	4.3	145	2366	47.1	4.3	145
TELEVISION IMPERATIVE		53249	840	19.9	1.6	63	2995	21.1	5.6	66	959	19.4	1.8	61	1018	20.3	1.9	64
NEWSPAPERS-OUTDOOR: DUAL		36255	1079	25.6	3.0	118	4170	29.4	11.5	136	1494	30.3	4.1	140	1213	24.1	3.3	112
NEWSPAPER IMPERATIVE		55591	1438	34.1	2.6	103	4520	31.8	8.1	96	1620	32.8	2.9	99	1528	30.4	2.7	92
OUTDOOR IMPERATIVE		48319	1281	30.4	2.7	105	4130	29.1	8.5	101	1225	24.8	2.5	86	1585	31.5	3.3	110
NEWSPAPERS-RADIO: DUAL		37242	1190	28.2	3.2	127	3945	27.8	10.6	125	1649	33.4	4.4	150	1423	28.3	3.8	128
NEWSPAPER IMPERATIVE		54423	1426	33.8	2.6	104	4983	35.1	9.2	108	1652	33.5	3.0	103	1472	29.3	2.7	90
RADIO IMPERATIVE		46650	1088	25.8	2.3	93	3818	26.9	8.2	97	1090	22.1	2.3	79	1480	29.5	3.2	106
NEWSPAPERS-TELEVISION: DUAL		35974	1078	25.6	3.0	119	3418	24.1	9.5	112	1209	24.5	3.4	114	1105	22.0	3.1	103
NEWSPAPER IMPERATIVE		56095	1566	37.2	2.8	111	5771	40.6	10.3	122	2191	44.4	3.9	133	1873	37.3	3.3	111
TELEVISION IMPERATIVE		47170	893	21.2	1.9	75	2907	20.5	6.2	73	857	17.4	1.8	62	1168	23.2	2.5	83
OUTDOOR-RADIO: DUAL		33748	792	18.8	2.3	93	3193	22.5	9.5	112	1105	22.4	3.3	111	1131	22.5	3.4	112
OUTDOOR IMPERATIVE		52785	1619	38.4	3.1	122	4964	35.0	9.4	111	1747	35.4	3.3	112	1642	32.7	3.1	104
RADIO IMPERATIVE		52882	1344	31.9	2.5	101	4562	32.1	8.6	102	1485	30.1	2.8	95	1655	32.9	3.1	104
OUTDOOR-TELEVISION: DUAL		32030	883	20.9	2.8	110	2978	21.0	9.3	110	1001	20.3	3.1	106	913	18.2	2.9	95
OUTDOOR IMPERATIVE		54626	1643	39.0	3.0	120	5731	40.4	10.5	124	2059	41.7	3.8	128	2062	41.0	3.8	126
TELEVISION IMPERATIVE		54874	1065	25.3	1.9	77	3487	24.6	6.4	75	1118	22.7	2.0	69	1299	25.9	2.4	79
RADIO-TELEVISION: DUAL		33386	973	23.1	2.9	116	3089	21.8	9.3	109	1052	21.3	3.2	107	1150	22.9	3.4	115
RADIO IMPERATIVE		53810	1457	34.6	2.7	108	5336	37.6	9.9	117	1851	37.5	3.4	117	2028	40.4	3.8	126
TELEVISION IMPERATIVE		54023	1070	25.4	2.0	79	3539	24.9	6.6	77	1168	23.7	2.2	73	1114	22.2	2.1	69

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IMPORTED BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

	TOTAL U.S. '000	BECKS A '000	BECKS B % ACROSS DOWN	BECKS C % ACROSS %	BECKS D INDX	HEINEKEN A '000	HEINEKEN B % ACROSS DOWN	HEINEKEN C % ACROSS %	HEINEKEN D INDX	MOLSON CANADIAN A '000	MOLSON CANADIAN B % ACROSS DOWN	MOLSON CANADIAN C % ACROSS %	MOLSON CANADIAN D INDX	MOOSEHEAD A '000	MOOSEHEAD B % ACROSS DOWN	MOOSEHEAD C % ACROSS %	MOOSEHEAD D INDX
TOTAL ADULTS	167727	4215	100.0	2.5	100	14198	100.0	8.5	100	4935	100.0	2.9	100	5024	100.0	3.0	100
ATLANTIC MONTHLY	867	**86	2.0	9.9	395	*171	1.2	19.7	233	**90	1.8	10.4	353	**38	0.8	4.4	146
BARRON'S	1580	**118	2.8	7.5	297	317	2.2	20.1	237	*131	2.7	8.3	282	**138	2.7	8.7	292
BETTER HOMES & GARDENS	22203	445	10.6	2.0	80	1717	12.1	7.7	91	590	12.0	2.7	90	562	11.2	2.5	85
BON APPETIT	3810	*185	4.4	4.9	193	531	3.7	13.9	165	*187	3.8	4.9	167	**137	2.7	3.6	120
BUSINESS WEEK	4663	*228	5.4	4.9	195	792	5.6	17.0	201	258	5.2	5.5	188	*184	3.7	3.9	132
CAR AND DRIVER	3102	*260	6.2	8.4	334	569	4.0	18.3	217	*208	4.2	6.7	228	246	4.9	7.9	265
CBS MAGAZINE NETWORK (GROSS)	7311	528	12.5	7.2	287	1458	10.3	19.9	236	529	10.7	7.2	246	633	12.6	8.7	289
CHANGING TIMES	3400	*176	4.2	5.2	206	407	2.9	12.0	141	*126	2.6	3.7	126	**115	2.3	3.4	113
COLONIAL HOMES	1796	**55	1.3	3.1	122	274	1.9	15.3	180	**65	1.3	3.6	123	**37	0.7	2.1	69
CONDE NAST MAG. PKG. (GROSS)	19924	504	12.0	2.5	101	2553	18.0	12.8	151	845	17.1	4.2	144	914	18.2	4.6	153
CONSUMERS DIGEST	3125	**125	3.0	4.0	159	447	3.1	14.3	169	*170	3.4	5.4	185	**110	2.2	3.5	118
COSMOPOLITAN	10577	*249	5.9	2.4	94	1201	8.5	11.4	134	295	6.0	2.8	95	512	10.2	4.8	162
COUNTRY LIVING	3746	**55	1.3	1.5	58	390	2.7	10.4	123	*171	3.5	4.6	155	**112	2.2	3.0	100
CUISINE	2214	*122	2.9	5.5	219	398	2.8	18.0	212	*116	2.4	5.2	178	**93	1.9	4.2	140
CYCLE WORLD	2394	**115	2.7	4.8	191	*289	2.0	12.1	143	**107	2.2	4.5	152	**120	2.4	5.0	167
DCI:CREATIVE IDEAS FOR LIV	3068	**17	0.4	0.6	22	*246	1.7	8.0	95	**78	1.6	2.5	86	**107	2.1	3.5	116
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	**111	2.6	1.2	46	814	5.7	8.5	101	*193	3.9	2.0	69	*252	5.0	2.6	88
DISCOVER	2277	**93	2.2	4.1	163	336	2.4	14.8	174	*121	2.5	5.3	181	**107	2.1	4.7	157
EBONY	7187	*177	4.2	2.5	98	656	4.6	9.1	108	**70	1.4	1.0	33	*122	2.4	1.7	57
ESQUIRE	2560	*101	2.4	3.9	157	340	2.4	13.3	157	*123	2.5	4.8	163	**148	2.9	5.8	193
ESSENCE	3242	**90	2.1	2.8	110	312	2.2	9.6	114	**37	0.7	1.1	39	**46	0.9	1.4	47
FAMILY CIRCLE	19639	291	6.9	1.5	59	1149	8.1	5.9	69	365	7.4	1.9	63	352	7.0	1.8	60
THE FAMILY HANDYMAN	3540	**125	3.0	3.5	141	395	2.8	11.2	132	**123	2.5	3.5	118	**112	2.2	3.2	106
FAMILY WEEKLY	23924	530	12.6	2.2	88	1608	11.3	6.7	79	661	13.4	2.8	94	695	13.8	2.9	97
FIELD & STREAM	9883	*158	3.7	1.6	64	1001	7.1	10.1	120	373	7.6	3.8	128	384	7.6	3.9	130
FOOD & WINE	1030	**66	1.6	6.4	255	*203	1.4	19.7	233	**85	1.7	8.3	280	**42	0.8	4.1	136
FORBES	2679	*187	4.4	7.0	278	591	4.2	22.1	261	*128	2.6	4.8	162	**139	2.8	5.2	173
FORTUNE	2931	*228	5.4	7.8	310	619	4.4	21.1	249	*169	3.4	5.8	196	*195	3.9	6.7	222
GENTLEMEN'S QUARTERLY	3481	*256	6.1	7.4	293	789	5.6	22.7	268	*238	4.8	6.8	232	*180	3.6	5.2	173
GLAMOUR	7163	*176	4.2	2.5	98	861	6.1	12.0	142	323	6.5	4.5	153	*386	7.7	5.4	180
GOLF DIGEST	2355	**118	2.8	5.0	199	356	2.5	15.1	179	*120	2.4	5.1	173	*116	2.3	4.9	164
GOLF DIGEST/TENNIS (GROSS)	3610	*160	3.8	4.4	176	597	4.2	16.5	195	*202	4.1	5.6	190	*211	4.2	5.8	195
GOLF MAGAZINE	2046	**99	2.3	4.8	193	314	2.2	15.3	181	*135	2.7	6.6	224	**111	2.2	5.4	181
GOLF MAGAZINE/SKI (GROSS)	3547	*155	3.7	4.4	174	547	3.9	15.4	182	269	5.5	7.6	258	*205	4.1	5.8	193
GOOD HOUSEKEEPING	20353	*248	5.9	1.2	48	1216	8.6	6.0	71	446	9.0	2.2	74	353	7.0	1.7	58
HARPER'S BAZAAR	3362	**140	3.3	4.2	166	483	3.4	14.4	170	**138	2.8	4.1	140	**132	2.6	3.9	131
HEALTH	2987	**79	1.9	2.6	105	*267	1.9	8.9	106	**15	0.3	0.5	17	**128	2.5	4.3	143
HEARST MAG CORP. BUY (GROSS)	67928	1451	34.4	2.1	85	6751	47.5	9.9	117	2162	43.8	3.2	108	2251	44.8	3.3	111
HEARST MAN POWER (GROSS)	11282	344	8.2	3.0	121	1441	10.1	12.8	151	549	11.1	4.9	165	572	11.4	5.1	169
HEARST WOMAN POWER (GROSS)	40514	645	15.3	1.6	63	3211	22.6	7.9	94	989	20.0	2.4	83	1149	22.9	2.8	95
HOUSE BEAUTIFUL	4885	**137	3.3	2.8	112	533	3.8	10.9	129	*125	2.5	2.6	87	**139	2.8	2.8	95
INC.	1308	**91	2.2	7.0	277	*294	2.1	22.5	266	**30	0.6	2.3	78	**91	1.8	7.0	232
JET	6498	*188	4.5	2.9	115	704	5.0	10.8	128	**88	1.8	1.4	46	**79	1.6	1.2	41
LADIES' HOME JOURNAL	14797	*187	4.4	1.3	50	991	7.0	6.7	79	272	5.5	1.8	62	367	7.3	2.5	83
LHJ FAMILY GRP COMBO(GROSS)	21743	349	8.3	1.6	64	1614	11.4	7.4	88	367	7.4	1.7	57	606	12.1	2.8	93
LIFE	9881	430	10.2	4.4	173	1285	9.1	13.0	154	436	8.8	4.4	150	476	9.5	4.8	161
L.A. TIMES HOME MAGAZINE	2775	*145	3.4	5.2	208	397	2.8	14.3	169	*140	2.8	5.0	171	*260	5.2	9.4	313
MADEMOISELLE	4219	**86	2.0	2.0	81	540	3.8	12.8	151	*225	4.6	5.3	181	**168	3.3	4.0	133
MC CALL'S	16422	*233	5.5	1.4	56	1145	8.1	7.0	82	*187	3.8	1.1	39	365	7.3	2.2	74
MC CALL'S/WRK MOTHER (GROSS)	17919	*266	6.3	1.5	59	1315	9.3	7.3	87	234	4.7	1.3	44	419	8.3	2.3	78
MECHANIX ILLUSTRATED	4433	**105	2.5	2.4	94	430	3.0	9.7	115	*166	3.4	3.7	127	*172	3.4	3.9	130
METROPOLITAN HOME	1504	**40	0.9	2.7	106	*296	2.1	19.7	232	**49	1.0	3.3	111	**69	1.4	4.6	153
MONEY	4723	*220	5.2	4.7	185	734	5.2	15.5	184	327	6.6	6.9	235	*337	6.7	7.1	238
MOTHER EARTH NEWS	2325	**70	1.7	3.0	120	354	2.5	15.2	180	*136	2.8	5.8	199	**122	2.4	5.2	175
MS.	1189	**71	1.7	6.0	238	*172	1.2	14.5	171	**30	0.6	2.5	86	**75	1.5	6.3	211
NATIONAL ENQUIRER	18892	*306	7.3	1.6	64	1340	9.4	7.1	84	335	6.8	1.8	60	415	8.3	2.2	7[illegible]
NATIONAL GEOGRAPHIC	22129	813	19.3	3.7	146	2980	21.0	13.5	159	926	18.8	4.2	142	1137	22.6	5.1	172
NATIONAL SUNDAY MAGAZINE PKG	103750	2874	68.2	2.8	110	9882	69.6	9.5	113	3676	74.5	3.5	120	3425	68.2	3.3	110
NATURAL HISTORY	1379	**104	2.5	7.5	300	*206	1.5	14.9	176	**104	2.1	7.5	256	**96	1.9	7.0	232
NEW WOMAN	2289	**93	2.2	4.1	162	*263	1.9	11.5	136	**16	0.3	0.7	24	**46	0.9	2.0	67
NEW YORK INCLUDING CUE	1088	**74	1.8	6.8	271	257	1.8	23.6	279	**64	1.3	5.9	200	**30	0.6	2.8	92
THE NEW YORKER	2459	*188	4.5	7.6	304	607	4.3	24.7	292	212	4.3	8.6	293	*194	3.9	7.9	263
NEWSWEEK	16527	886	21.0	5.4	213	2397	16.9	14.5	171	998	20.2	6.0	205	931	18.5	5.6	188
THE N.Y. TIMES DAILY EDITION	2739	302	7.2	11.0	439	555	3.9	20.3	239	274	5.6	10.0	340	*126	2.5	4.6	154
THE N.Y. TIMES MAGAZINE	4443	516	12.2	11.6	462	943	6.6	21.2	251	491	9.9	11.1	376	240	4.8	5.4	180
OMNI	2799	*235	5.6	8.4	334	554	3.9	19.8	234	317	6.4	11.3	385	*306	6.1	10.9	365
ON CABLE	2209	**46	1.1	2.1	83	*208	1.5	9.4	111	**113	2.3	5.1	174	**63	1.3	2.9	95
1001 HOME IDEAS	3959	**83	2.0	2.1	83	356	2.5	9.0	106	**80	1.6	2.0	69	**111	2.2	2.8	94
ORGANIC GARDENING	3111	**93	2.2	3.0	119	*226	1.6	7.3	86	**57	1.2	1.8	62	**60	1.2	1.9	64
OUTDOOR LIFE	5024	**95	2.3	1.9	75	448	3.2	8.9	105	*197	4.0	3.9	133	*231	4.6	4.6	154
PARADE MAGAZINE	51292	1524	36.2	3.0	118	5394	38.0	10.5	124	1991	40.3	3.9	132	1575	31.3	3.1	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

	TOTAL U.S.	BECKS				HEINEKEN				MOLSON CANADIAN				MOOSEHEAD			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4215	100.0	2.5	100	14198	100.0	8.5	100	4935	100.0	2.9	100	5024	100.0	3.0	100
PARENTS	5298	*126	3.0	2.4	95	595	4.2	11.2	133	**95	1.9	1.8	61	*197	3.9	3.7	124
PENTHOUSE	5129	378	9.0	7.4	293	946	6.7	18.4	218	373	7.6	7.3	247	389	7.7	7.6	253
PEOPLE	21070	638	15.1	3.0	120	2344	16.5	11.1	131	719	14.6	3.4	116	971	19.3	4.6	154
PLAYBOY	10562	624	14.8	5.9	235	1711	12.1	16.2	191	669	13.6	6.3	215	722	14.4	6.8	228
POPULAR HOT RODDING	2498	**162	3.8	6.5	258	362	2.5	14.5	171	**129	2.6	5.2	176	*150	3.0	6.0	200
POPULAR MECHANICS	5887	*230	5.5	3.9	155	757	5.3	12.9	152	302	6.1	5.1	174	*297	5.9	5.0	168
POPULAR SCIENCE	4317	*182	4.3	4.2	168	571	4.0	13.2	156	*195	4.0	4.5	154	*255	5.1	5.9	197
PREVENTION	5792	**99	2.3	1.7	68	365	2.6	6.3	74	*114	2.3	2.0	67	*80	1.6	1.4	46
PSYCHOLOGY TODAY	3284	*149	3.5	4.5	181	521	3.7	15.9	187	*170	3.4	5.2	176	*213	4.2	6.5	217
READER'S DIGEST	40046	728	17.3	1.8	72	2842	20.0	7.1	84	900	18.2	2.2	76	1048	20.9	2.6	87
REDBOOK	9584	*148	3.5	1.5	61	793	5.6	8.3	98	*248	5.0	2.6	88	*285	5.7	3.0	99
ROAD & TRACK	2590	*263	6.2	10.2	404	596	4.2	23.0	272	*247	5.0	9.5	324	*251	5.0	9.7	324
ROLLING STONE	3302	354	8.4	10.7	427	877	6.2	26.6	314	505	10.2	15.3	520	511	10.2	15.5	517
RUNNER'S WORLD	1229	**133	3.2	10.8	431	*230	1.6	18.7	221	**105	2.1	8.5	290	**126	2.5	10.3	342
SATURDAY EVENING POST	2110	**34	0.8	1.6	64	*242	1.7	11.5	135	**38	0.8	1.8	61	**74	1.5	3.5	117
SCIENCE 84	1543	**33	0.8	2.1	85	*218	1.5	14.1	167	**74	1.5	4.8	163	**69	1.4	4.5	149
SCIENCE DIGEST	1747	**54	1.3	3.1	123	*263	1.9	15.1	178	*125	2.5	7.2	243	**72	1.4	4.1	138
SCIENTIFIC AMERICAN	1994	**108	2.6	5.4	216	509	3.6	25.5	302	*138	2.8	6.9	235	*111	2.2	5.6	186
SELF	3119	**74	1.8	2.4	94	448	3.2	14.4	170	**138	2.8	4.4	150	**184	3.7	5.9	197
SEVENTEEN	3923	**121	2.9	3.1	123	493	3.5	12.6	148	**60	1.2	1.5	52	**147	2.9	3.7	125
SKI	1501	**56	1.3	3.7	148	233	1.6	15.5	183	*135	2.7	9.0	306	*95	1.9	6.3	211
SMITHSONIAN	5976	367	8.7	6.1	244	1070	7.5	17.9	212	417	8.4	7.0	237	434	8.6	7.3	242
SOAP OPERA DIGEST	4228	**121	2.9	2.9	114	348	2.5	8.2	97	**71	1.4	1.7	57	**140	2.8	3.3	111
SOUTHERN LIVING	6488	**95	2.3	1.5	58	568	4.0	8.8	103	*115	2.3	1.8	60	*145	2.9	2.2	75
SPORT	3500	*142	3.4	4.1	161	491	3.5	14.0	166	*180	3.6	5.1	175	*177	3.5	5.1	169
THE SPORTING NEWS	2456	**76	1.8	3.1	123	464	3.3	18.9	223	**162	3.3	6.6	224	**112	2.2	4.6	152
SPORTS AFIELD	3648	**60	1.4	1.6	65	421	3.0	11.5	136	*122	2.5	3.3	114	*204	4.1	5.6	187
SPORTS ILLUSTRATED	14484	721	17.1	5.0	198	2165	15.2	14.9	177	884	17.9	6.1	207	924	18.4	6.4	213
STAR	12661	*178	4.2	1.4	56	1035	7.3	8.2	97	318	6.4	2.5	85	*301	6.0	2.4	79
SUNDAY	52799	1405	33.3	2.7	106	5509	38.8	10.4	123	2115	42.9	4.0	136	1682	33.5	3.2	106
SUNSET	3513	**162	3.8	4.6	184	545	3.8	15.5	183	**111	2.2	3.2	107	*241	4.8	6.9	229
TV GUIDE	42766	1150	27.3	2.7	107	3905	27.5	9.1	108	1124	22.8	2.6	89	1418	28.2	3.3	111
TENNIS	1254	**42	1.0	3.3	133	*241	1.7	19.2	227	**82	1.7	6.5	222	**95	1.9	7.6	253
TIME	22054	1151	27.3	5.2	208	3037	21.4	13.8	163	1319	26.7	6.0	203	1069	21.3	4.8	162
TOWN & COUNTRY	1555	**58	1.4	3.7	148	295	2.1	19.0	224	**74	1.5	4.8	162	**71	1.4	4.6	152
TRAVEL & LEISURE	2173	**177	4.2	8.1	324	379	2.7	17.4	206	**97	2.0	4.5	152	**42	0.8	1.9	65
TRUE STORY	4636	**29	0.7	0.6	25	*304	2.1	6.6	77	**48	1.0	1.0	35	**46	0.9	1.0	33
U.S.NEWS & WORLD REPORT	10353	339	8.0	3.3	130	1219	8.6	11.8	139	342	6.9	3.3	112	377	7.5	3.6	122
USA TODAY	4994	*283	6.7	5.7	225	721	5.1	14.4	171	314	6.4	6.3	214	229	4.6	4.6	153
US	3528	**154	3.7	4.4	174	543	3.8	15.4	182	*115	2.3	3.3	111	*161	3.2	4.6	152
VOGUE	5424	*168	4.0	3.1	123	704	5.0	13.0	153	*159	3.2	2.9	100	*176	3.5	3.2	108
WALL STREET JOURNAL	6292	431	10.2	6.8	273	1098	7.7	17.5	206	356	7.2	5.7	192	320	6.4	5.1	170
WEIGHT WATCHERS	2762	**29	0.7	1.0	42	*212	1.5	7.7	91	**56	1.1	2.0	69	**33	0.7	1.2	40
WOMAN'S DAY	16320	*316	7.5	1.9	77	1077	7.6	6.6	78	323	6.5	2.0	67	*322	6.4	2.0	66
WORKING MOTHER	1496	**33	0.8	2.2	88	**169	1.2	11.3	133	**47	1.0	3.1	107	**54	1.1	3.6	121
WORKING WOMAN	1851	**84	2.0	4.5	181	*286	2.0	15.5	183	**85	1.7	4.6	156	**67	1.3	3.6	121
WORLD TENNIS	580	**16	0.4	2.8	110	**166	1.2	28.6	338	**67	1.4	11.6	393	**61	1.2	10.5	351
ZIFF-DAVIS MAG NETWK (GROSS)	12412	745	17.7	6.0	239	2157	15.2	17.4	205	696	14.1	5.6	191	912	18.2	7.3	245
BLAIR INSERTS	91671	2891	68.6	3.2	125	9486	66.8	10.3	122	3555	72.0	3.9	132	3154	62.8	3.4	115
DAILY NEWSPAPERS																	
READ ANY	109190	2878	68.3	2.6	105	10019	70.6	9.2	108	3573	72.4	3.3	111	3357	66.8	3.1	103
READ ONE	89587	2025	48.0	2.3	90	7621	53.7	8.5	100	2593	52.5	2.9	98	2693	53.6	3.0	100
READ TWO OR MORE	19602	852	20.2	4.3	173	2398	16.9	12.2	145	979	19.8	5.0	170	664	13.2	3.4	113
WEEKEND 'SUNDAY NEWSPAPERS																	
READ ANY	109661	3144	74.6	2.9	114	10457	73.7	9.5	113	3900	79.0	3.6	121	3570	71.1	3.3	109
READ ONE	95074	2473	58.7	2.6	104	8509	59.9	8.9	106	3028	61.4	3.2	108	2989	59.5	3.1	105
READ TWO OR MORE	14588	671	15.9	4.6	183	1949	13.7	13.4	158	872	17.7	6.0	203	582	11.6	4.0	133
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.80				33.25				33.71				31.57			
30 DAY REACH	149706	3817	90.6	2.5	101	13025	91.7	8.7	103	4650	94.2	3.1	106	4722	94.0	3.2	105
50 SHWG - 30 DAY AV FREQ	15.16	16.50				17.17				17.51				16.83			
30 DAY REACH	142406	3685	87.4	2.6	103	12631	89.0	8.9	105	4476	90.7	3.1	107	4445	88.5	3.1	104
25 SHWG - 30 DAY AV FREQ	8.23	8.70				9.16				9.54				9.11			
30 DAY REACH	131152	3499	83.0	2.7	106	11890	83.7	9.1	107	4118	83.4	3.1	107	4097	81.5	3.1	104
CABLE TV: HOME WIRED	66879	1412	33.5	2.1	84	5781	40.7	8.6	102	1900	38.5	2.8	97	1767	35.2	2.6	88
HOME NOT WIRED	100848	2803	66.5	2.8	111	8417	59.3	8.3	99	3034	61.5	3.0	102	3257	64.8	3.2	108
HAVE PAY CABLE	35024	914	21.7	2.6	104	3709	26.1	10.6	125	1319	26.7	3.8	128	1037	20.6	3.0	99

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IMPORTED BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

	TOTAL	BECKS				HEINEKEN				MOLSON CANADIAN				MOOSEHEAD			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4215	100.0	2.5	100	14198	100.0	8.5	100	4935	100.0	2.9	100	5024	100.0	3.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2610	61.9	2.7	109	9094	64.1	9.5	112	3340	67.7	3.5	119	3024	60.2	3.2	106
10:00 AM - 3:00 PM	63599	1615	38.3	2.5	101	5727	40.3	9.0	106	2008	40.7	3.2	107	2172	43.2	3.4	114
3:00 PM - 7:00 PM	72097	2163	51.3	3.0	119	7317	51.5	10.1	120	2611	52.9	3.6	123	2735	54.4	3.8	127
7:00 PM - MIDNIGHT	36670	1210	28.7	3.3	131	3845	27.1	10.5	124	1402	28.4	3.8	130	1455	29.0	4.0	132
MIDNIGHT - 6:00 AM	21908	609	14.4	2.8	111	2141	15.1	9.8	115	833	16.9	3.8	129	795	15.8	3.6	121
6:00 AM - MIDNIGHT	127571	3589	85.1	2.8	112	11941	84.1	9.4	111	4155	84.2	3.3	111	4187	83.3	3.3	110
ENTIRE DAY	129239	3618	85.8	2.8	111	12036	84.8	9.3	110	4212	85.3	3.3	111	4219	84.0	3.3	109
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	923	21.9	2.7	108	3218	22.7	9.5	112	1431	29.0	4.2	143	1248	24.8	3.7	123
ALL NEWS	6062	323	7.7	5.3	212	814	5.7	13.4	159	320	6.5	5.3	179	*175	3.5	2.9	96
AOR/PROGRESSIVE	11884	725	17.2	6.1	243	1895	13.3	15.9	188	955	19.4	8.0	273	1070	21.3	9.0	301
BEAUTIFUL MUSIC	11180	247	5.9	2.2	88	1038	7.3	9.3	110	409	8.3	3.7	124	298	5.9	2.7	89
BLACK	4538	**85	2.0	1.9	75	387	2.7	8.5	101	**59	1.2	1.3	44	**67	1.3	1.5	49
CLASSICAL	3857	*206	4.9	5.3	213	601	4.2	15.6	184	183	3.7	4.7	161	*210	4.2	5.4	182
CHR/ROCK	21946	712	16.9	3.2	129	2742	19.3	12.5	148	1030	20.9	4.7	160	992	19.7	4.5	151
COUNTRY	27262	411	9.8	1.5	60	1729	12.2	6.3	75	453	9.2	1.7	56	502	10.0	1.8	61
GOLDEN OLDIES	3339	**84	2.0	2.5	100	290	2.0	8.7	103	*160	3.2	4.8	163	**100	2.0	3.0	100
MOR/NOSTALGIA	10346	317	7.5	3.1	122	884	6.2	8.5	101	312	6.3	3.0	102	*264	5.3	2.6	85
NEWS/TALK	8929	272	6.5	3.0	121	762	5.4	8.5	101	237	4.8	2.7	90	*200	4.0	2.2	75
RELIGIOUS	5488	**117	2.8	2.1	85	*296	2.1	5.4	64	**81	1.6	1.5	50	**113	2.2	2.1	69
SOFT ROCK	1232	**16	0.4	1.3	52	*129	0.9	10.5	124	**26	0.5	2.1	72	**47	0.9	3.8	127
URBAN CONTEMPORARY	3184	*184	4.4	5.8	230	501	3.5	15.7	186	**58	1.2	1.8	62	**56	1.1	1.8	59
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*182	4.3	2.6	105	514	3.6	7.4	88	*197	4.0	2.9	97	*205	4.1	3.0	99
ABC DIRECTION	5212	*194	4.6	3.7	148	625	4.4	12.0	142	*170	3.4	3.3	111	**54	1.1	1.0	35
ABC ENTERTAINMENT	10385	*222	5.3	2.1	85	698	4.9	6.7	79	239	4.8	2.3	78	*205	4.1	2.0	66
ABC FM	4762	**124	2.9	2.6	104	516	3.6	10.8	128	**77	1.6	1.6	55	*123	2.4	2.6	86
ABC INFORMATION	11339	*188	4.5	1.7	66	735	5.2	6.5	77	375	7.6	3.3	112	*237	4.7	2.1	70
ABC ROCK	4878	*248	5.9	5.1	202	719	5.1	14.7	174	298	6.0	6.1	208	393	7.8	8.1	269
CBS	10709	258	6.1	2.4	96	878	6.2	8.2	97	309	6.3	2.9	98	279	5.6	2.6	87
MUTUAL	10251	*169	4.0	1.6	66	955	6.7	9.3	110	387	7.8	3.8	128	*307	6.1	3.0	100
NBC	12243	*225	5.3	1.8	73	964	6.8	7.9	93	369	7.5	3.0	102	*302	6.0	2.5	82
RADIORADIO	4606	*156	3.7	3.4	135	599	4.2	13.0	154	228	4.6	5.0	168	241	4.8	5.2	175
RKO ONE	5148	**93	2.2	1.8	72	602	4.2	11.7	138	*169	3.4	3.3	112	*189	3.8	3.7	123
RKO TWO	7313	*163	3.9	2.2	89	685	4.8	9.4	111	*218	4.4	3.0	101	*224	4.5	3.1	102
THE SOURCE	5981	*235	5.6	3.9	156	764	5.4	12.8	151	295	6.0	4.9	168	364	7.2	6.1	203
NON-WIRED : BLAIR	19329	454	10.8	2.3	93	1628	11.5	8.4	99	586	11.9	3.0	103	597	11.9	3.1	103
INTERNET	27139	964	22.9	3.6	141	2963	20.9	10.9	129	1152	23.3	4.2	144	1135	22.6	4.2	140
KATZ RADIO GROUP	36319	1148	27.2	3.2	126	3941	27.8	10.9	128	1477	29.9	4.1	138	1406	28.0	3.9	129
SUPERNET	22361	549	13.0	2.5	98	2109	14.9	9.4	111	803	16.3	3.6	122	817	16.3	3.7	122
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	260	6.2	1.8	71	853	6.0	5.9	69	249	5.0	1.7	58	296	5.9	2.0	68
WKDAY 9:00 AM - 1:00 PM	18688	276	6.5	1.5	59	1123	7.9	6.0	71	281	5.7	1.5	51	345	6.9	1.8	62
WKDAY 1:00 PM - 4:30 PM	24061	367	8.7	1.5	61	1429	10.1	5.9	70	347	7.0	1.4	49	408	8.1	1.7	57
WKDAY 4:30 PM - 7:30 PM	44079	1022	24.2	2.3	92	3395	23.9	7.7	91	1114	22.6	2.5	86	1145	22.8	2.6	87
WKDAY 7:30 PM - 8:00 PM	61979	1435	34.0	2.3	92	4761	33.5	7.7	91	1545	31.3	2.5	85	1534	30.5	2.5	83
WKDAY 11:00 PM - 11:30 PM	49084	1261	29.9	2.6	102	4153	29.3	8.5	100	1587	32.2	3.2	110	1490	29.7	3.0	101
WKDAY 11:30 PM - 1:00 AM	16560	459	10.9	2.8	110	1483	10.4	9.0	106	535	10.8	3.2	110	564	11.2	3.4	114
M-SAT 8-11 PM+SUN 7-11 PM	66967	1688	40.0	2.5	100	5540	39.0	8.3	98	2000	40.5	3.0	102	1918	38.2	2.9	96
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	178	4.2	1.9	76	569	4.0	6.1	73	136	2.8	1.5	50	266	5.3	2.9	96
ANOTHER WORLD N	6138	**40	0.9	0.7	26	228	1.6	3.7	44	*53	1.1	0.9	29	**33	0.7	0.5	18
AS THE WORLD TURNS C	7707	*67	1.6	0.9	35	396	2.8	5.1	61	**29	0.6	0.4	13	*80	1.6	1.0	35
CAPITOL C	4688	**38	0.9	0.8	32	313	2.2	6.7	79	**37	0.7	0.8	27	**65	1.3	1.4	46
CBS MORN. NEWS 1 C	2792	**34	0.8	1.2	48	148	1.0	5.3	63	**41	0.8	1.5	50	**50	1.0	1.8	60
CBS MORN. NEWS 2 C	2071	**25	0.6	1.2	48	82	0.6	4.0	47	**22	0.4	1.1	36	**7	0.1	0.3	11
DAYS OF OUR LIVES N	8018	*84	2.0	1.0	42	470	3.3	5.9	69	133	2.7	1.7	56	*142	2.8	1.8	59
FACTS OF LIFE - DAYTIME N	3487	**59	1.4	1.7	67	226	1.6	6.5	77	*57	1.2	1.6	56	**35	0.7	1.0	34
FAMILY FEUD A	4817	*62	1.5	1.3	51	286	2.0	5.9	70	*65	1.3	1.3	46	**35	0.7	0.7	24
GENERAL HOSPITAL A	8333	*146	3.5	1.8	70	535	3.8	6.4	76	115	2.3	1.4	47	185	3.7	2.2	74
GOOD MORNING, AMERICA-730 A	5472	*107	2.5	2.0	78	239	1.7	4.4	52	*59	1.2	1.1	37	*115	2.3	2.1	70
GOOD MORNING, AMERICA-830 A	3965	*64	1.5	1.6	64	185	1.3	4.7	55	*40	0.8	1.0	34	*61	1.2	1.5	51
GUIDING LIGHT C	7542	*94	2.2	1.2	50	498	3.5	6.6	78	*59	1.2	0.8	27	*113	2.2	1.5	50
ONE LIFE TO LIVE A	6018	*134	3.2	2.2	89	355	2.5	5.9	70	*104	2.1	1.7	59	*117	2.3	1.9	65
PRESS YOUR LUCK C	3589	**66	1.6	1.8	73	271	1.9	7.6	89	**80	1.6	2.2	76	**58	1.2	1.6	54
PRICE IS RIGHT 1 C	7418	*57	1.4	0.8	31	321	2.3	4.3	51	*87	1.8	1.2	40	*101	2.0	1.4	45
PRICE IS RIGHT 2 C	8276	*82	1.9	1.0	39	359	2.5	4.3	51	*117	2.4	1.4	48	*105	2.1	1.3	42
RYAN'S HOPE A	4358	*73	1.7	1.7	67	312	2.2	7.2	85	*112	2.3	2.6	87	*130	2.6	3.0	100
SALE OF THE CENTURY N	3749	*76	1.8	2.0	81	197	1.4	5.3	62	*111	2.2	3.0	101	*54	1.1	1.4	48
SEARCH FOR TOMORROW N	2884	**35	0.8	1.2	48	*159	1.1	5.5	65	**30	0.6	1.0	35	**70	1.4	2.4	81
TODAY SHOW 1 N	4869	*127	3.0	2.6	104	261	1.8	5.4	63	157	3.2	3.2	110	*114	2.3	2.3	78
TODAY SHOW 2 N	4135	*75	1.8	1.8	72	191	1.3	4.6	55	*78	1.6	1.9	64	*52	1.0	1.3	42
$25,000 PYRAMID C	4361	**63	1.5	1.4	57	223	1.6	5.1	60	*68	1.4	1.6	53	**27	0.5	0.6	21
WHEEL OF FORTUNE N	6187	*107	2.5	1.7	69	301	2.1	4.9	57	*132	2.7	2.1	73	**71	1.4	1.1	38
YOUNG AND THE RESTLESS C	8186	*134	3.2	1.6	65	461	3.2	5.6	67	*25	0.5	0.3	10	*150	3.0	1.8	61
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*144	3.4	3.0	121	437	3.1	9.2	109	*112	2.3	2.4	81	*146	2.9	3.1	103
NBA PLAYOFF GAME -1 C	5127	180	4.3	3.5	140	647	4.6	12.6	149	211	4.3	4.1	140	283	5.6	5.5	184
NBC MAJOR LEAGUE PRE-GAME N	3945	**90	2.1	2.3	91	307	2.2	7.8	92	**51	1.0	1.3	44	**90	1.8	2.3	76
SPORTSWORLD - SUN N	3370	*93	2.2	2.8	110	423	3.0	12.6	148	*126	2.6	3.7	127	*108	2.1	3.2	107
SUNDAY MORNING C	4200	*114	2.7	2.7	108	337	2.4	8.0	95	*97	2.0	2.3	78	*146	2.9	3.5	116

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

		TOTAL U.S. '000	BECKS A '000	BECKS B % DOWN	BECKS C % ACROSS	BECKS D INDX	HEINEKEN A '000	HEINEKEN B % DOWN	HEINEKEN C % ACROSS	HEINEKEN D INDX	MOLSON CANADIAN A '000	MOLSON CANADIAN B % DOWN	MOLSON CANADIAN C % ACROSS	MOLSON CANADIAN D INDX	MOOSEHEAD A '000	MOOSEHEAD B % DOWN	MOOSEHEAD C % ACROSS	MOOSEHEAD D INDX
TOTAL ADULTS		167727	4215	100.0	2.5	100	14198	100.0	8.5	100	4935	100.0	2.9	100	5024	100.0	3.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1058	25.1	2.0	81	3593	25.3	6.9	81	1322	26.8	2.5	86	1305	26.0	2.5	83
NETWORK AFFILIATES - LATE		39164	892	21.2	2.3	91	3181	22.4	8.1	96	1255	25.4	3.2	109	1155	23.0	2.9	98
INDEPENDENTS - LATE		5133	224	5.3	4.4	174	647	4.6	12.6	149	173	3.5	3.4	115	157	3.1	3.1	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	457	10.8	2.0	80	1859	13.1	8.1	96	585	11.9	2.6	87	633	12.6	2.8	93
ABC MONDAY NIGHT MOVIE	A	11258	225	5.3	2.0	80	850	6.0	7.6	89	336	6.8	3.0	101	399	7.9	3.5	118
ABC SUNDAY NIGHT MOVIE	A	23600	639	15.2	2.7	108	1984	14.0	8.4	99	787	15.9	3.3	113	750	14.9	3.2	106
ABC WORLD NEWS TONIGHT	A	12801	288	6.8	2.2	90	863	6.1	6.7	80	385	7.8	3.0	102	345	6.9	2.7	90
AFTERMASH	C	10966	*232	5.5	2.1	84	727	5.1	6.6	78	*304	6.2	2.8	94	*265	5.3	2.4	81
ALICE	C	17050	297	7.0	1.7	69	1202	8.5	7.0	83	374	7.6	2.2	75	283	5.6	1.7	55
AMERICAN PARADE	C	11998	248	5.9	2.1	82	599	4.2	5.0	59	276	5.6	2.3	78	343	6.8	2.9	95
BENSON	A	19258	480	11.4	2.5	99	1416	10.0	7.4	87	384	7.8	2.0	68	472	9.4	2.5	82
BLUE THUNDER	A	11478	371	8.8	3.2	129	854	6.0	7.4	88	389	7.9	3.4	115	343	6.8	3.0	100
CAGNEY & LACEY	C	18263	452	10.7	2.5	98	1576	11.1	8.6	102	527	10.7	2.9	98	547	10.9	3.0	100
CBS EVENING NEWS-DEAN	C	7733	*119	2.8	1.5	61	595	4.2	7.7	91	*228	4.6	2.9	100	*174	3.5	2.3	75
CBS EVENING NEWS-RATHER	C	15653	287	6.8	1.8	73	1223	8.6	7.8	92	410	8.3	2.6	89	373	7.4	2.4	80
CBS SAT. NEWS-SCHIEFFER	C	8744	184	4.4	2.1	84	653	4.6	7.5	88	261	5.3	3.0	101	189	3.8	2.2	72
CBS SATURDAY NIGHT MOVIE	C	12000	322	7.6	2.7	107	1015	7.1	8.5	100	352	7.1	2.9	100	416	8.3	3.5	116
CBS WEDNESDAY NIGHT MOVIE	C	11522	288	6.8	2.5	99	963	6.8	8.4	99	360	7.3	3.1	106	280	5.6	2.4	81
CHEERS	N	16818	544	12.9	3.2	129	1753	12.3	10.4	123	681	13.8	4.0	138	736	14.6	4.4	146
DALLAS	C	37510	599	14.2	1.6	64	2473	17.4	6.6	78	693	14.0	1.8	63	941	18.7	2.5	84
DIFF'RENT STROKES	N	11258	*141	3.3	1.3	50	639	4.5	5.7	67	*232	4.7	2.1	70	*125	2.5	1.1	37
DOUBLE TROUBLE	N	12248	284	6.7	2.3	92	931	6.6	7.6	90	301	6.1	2.5	84	468	9.3	3.8	128
DUCK FACTORY	N	11100	328	7.8	3.0	118	1021	7.2	9.2	109	424	8.6	3.8	130	404	8.0	3.6	122
DUKES OF HAZZARD	C	12353	*232	5.5	1.9	75	753	5.3	6.1	72	308	6.2	2.5	85	*307	6.1	2.5	83
DYNASTY	A	33279	718	17.0	2.2	86	2532	17.8	7.6	90	765	15.5	2.3	78	822	16.4	2.5	82
FACTS OF LIFE	N	13410	*223	5.3	1.7	66	883	6.2	6.6	78	248	5.0	1.8	63	369	7.3	2.8	92
FALCON CREST	C	31093	477	11.3	1.5	61	2033	14.3	6.5	77	649	13.2	2.1	71	878	17.5	2.8	94
FALL GUY	A	18649	520	12.3	2.8	111	1576	11.1	8.5	100	433	8.8	2.3	79	546	10.9	2.9	98
FAMILY TIES	N	13101	*291	6.9	2.2	88	910	6.4	6.9	82	333	6.7	2.5	86	434	8.6	3.3	111
FANTASY ISLAND	A	13069	265	6.3	2.0	81	962	6.8	7.4	87	367	7.4	2.8	95	237	4.7	1.8	61
FOULUPS,BLEEPS & BLUNDERS	A	16588	364	8.6	2.2	87	1499	10.6	9.0	107	514	10.4	3.1	105	508	10.1	3.1	102
FOUR SEASONS	C	9302	*250	5.9	2.7	107	587	4.1	6.3	75	*199	4.0	2.1	73	*239	4.8	2.6	86
GIMME A BREAK	N	13955	*240	5.7	1.7	68	792	5.6	5.7	67	248	5.0	1.8	60	*311	6.2	2.2	74
HART TO HART	A	15735	428	10.2	2.7	108	1106	7.8	7.0	83	302	6.1	1.9	65	402	8.0	2.6	85
HILL STREET BLUES	N	18257	605	14.4	3.3	132	2017	14.2	11.0	131	817	16.6	4.5	152	759	15.1	4.2	139
HOTEL	A	24236	507	12.0	2.1	83	1611	11.3	6.6	79	483	9.8	2.0	68	585	11.6	2.4	81
JEFFERSONS	C	17010	317	7.5	1.9	74	1158	8.2	6.8	80	344	7.0	2.0	69	303	6.0	1.8	59
JENNIFER SLEPT HERE	N	9397	*169	4.0	1.8	72	566	4.0	6.0	71	*245	5.0	2.6	89	*184	3.7	2.0	65
KATE & ALLIE	C	16762	424	10.1	2.5	101	1401	9.9	8.4	99	579	11.7	3.5	117	528	10.5	3.1	105
KNIGHT RIDER	N	13164	263	6.2	2.0	80	1170	8.2	8.9	105	422	8.6	3.2	109	377	7.5	2.9	96
LOVE BOAT	A	20400	331	7.9	1.6	65	1393	9.8	6.8	81	469	9.5	2.3	78	354	7.0	1.7	58
MAGNUM PI	C	22543	490	11.6	2.2	86	1773	12.5	7.9	93	609	12.3	2.7	92	596	11.9	2.6	88
MAMA'S FAMILY	N	9852	*171	4.1	1.7	69	545	3.8	5.5	65	322	6.5	3.3	111	*138	2.7	1.4	47
MASTER, THE	N	8082	*299	7.1	3.7	147	841	5.9	10.4	123	374	7.6	4.6	157	328	6.5	4.1	135
MATT HOUSTON	A	12881	390	9.3	3.0	120	1166	8.2	9.1	107	446	9.0	3.5	118	297	5.9	2.3	77
NBC MONDAY NIGHT MOVIE	N	23889	642	15.2	2.7	107	2201	15.5	9.2	109	776	15.7	3.2	110	828	16.5	3.5	116
NBC NIGHTLY NEWS	N	11156	291	6.9	2.6	104	807	5.7	7.2	85	372	7.5	3.3	113	385	7.7	3.5	115
NBC NIGHTLY NEWS-SAT	N	7363	*127	3.0	1.7	69	532	3.7	7.2	85	*233	4.7	3.2	108	*182	3.6	2.5	83
NBC NIGHTLY NEWS-SUN	N	6214	*127	3.0	2.0	81	533	3.8	8.6	101	*260	5.3	4.2	142	*220	4.4	3.5	118
NBC SUNDAY NIGHT MOVIE	N	17590	715	17.0	4.1	162	1982	14.0	11.3	133	736	14.9	4.2	142	868	17.3	4.9	165
NEWHART	C	16740	402	9.5	2.4	96	1322	9.3	7.9	93	558	11.3	3.3	113	463	9.2	2.8	92
ONE DAY AT A TIME	C	11820	*173	4.1	1.5	58	721	5.1	6.1	72	*178	3.6	1.5	51	*241	4.8	2.0	68
PEOPLE ARE FUNNY	N	9138	*221	5.2	2.4	96	593	4.2	6.5	77	*248	5.0	2.7	92	**125	2.5	1.4	46
REAL PEOPLE	N	15979	290	6.9	1.8	72	1025	7.2	6.4	76	423	8.6	2.6	90	479	9.5	3.0	100
REMINGTON STEELE	N	14395	434	10.3	3.0	120	1236	8.7	8.6	101	527	10.7	3.7	124	420	8.4	2.9	97
RIPLEY'S BELIEVE IT - NOT	A	11362	304	7.2	2.7	106	1028	7.2	9.0	107	439	8.9	3.9	131	420	8.4	3.7	123
RIPTIDE	N	13920	323	7.7	2.3	92	959	6.8	6.9	81	393	8.0	2.8	96	338	6.7	2.4	81
SCARECROW & MRS. KING	C	17571	430	10.2	2.4	97	1298	9.1	7.4	87	402	8.1	2.3	78	477	9.5	2.7	91
SIMON & SIMON	C	20208	417	9.9	2.1	82	1500	10.6	7.4	88	450	9.1	2.2	76	494	9.8	2.4	82
60 MINUTES	C	27668	725	17.2	2.6	104	2295	16.2	8.3	98	779	15.8	2.8	96	932	18.6	3.4	112
ST. ELSEWHERE	N	13699	412	9.8	3.0	120	1387	9.8	10.1	120	549	11.1	4.0	136	561	11.2	4.1	137
THREE'S COMPANY	A	20632	438	10.4	2.1	84	1782	12.6	8.6	102	556	11.3	2.7	92	719	14.3	3.5	116
T.J. HOOKER	A	17136	335	7.9	2.0	78	1295	9.1	7.6	89	308	6.2	1.8	61	347	6.9	2.0	68
TONIGHT SHOW	N	4963	153	3.6	3.1	123	473	3.3	9.5	113	186	3.8	3.7	127	187	3.7	3.8	126
TRAPPER JOHN, M.D.	C	16332	265	6.3	1.6	65	938	6.6	5.7	68	376	7.6	2.3	78	340	6.8	2.1	70
TV BLOOPERS & PRAC. JOKES	N	18881	397	9.4	2.1	84	1455	10.2	7.7	91	610	12.4	3.2	110	565	11.2	3.0	100
20/20	A	18315	353	8.4	1.9	77	1244	8.8	6.8	80	429	8.7	2.3	80	421	8.4	2.3	77
WEBSTER	A	18722	433	10.3	2.3	92	1397	9.8	7.5	88	327	6.6	1.7	59	397	7.9	2.1	71
WORLD NEWS - SUN	A	5327	**89	2.1	1.7	66	395	2.8	7.4	88	*155	3.1	2.9	99	**152	3.0	2.9	95
YELLOW ROSE	N	8370	*97	2.3	1.2	46	434	3.1	5.2	61	*188	3.8	2.2	76	*206	4.1	2.5	82
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	705	16.7	2.7	108	2408	17.0	9.3	110	1052	21.3	4.1	138	1141	22.7	4.4	147
BASKETBALL - COLLEGE GAMES		14468	699	16.6	4.8	192	1885	13.3	13.0	154	706	14.3	4.9	166	912	18.2	6.3	210
BASKETBALL - PRO GAMES		12124	*397	9.4	3.3	130	1529	10.8	12.6	149	732	14.8	6.0	205	*601	12.0	5.0	165
BOWLING		9412	**165	3.9	1.8	70	626	4.4	6.7	79	*306	6.2	3.3	110	**280	5.6	3.0	99
BOXING		15409	524	12.4	3.4	135	1668	11.7	10.8	128	593	12.0	3.8	131	571	11.4	3.7	124
FOOTBALL - COLLEGE GAMES		21400	946	22.4	4.4	176	2608	18.4	12.2	144	1234	25.0	5.8	196	991	19.7	4.6	155
FOOTBALL - PRO GAMES		35944	1382	32.8	3.8	153	4326	30.5	12.0	142	2019	40.9	5.6	191	1771	35.3	4.9	164
GOLF		9759	*417	9.9	4.3	170	1059	7.5	10.9	128	*635	12.9	6.5	221	*392	7.8	4.0	134
POST-SEASON COLL. FOOTBALL		18123	860	20.4	4.7	189	2508	17.7	13.8	163	1282	26.0	7.1	240	1085	21.6	6.0	200
POST-SEASON PRO FOOTBALL		22091	949	22.5	4.3	171	2751	19.4	12.5	147	1308	26.5	5.9	201	1252	24.9	5.7	189
TENNIS		6764	*203	4.8	3.0	119	847	6.0	12.5	148	*386	7.8	5.7	194	*466	9.3	6.9	230
WRESTLING - PROFESSIONAL		9695	**150	3.6	1.5	62	581	4.1	6.0	71	*276	5.6	2.8	97	**207	4.1	2.1	71

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED BEER (IN CANS OR BOTTLES): BRANDS
(ADULTS)

		TOTAL	BECKS				HEINEKEN				MOLSON CANADIAN				MOOSEHEAD			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	4215	100.0	2.5	100	14198	100.0	8.5	100	4935	100.0	2.9	100	5024	100.0	3.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1058	25.1	2.0	81	3593	25.3	6.9	81	1322	26.8	2.5	86	1305	26.0	2.5	83
NETWORK AFFILIATES - LATE		39164	892	21.2	2.3	91	3181	22.4	8.1	96	1255	25.4	3.2	109	1155	23.0	2.9	98
INDEPENDENTS - LATE		5133	224	5.3	4.4	174	647	4.6	12.6	149	173	3.5	3.4	115	157	3.1	3.1	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	457	10.8	2.0	80	1859	13.1	8.1	96	585	11.9	2.6	87	633	12.6	2.8	93
ABC MONDAY NIGHT MOVIE	A	11258	225	5.3	2.0	80	850	6.0	7.6	89	336	6.8	3.0	101	399	7.9	3.5	118
ABC SUNDAY NIGHT MOVIE	A	23600	639	15.2	2.7	108	1984	14.0	8.4	99	787	15.9	3.3	113	750	14.9	3.2	106
ABC WORLD NEWS TONIGHT	A	12801	288	6.8	2.2	90	863	6.1	6.7	80	385	7.8	3.0	102	345	6.9	2.7	90
AFTERMASH	C	10966	*232	5.5	2.1	84	727	5.1	6.6	78	*304	6.2	2.8	94	*265	5.3	2.4	81
ALICE	C	17050	297	7.0	1.7	69	1202	8.5	7.0	83	374	7.6	2.2	75	283	5.6	1.7	55
AMERICAN PARADE	C	11998	248	5.9	2.1	82	599	4.2	5.0	59	276	5.6	2.3	78	343	6.8	2.9	95
BENSON	A	19258	480	11.4	2.5	99	1416	10.0	7.4	87	384	7.8	2.0	68	472	9.4	2.5	82
BLUE THUNDER	A	11478	371	8.8	3.2	129	854	6.0	7.4	88	389	7.9	3.4	115	343	6.8	3.0	100
CAGNEY & LACEY	C	18263	452	10.7	2.5	98	1576	11.1	8.6	102	527	10.7	2.9	98	547	10.9	3.0	100
CBS EVENING NEWS-DEAN	C	7733	*119	2.8	1.5	61	595	4.2	7.7	91	*228	4.6	2.9	100	*174	3.5	2.3	75
CBS EVENING NEWS-RATHER	C	15653	287	6.8	1.8	73	1223	8.6	7.8	92	410	8.3	2.6	89	373	7.4	2.4	80
CBS SAT. NEWS-SCHIEFFER	C	8744	184	4.4	2.1	84	653	4.6	7.5	88	261	5.3	3.0	101	189	3.8	2.2	72
CBS SATURDAY NIGHT MOVIE	C	12000	322	7.6	2.7	107	1015	7.1	8.5	100	352	7.1	2.9	100	416	8.3	3.5	116
CBS WEDNESDAY NIGHT MOVIE	C	11522	288	6.8	2.5	99	963	6.8	8.4	99	360	7.3	3.1	106	280	5.6	2.4	81
CHEERS	N	16818	544	12.9	3.2	129	1753	12.3	10.4	123	681	13.8	4.0	138	736	14.6	4.4	146
DALLAS	C	37510	599	14.2	1.6	64	2473	17.4	6.6	78	693	14.0	1.8	63	941	18.7	2.5	84
DIFF'RENT STROKES	N	11258	*141	3.3	1.3	50	639	4.5	5.7	67	*232	4.7	2.1	70	*125	2.5	1.1	37
DOUBLE TROUBLE	N	12248	284	6.7	2.3	92	931	6.6	7.6	90	301	6.1	2.5	84	468	9.3	3.8	128
DUCK FACTORY	N	11100	328	7.8	3.0	118	1021	7.2	9.2	109	424	8.6	3.8	130	404	8.0	3.6	122
DUKES OF HAZZARD	C	12353	*232	5.5	1.9	75	753	5.3	6.1	72	308	6.2	2.5	85	*307	6.1	2.5	83
DYNASTY	A	33279	718	17.0	2.2	86	2532	17.8	7.6	90	765	15.5	2.3	78	822	16.4	2.5	82
FACTS OF LIFE	N	13410	*223	5.3	1.7	66	883	6.2	6.6	78	248	5.0	1.8	63	369	7.3	2.8	92
FALCON CREST	C	31093	477	11.3	1.5	61	2033	14.3	6.5	77	649	13.2	2.1	71	878	17.5	2.8	94
FALL GUY	A	18649	520	12.3	2.8	111	1576	11.1	8.5	100	433	8.8	2.3	79	546	10.9	2.9	98
FAMILY TIES	N	13101	*291	6.9	2.2	88	910	6.4	6.9	82	333	6.7	2.5	86	434	8.6	3.3	111
FANTASY ISLAND	A	13069	265	6.3	2.0	81	962	6.8	7.4	87	367	7.4	2.8	95	237	4.7	1.8	61
FOULUPS,BLEEPS & BLUNDERS	A	16588	364	8.6	2.2	87	1499	10.6	9.0	107	514	10.4	3.1	105	508	10.1	3.1	102
FOUR SEASONS	C	9302	*250	5.9	2.7	107	587	4.1	6.3	75	*199	4.0	2.1	73	*239	4.8	2.6	86
GIMME A BREAK	N	13955	*240	5.7	1.7	68	792	5.6	5.7	67	248	5.0	1.8	60	*311	6.2	2.2	74
HART TO HART	A	15735	428	10.2	2.7	108	1106	7.8	7.0	83	302	6.1	1.9	65	402	8.0	2.6	85
HILL STREET BLUES	N	18257	605	14.4	3.3	132	2017	14.2	11.0	131	817	16.6	4.5	152	759	15.1	4.2	139
HOTEL	A	24236	507	12.0	2.1	83	1611	11.3	6.6	79	483	9.8	2.0	68	585	11.6	2.4	81
JEFFERSONS	C	17010	317	7.5	1.9	74	1158	8.2	6.8	80	344	7.0	2.0	69	303	6.0	1.8	59
JENNIFER SLEPT HERE	N	9397	*169	4.0	1.8	72	566	4.0	6.0	71	*245	5.0	2.6	89	*184	3.7	2.0	65
KATE & ALLIE	C	16762	424	10.1	2.5	101	1401	9.9	8.4	99	579	11.7	3.5	117	528	10.5	3.1	105
KNIGHT RIDER	N	13164	263	6.2	2.0	80	1170	8.2	8.9	105	422	8.6	3.2	109	377	7.5	2.9	96
LOVE BOAT	A	20400	331	7.9	1.6	65	1393	9.8	6.8	81	469	9.5	2.3	78	354	7.0	1.7	58
MAGNUM PI	C	22543	490	11.6	2.2	86	1773	12.5	7.9	93	609	12.3	2.7	92	596	11.9	2.6	88
MAMA'S FAMILY	N	9852	*171	4.1	1.7	69	545	3.8	5.5	65	322	6.5	3.3	111	*138	2.7	1.4	47
MASTER, THE	N	8082	*299	7.1	3.7	147	841	5.9	10.4	123	374	7.6	4.6	157	328	6.5	4.1	135
MATT HOUSTON	A	12881	390	9.3	3.0	120	1166	8.2	9.1	107	446	9.0	3.5	118	297	5.9	2.3	77
NBC MONDAY NIGHT MOVIE	N	23889	642	15.2	2.7	107	2201	15.5	9.2	109	776	15.7	3.2	110	828	16.5	3.5	116
NBC NIGHTLY NEWS	N	11156	291	6.9	2.6	104	807	5.7	7.2	85	372	7.5	3.3	113	385	7.7	3.5	115
NBC NIGHTLY NEWS-SAT	N	7363	*127	3.0	1.7	69	532	3.7	7.2	85	*233	4.7	3.2	108	*182	3.6	2.5	83
NBC NIGHTLY NEWS-SUN	N	6214	*127	3.0	2.0	81	533	3.8	8.6	101	*260	5.3	4.2	142	*220	4.4	3.5	118
NBC SUNDAY NIGHT MOVIE	N	17590	715	17.0	4.1	162	1982	14.0	11.3	133	736	14.9	4.2	142	868	17.3	4.9	165
NEWHART	C	16740	402	9.5	2.4	96	1322	9.3	7.9	93	558	11.3	3.3	113	463	9.2	2.8	92
ONE DAY AT A TIME	C	11820	*173	4.1	1.5	58	721	5.1	6.1	72	*178	3.6	1.5	51	*241	4.8	2.0	68
PEOPLE ARE FUNNY	N	9138	*221	5.2	2.4	96	593	4.2	6.5	77	*248	5.0	2.7	92	**125	2.5	1.4	46
REAL PEOPLE	N	15979	290	6.9	1.8	72	1025	7.2	6.4	76	423	8.6	2.6	90	479	9.5	3.0	100
REMINGTON STEELE	N	14395	434	10.3	3.0	120	1236	8.7	8.6	101	527	10.7	3.7	124	420	8.4	2.9	97
RIPLEY'S BELIEVE IT - NOT	A	11362	304	7.2	2.7	106	1028	7.2	9.0	107	439	8.9	3.9	131	420	8.4	3.7	123
RIPTIDE	N	13920	323	7.7	2.3	92	959	6.8	6.9	81	393	8.0	2.8	96	338	6.7	2.4	81
SCARECROW & MRS. KING	C	17571	430	10.2	2.4	97	1298	9.1	7.4	87	402	8.1	2.3	78	477	9.5	2.7	91
SIMON & SIMON	C	20208	417	9.9	2.1	82	1500	10.6	7.4	88	450	9.1	2.2	76	494	9.8	2.4	82
60 MINUTES	C	27668	725	17.2	2.6	104	2295	16.2	8.3	98	779	15.8	2.8	96	932	18.6	3.4	112
ST. ELSEWHERE	N	13699	412	9.8	3.0	120	1387	9.8	10.1	120	549	11.1	4.0	136	561	11.2	4.1	137
THREE'S COMPANY	A	20632	438	10.4	2.1	84	1782	12.6	8.6	102	556	11.3	2.7	92	719	14.3	3.5	116
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TRAPPER JOHN, M.D.	C	16332	265	6.3	1.6	65	938	6.6	5.7	68	376	7.6	2.3	78	340	6.8	2.1	70
TV BLOOPERS & PRAC. JOKES	N	18881	397	9.4	2.1	84	1455	10.2	7.7	91	610	12.4	3.2	110	565	11.2	3.0	100
20/20	A	18315	353	8.4	1.9	77	1244	8.8	6.8	80	429	8.7	2.3	80	421	8.4	2.3	77
WEBSTER	A	18722	433	10.3	2.3	92	1397	9.8	7.5	88	327	6.6	1.7	59	397	7.9	2.1	71
WORLD NEWS - SUN	A	5327	**89	2.1	1.7	66	395	2.8	7.4	88	*155	3.1	2.9	99	**152	3.0	2.9	95
YELLOW ROSE	N	8370	*97	2.3	1.2	46	434	3.1	5.2	61	*188	3.8	2.2	76	*206	4.1	2.5	82
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	705	16.7	2.7	108	2408	17.0	9.3	110	1052	21.3	4.1	138	1141	22.7	4.4	147
BASKETBALL - COLLEGE GAMES		14468	699	16.6	4.8	192	1885	13.3	13.0	154	706	14.3	4.9	166	912	18.2	6.3	210
BASKETBALL - PRO GAMES		12124	*397	9.4	3.3	130	1529	10.8	12.6	149	732	14.8	6.0	205	*601	12.0	5.0	165
BOWLING		9412	**165	3.9	1.8	70	626	4.4	6.7	79	*306	6.2	3.3	110	**280	5.6	3.0	99
BOXING		15409	524	12.4	3.4	135	1668	11.7	10.8	128	593	12.0	3.8	131	571	11.4	3.7	124
FOOTBALL - COLLEGE GAMES		21400	946	22.4	4.4	176	2608	18.4	12.2	144	1234	25.0	5.8	196	991	19.7	4.6	155
FOOTBALL - PRO GAMES		35944	1382	32.8	3.8	153	4326	30.5	12.0	142	2019	40.9	5.6	191	1771	35.3	4.9	164
GOLF		9759	*417	9.9	4.3	170	1059	7.5	10.9	128	*635	12.9	6.5	221	*392	7.8	4.0	134
POST-SEASON COLL. FOOTBALL		18123	860	20.4	4.7	189	2508	17.7	13.8	163	1282	26.0	7.1	240	1085	21.6	6.0	200
POST-SEASON PRO FOOTBALL		22091	949	22.5	4.3	171	2751	19.4	12.5	147	1308	26.5	5.9	201	1252	24.9	5.7	189
TENNIS		6764	*203	4.8	3.0	119	847	6.0	12.5	148	*386	7.8	5.7	194	*466	9.3	6.9	230
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MALT LIQUOR

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-15

4A. DO YOU YOURSELF DRINK IT?

	'000	%	UNWEIGHTED
YES	13927	8.3	1541
NO	153800	91.7	17569

IF YOU DO

4B. WHICH BRANDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
CHAMPALE	2739	1.6	1070	.6	1295	.8	374	.2	303
COLT 45	4034	2.4	1339	.8	2061	1.2	634	.4	502
COUNTRY CLUB	1405	.8	665	.4	584	.3	156	.1	159
MAGNUM	816	.5	213	.1	407	.2	196	.1	126
OLD ENGLISH 800	2807	1.7	955	.6	1485	.9	366	.2	278
SCHLITZ MALT LIQUOR	5212	3.1	2276	1.4	2090	1.2	846	.5	526
OTHER BRANDS (NOT LISTED)	3841	2.3	2337	1.4	1012	.6	491	.3	392
DO NOT KNOW	368	.2							43

4C. ABOUT HOW MANY GLASSES OF MALT LIQUOR DID YOU DRINK IN THE LAST 7 DAYS AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
30 OR MORE	H	474	.3	48
20 - 29	H	335	.2	39
15 - 19	H	259	.2	33
10 - 14	H	825	.5	102
5 - 9	H	1673	1.0	184
3 - 4	M	1944	1.2	239
2	M	1974	1.2	227
1	L	1716	1.0	196
NONE	L	4727	2.8	473

... AND HOW MANY GLASSES DID YOU DRINK IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
30 OR MORE	1093	.7	113
20 - 29	842	.5	98
15 - 19	570	.3	70
10 - 14	1132	.7	137
5 - 9	1654	1.0	198
3 - 4	2149	1.3	245
2	1789	1.1	205
1	1700	1.0	170
NONE	2948	1.8	305

MALT LIQUOR: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	13927	100.0	8.3	100	3565	100.0	2.1	100	3919	100.0	2.3	100	6444	100.0	3.8	100
MALES	79263	8417	60.4	10.6	128	2292	64.3	2.9	136	2218	56.6	2.8	120	3908	60.6	4.9	128
FEMALES	88464	5510	39.6	6.2	75	1273	35.7	1.4	68	1701	43.4	1.9	82	2535	39.3	2.9	75
18 - 24	28671	4347	31.2	15.2	183	1204	33.8	4.2	198	1173	29.9	4.1	175	1970	30.6	6.9	179
25 - 34	39536	3759	27.0	9.5	115	980	27.5	2.5	117	880	22.5	2.2	95	1899	29.5	4.8	125
35 - 44	28978	2167	15.6	7.5	90	*474	13.3	1.6	77	730	18.6	2.5	108	964	15.0	3.3	87
45 - 54	22345	1413	10.1	6.3	76	*283	7.9	1.3	60	*436	11.1	2.0	84	694	10.8	3.1	81
55 - 64	22224	1037	7.4	4.7	56	**259	7.3	1.2	55	*352	9.0	1.6	68	*425	6.6	1.9	50
65 OR OLDER	25973	1204	8.6	4.6	56	*364	10.2	1.4	66	*348	8.9	1.3	57	492	7.6	1.9	49
18 - 34	68207	8106	58.2	11.9	143	2185	61.3	3.2	151	2053	52.4	3.0	129	3869	60.0	5.7	148
18 - 49	108058	11042	79.3	10.2	123	2825	79.2	2.6	123	3042	77.6	2.8	120	5175	80.3	4.8	125
25 - 54	90859	7339	52.7	8.1	97	1737	48.7	1.9	90	2046	52.2	2.3	96	3556	55.2	3.9	102
35 - 49	39851	2936	21.1	7.4	89	641	18.0	1.6	76	989	25.2	2.5	106	1306	20.3	3.3	85
50 OR OLDER	59669	2885	20.7	4.8	58	740	20.8	1.2	58	876	22.4	1.5	63	1269	19.7	2.1	55
GRADUATED COLLEGE	28091	1297	9.3	4.6	56	*195	5.5	0.7	33	*373	9.5	1.3	57	729	11.3	2.6	68
ATTENDED COLLEGE	28938	2428	17.4	8.4	101	*597	16.7	2.1	97	546	13.9	1.9	81	1285	19.9	4.4	116
GRADUATED HIGH SCHOOL	65503	5922	42.5	9.0	109	1437	40.3	2.2	103	1692	43.2	2.6	111	2794	43.4	4.3	111
DID NOT GRADUATE HIGH SCHOOL	45195	4280	30.7	9.5	114	1336	37.5	3.0	139	1308	33.4	2.9	124	1636	25.4	3.6	94
EMPLOYED MALES	56429	5545	39.8	9.8	118	1330	37.3	2.4	111	1431	36.5	2.5	109	2784	43.2	4.9	128
EMPLOYED FEMALES	43971	2742	19.7	6.2	75	*493	13.8	1.1	53	874	22.3	2.0	85	1375	21.3	3.1	81
EMPLOYED FULL-TIME	87773	7266	52.2	8.3	100	1575	44.2	1.8	84	2079	53.0	2.4	101	3612	56.1	4.1	107
EMPLOYED PART-TIME	12627	1020	7.3	8.1	97	**248	7.0	2.0	92	**225	5.7	1.8	76	*547	8.5	4.3	113
NOT EMPLOYED	67327	5640	40.5	8.4	101	1742	48.9	2.6	122	1614	41.2	2.4	103	2285	35.5	3.4	88
PROFESSIONAL/MANAGER	25845	1419	10.2	5.5	66	*275	7.7	1.1	50	*348	8.9	1.3	58	797	12.4	3.1	80
TECH/CLERICAL/SALES	30895	2012	14.4	6.5	78	*470	13.2	1.5	72	*529	13.5	1.7	73	1014	15.7	3.3	85
PRECISION/CRAFT	12629	1378	9.9	10.9	131	*265	7.4	2.1	99	*360	9.2	2.9	122	753	11.7	6.0	155
OTHER EMPLOYED	31031	3477	25.0	11.2	135	814	22.8	2.6	123	1068	27.3	3.4	147	1595	24.8	5.1	134
SINGLE	35557	5155	37.0	14.5	175	1649	46.3	4.6	218	1476	37.7	4.2	178	2031	31.5	5.7	149
MARRIED	103585	6215	44.6	6.0	72	1253	35.1	1.2	57	1662	42.4	1.6	69	3301	51.2	3.2	83
DIVORCED/SEPARATED/WIDOWED	28585	2556	18.4	8.9	108	664	18.6	2.3	109	781	19.9	2.7	117	1112	17.3	3.9	101
PARENTS	59295	4839	34.7	8.2	98	1163	32.6	2.0	92	1300	33.2	2.2	94	2376	36.9	4.0	104
WHITE	146081	9603	69.0	6.6	79	2141	60.1	1.5	69	2374	60.6	1.6	70	5089	79.0	3.5	91
BLACK	17974	4061	29.2	22.6	272	1355	38.0	7.5	355	1459	37.2	8.1	347	1248	19.4	6.9	181
OTHER	3672	**262	1.9	7.1	86	**70	2.0	1.9	90	**86	2.2	2.3	100	**106	1.6	2.9	75
NORTHEAST-CENSUS	37005	2523	18.1	6.8	82	637	17.9	1.7	81	755	19.3	2.0	87	1132	17.6	3.1	80
NORTH CENTRAL	42642	3217	23.1	7.5	91	696	19.5	1.6	77	798	20.4	1.9	80	1723	26.7	4.0	105
SOUTH	56777	5259	37.8	9.3	112	1611	45.2	2.8	133	1634	41.7	2.9	123	2015	31.3	3.5	92
WEST	31303	2928	21.0	9.4	113	*621	17.4	2.0	93	732	18.7	2.3	100	1574	24.4	5.0	131
NORTHEAST-MKTG.	38125	2689	19.3	7.1	85	721	20.2	1.9	89	862	22.0	2.3	97	1107	17.2	2.9	76
EAST CENTRAL	24794	1850	13.3	7.5	90	*404	11.3	1.6	77	602	15.4	2.4	104	845	13.1	3.4	89
WEST CENTRAL	28511	2199	15.8	7.7	93	*460	12.9	1.6	76	*477	12.2	1.7	72	1261	19.6	4.4	115
SOUTH	48953	4553	32.7	9.3	112	1359	38.1	2.8	131	1318	33.6	2.7	115	1876	29.1	3.8	100
PACIFIC	27344	2636	18.9	9.6	116	*621	17.4	2.3	107	660	16.8	2.4	103	1355	21.0	5.0	129
COUNTY SIZE A	69301	6486	46.6	9.4	113	1786	50.1	2.6	121	1853	47.3	2.7	114	2847	44.2	4.1	107
COUNTY SIZE B	50633	4105	29.5	8.1	98	1054	29.6	2.1	98	1141	29.1	2.3	96	1910	29.6	3.8	98
COUNTY SIZE C	26259	1838	13.2	7.0	84	*356	10.0	1.4	64	*540	13.8	2.1	88	942	14.6	3.6	93
COUNTY SIZE D	21534	1498	10.8	7.0	84	*369	10.4	1.7	81	*384	9.8	1.8	76	745	11.6	3.5	90
METRO CENTRAL CITY	50014	5716	41.0	11.4	138	2012	56.4	4.0	189	1453	37.1	2.9	124	2252	34.9	4.5	117
METRO SUBURBAN	76832	5067	36.4	6.6	79	815	22.9	1.1	50	1563	39.9	2.0	87	2690	41.7	3.5	91
NON METRO	40881	3143	22.6	7.7	93	738	20.7	1.8	85	903	23.0	2.2	95	1502	23.3	3.7	96
TOP 5 ADI'S	39550	3700	26.6	9.4	113	994	27.9	2.5	118	1083	27.6	2.7	117	1624	25.2	4.1	107
TOP 10 ADI'S	54877	5007	36.0	9.1	110	1378	38.7	2.5	118	1497	38.2	2.7	117	2132	33.1	3.9	101
TOP 20 ADI'S	77516	7003	50.3	9.0	109	1920	53.9	2.5	117	1977	50.4	2.6	109	3106	48.2	4.0	104
HSHLD INC. $50,000 OR MORE	17257	772	5.5	4.5	54	**124	3.5	0.7	34	**174	4.4	1.0	43	*475	7.4	2.8	72
$40,000 OR MORE	33235	2083	15.0	6.3	75	*460	12.9	1.4	65	*511	13.0	1.5	66	1112	17.3	3.3	87
$30,000 OR MORE	59693	3792	27.2	6.4	77	873	24.5	1.5	69	934	23.8	1.6	67	1985	30.8	3.3	87
$25,000 OR MORE	76275	4792	34.4	6.3	76	1075	30.2	1.4	66	1213	31.0	1.6	68	2504	38.9	3.3	85
$20,000 - $24,999	18607	1776	12.8	9.5	115	*270	7.6	1.5	68	*679	17.3	3.6	156	828	12.8	4.4	116
$15,000 - $19,999	17175	1394	10.0	8.1	98	*369	10.4	2.1	101	*323	8.2	1.9	80	702	10.9	4.1	106
$10,000 - $14,999	24569	2386	17.1	9.7	117	734	20.6	3.0	141	632	16.1	2.6	110	1020	15.8	4.2	108
UNDER $10,000	31101	3579	25.7	11.5	139	1117	31.3	3.6	169	1072	27.4	3.4	148	1390	21.6	4.5	116
HOUSEHOLD OF 1 PERSON	19441	1371	9.8	7.1	85	398	11.2	2.0	96	359	9.2	1.8	79	614	9.5	3.2	82
2 PEOPLE	51803	3280	23.6	6.3	76	852	23.9	1.6	77	875	22.3	1.7	72	1553	24.1	3.0	78
3 OR 4 PEOPLE	66933	5806	41.7	8.7	104	1355	38.0	2.0	95	1770	45.2	2.6	113	2680	41.6	4.0	104
5 OR MORE PEOPLE	29550	3470	24.9	11.7	141	*960	26.9	3.2	153	914	23.3	3.1	132	1596	24.8	5.4	141
NO CHILD IN HSHLD	96587	7122	51.1	7.4	89	1889	53.0	2.0	92	1989	50.8	2.1	88	3244	50.3	3.4	87
CHILD(REN) UNDER 2 YRS	10844	1317	9.5	12.1	146	*349	9.8	3.2	151	*296	7.6	2.7	117	672	10.4	6.2	161
2 - 5 YEARS	26358	2443	17.5	9.3	112	*569	16.0	2.2	102	626	16.0	2.4	102	1249	19.4	4.7	123
6 - 11 YEARS	30453	2922	21.0	9.6	116	682	19.1	2.2	105	917	23.4	3.0	129	1323	20.5	4.3	113
12 - 17 YEARS	36575	3772	27.1	10.3	124	1036	29.1	2.8	133	1213	31.0	3.3	142	1523	23.6	4.2	108
RESIDENCE OWNED	117770	7442	53.4	6.3	76	1801	50.5	1.5	72	2122	54.1	1.8	77	3520	54.6	3.0	78
VALUE: $50,000 OR MORE	70166	3820	27.4	5.4	66	837	23.5	1.2	56	1207	30.8	1.7	74	1776	27.6	2.5	66
VALUE: UNDER $50,000	47604	3622	26.0	7.6	92	963	27.0	2.0	95	915	23.3	1.9	82	1743	27.0	3.7	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	13927	100.0	8.3	100	3565	100.0	2.1	100	3919	100.0	2.3	100	6444	100.0	3.8	100
MAGAZINES	QUINTILE 1	34022	3447	24.8	10.1	122	768	21.5	2.3	106	929	23.7	2.7	117	1751	27.2	5.1	134
	QUINTILE 2	34800	2963	21.3	8.5	103	773	21.7	2.2	105	693	17.7	2.0	85	1497	23.2	4.3	112
	QUINTILE 3	30514	2107	15.1	6.9	83	481	13.5	1.6	74	668	17.0	2.2	94	958	14.9	3.1	82
	QUINTILE 4	33324	2834	20.3	8.5	102	795	22.3	2.4	112	851	21.7	2.6	109	1188	18.4	3.6	93
	QUINTILE 5	35066	2576	18.5	7.3	88	747	21.0	2.1	100	778	19.9	2.2	95	1050	16.3	3.0	78
NEWSPAPERS	QUINTILE 1	29107	2278	16.4	7.8	94	479	13.4	1.6	77	620	15.8	2.1	91	1179	18.3	4.1	105
	QUINTILE 2	49095	3332	23.9	6.8	82	941	26.4	1.9	90	836	21.3	1.7	73	1555	24.1	3.2	82
	QUINTILE 3	23107	1976	14.2	8.6	103	*537	15.1	2.3	109	*483	12.3	2.1	89	955	14.8	4.1	108
	QUINTILE 4	33556	2667	19.1	7.9	96	702	19.7	2.1	98	841	21.5	2.5	107	1124	17.4	3.3	87
	QUINTILE 5	32863	3673	26.4	11.2	135	906	25.4	2.8	130	1138	29.0	3.5	148	1629	25.3	5.0	129
OUTDOOR	QUINTILE 1	33431	2872	20.6	8.6	103	626	17.6	1.9	88	912	23.3	2.7	117	1334	20.7	4.0	104
	QUINTILE 2	33478	2761	19.8	8.2	99	721	20.2	2.2	101	657	16.8	2.0	84	1384	21.5	4.1	108
	QUINTILE 3	33574	2876	20.7	8.6	103	725	20.3	2.2	102	808	20.6	2.4	103	1343	20.8	4.0	104
	QUINTILE 4	33935	2773	19.9	8.2	98	757	21.2	2.2	105	748	19.1	2.2	94	1267	19.7	3.7	97
	QUINTILE 5	33310	2645	19.0	7.9	96	735	20.6	2.2	104	794	20.3	2.4	102	1116	17.3	3.4	87
RADIO-DRIVE TIME	QUINTILE 1	33136	3100	22.3	9.4	113	691	19.4	2.1	98	982	25.1	3.0	127	1427	22.1	4.3	112
	QUINTILE 2	31658	2599	18.7	8.2	99	648	18.2	2.0	96	632	16.1	2.0	85	1319	20.5	4.2	108
	QUINTILE 3	32541	2906	20.9	8.9	108	644	18.1	2.0	93	696	17.8	2.1	92	1566	24.3	4.8	125
	QUINTILE 4	34247	2827	20.3	8.3	99	929	26.1	2.7	128	799	20.4	2.3	100	1100	17.1	3.2	84
	QUINTILE 5	36144	2495	17.9	6.9	83	653	18.3	1.8	85	810	20.7	2.2	96	1032	16.0	2.9	74
RADIO-MID-DAY	TERCILE 1	45037	4001	28.7	8.9	107	1075	30.2	2.4	112	1048	26.7	2.3	100	1878	29.1	4.2	109
	TERCILE 2	44819	3561	25.6	7.9	96	857	24.0	1.9	90	974	24.9	2.2	93	1730	26.8	3.9	100
	TERCILE 3	77872	6365	45.7	8.2	98	1633	45.8	2.1	99	1897	48.4	2.4	104	2835	44.0	3.6	95
RADIO-TOTAL	QUINTILE 1	33763	3416	24.5	10.1	122	789	22.1	2.3	110	959	24.5	2.8	122	1667	25.9	4.9	129
	QUINTILE 2	33240	2830	20.3	8.5	103	760	21.3	2.3	108	632	16.1	1.9	81	1438	22.3	4.3	113
	QUINTILE 3	33408	2526	18.1	7.6	91	533	15.0	1.6	75	726	18.5	2.2	93	1267	19.7	3.8	99
	QUINTILE 4	34792	3039	21.8	8.7	105	908	25.5	2.6	123	911	23.2	2.6	112	1220	18.9	3.5	91
	QUINTILE 5	32524	2116	15.2	6.5	78	575	16.1	1.8	83	691	17.6	2.1	91	850	13.2	2.6	68
TV-PRIME TIME	QUINTILE 1	33090	2957	21.2	8.9	108	724	20.3	2.2	103	967	24.7	2.9	125	1266	19.6	3.8	100
	QUINTILE 2	33357	2454	17.6	7.4	89	646	18.1	1.9	91	683	17.4	2.0	88	1124	17.4	3.4	88
	QUINTILE 3	33980	2831	20.3	8.3	100	839	23.5	2.5	116	673	17.2	2.0	85	1319	20.5	3.9	101
	QUINTILE 4	33854	2710	19.5	8.0	96	729	20.4	2.2	101	699	17.8	2.1	88	1283	19.9	3.8	99
	QUINTILE 5	33444	2976	21.4	8.9	107	627	17.6	1.9	88	897	22.9	2.7	115	1452	22.5	4.3	113
TV-DAYTIME	TERCILE 1	49121	4651	33.4	9.5	114	1269	35.6	2.6	122	1466	37.4	3.0	128	1916	29.7	3.9	102
	TERCILE 2	48823	4080	29.3	8.4	101	945	26.5	1.9	91	1164	29.7	2.4	102	1971	30.6	4.0	105
	TERCILE 3	69782	5196	37.3	7.4	90	1351	37.9	1.9	91	1288	32.9	1.8	79	2557	39.7	3.7	95
TV-TOTAL	QUINTILE 1	33584	3531	25.4	10.5	127	1062	29.8	3.2	149	1127	28.8	3.4	144	1343	20.8	4.0	104
	QUINTILE 2	33441	2749	19.7	8.2	99	637	17.9	1.9	90	730	18.6	2.2	93	1383	21.5	4.1	108
	QUINTILE 3	33505	2356	16.9	7.0	85	541	15.2	1.6	76	677	17.3	2.0	86	1138	17.7	3.4	88
	QUINTILE 4	33466	2473	17.8	7.4	89	646	18.1	1.9	91	570	14.5	1.7	73	1258	19.5	3.8	98
	QUINTILE 5	33731	2816	20.2	8.3	101	680	19.1	2.0	95	814	20.8	2.4	103	1322	20.5	3.9	102
MAGAZINES-NEWSPAPERS: DUAL		44503	3639	26.1	8.2	98	868	24.3	2.0	92	1016	25.9	2.3	98	1755	27.2	3.9	103
MAGAZINE IMPERATIVE		39363	3952	28.4	10.0	121	947	26.6	2.4	113	1065	27.2	2.7	116	1940	30.1	4.9	128
NEWSPAPER IMPERATIVE		46441	2937	21.1	6.3	76	790	22.2	1.7	80	751	19.2	1.6	69	1397	21.7	3.0	78
MAGAZINES-OUTDOOR: DUAL		33726	3005	21.6	8.9	107	679	19.0	2.0	95	724	18.5	2.1	92	1602	24.9	4.8	124
MAGAZINE IMPERATIVE		52846	4635	33.3	8.8	106	1130	31.7	2.1	101	1286	32.8	2.4	104	2219	34.4	4.2	109
OUTDOOR IMPERATIVE		52140	4074	29.3	7.8	94	1128	31.6	2.2	102	1240	31.6	2.4	102	1705	26.5	3.3	85
MAGAZINES-RADIO: DUAL		37081	3458	24.8	9.3	112	948	26.6	2.6	120	766	19.5	2.1	88	1744	27.1	4.7	122
MAGAZINE IMPERATIVE		49747	3959	28.4	8.0	96	832	23.3	1.7	79	1190	30.4	2.4	102	1937	30.1	3.9	101
RADIO IMPERATIVE		49208	4015	28.8	8.2	98	984	27.6	2.0	94	1139	29.1	2.3	99	1892	29.4	3.8	100
MAGAZINES-TELEVISION: DUAL		33103	3335	23.9	10.1	121	818	22.9	2.5	116	933	23.8	2.8	121	1585	24.6	4.8	125
MAGAZINE IMPERATIVE		54575	4293	30.8	7.9	95	977	27.4	1.8	84	1114	28.4	2.0	87	2202	34.2	4.0	105
TELEVISION IMPERATIVE		53249	4158	29.9	7.8	94	1177	33.0	2.2	104	1295	33.0	2.4	104	1686	26.2	3.2	82
NEWSPAPERS-OUTDOOR: DUAL		36255	2735	19.6	7.5	91	634	17.8	1.7	82	703	17.9	1.9	83	1398	21.7	3.9	100
NEWSPAPER IMPERATIVE		55591	3993	28.7	7.2	87	1083	30.4	1.9	92	1065	27.2	1.9	82	1845	28.6	3.3	86
OUTDOOR IMPERATIVE		48319	4580	32.9	9.5	114	1177	33.0	2.4	115	1359	34.7	2.8	120	2044	31.7	4.2	110
NEWSPAPERS-RADIO: DUAL		37242	3039	21.8	8.2	98	783	22.0	2.1	99	669	17.1	1.8	77	1587	24.6	4.3	111
NEWSPAPER IMPERATIVE		54423	3619	26.0	6.6	80	947	26.6	1.7	82	1048	26.7	1.9	82	1624	25.2	3.0	78
RADIO IMPERATIVE		46650	4544	32.6	9.7	117	1067	29.9	2.3	108	1262	32.2	2.7	116	2215	34.4	4.7	124
NEWSPAPERS-TELEVISION: DUAL		35974	2813	20.2	7.8	94	756	21.2	2.1	99	775	19.8	2.2	92	1282	19.9	3.6	93
NEWSPAPER IMPERATIVE		56095	3850	27.6	6.9	83	934	26.2	1.7	78	939	24.0	1.7	72	1978	30.7	3.5	92
TELEVISION IMPERATIVE		47170	4742	34.0	10.1	121	1165	32.7	2.5	116	1467	37.4	3.1	133	2110	32.7	4.5	116
OUTDOOR-RADIO: DUAL		33748	2867	20.6	8.5	102	631	17.7	1.9	88	776	19.8	2.3	98	1460	22.7	4.3	113
OUTDOOR IMPERATIVE		52785	4214	30.3	8.0	96	1108	31.1	2.1	99	1281	32.7	2.4	104	1824	28.3	3.5	90
RADIO IMPERATIVE		52882	4829	34.7	9.1	110	1202	33.7	2.3	107	1193	30.4	2.3	97	2434	37.8	4.6	120
OUTDOOR-TELEVISION: DUAL		32030	2936	21.1	9.2	110	689	19.3	2.2	101	864	22.0	2.7	115	1383	21.5	4.3	112
OUTDOOR IMPERATIVE		54626	4187	30.1	7.7	92	980	27.5	1.8	84	1108	28.3	2.0	87	2099	32.6	3.8	100
TELEVISION IMPERATIVE		54874	4639	33.3	8.5	102	1287	36.1	2.3	110	1400	35.7	2.6	109	1952	30.3	3.6	93
RADIO-TELEVISION: DUAL		33386	3189	22.9	9.6	115	881	24.7	2.6	124	883	22.5	2.6	113	1425	22.1	4.3	111
RADIO IMPERATIVE		53810	4324	31.0	8.0	97	898	25.2	1.7	79	1075	27.4	2.0	86	2351	36.5	4.4	114
TELEVISION IMPERATIVE		54023	4464	32.1	8.3	100	1146	32.1	2.1	100	1416	36.1	2.6	112	1903	29.5	3.5	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	13927	100.0	8.3	100	3565	100.0	2.1	100	3919	100.0	2.3	100	6444	100.0	3.8	100
ATLANTIC MONTHLY	867	**101	0.7	11.6	140	**17	0.5	2.0	92	**25	0.6	2.9	123	**59	0.9	6.8	177
BARRON'S	1580	**164	1.2	10.4	125	**43	1.2	2.7	128	**16	0.4	1.0	43	**105	1.6	6.6	173
BETTER HOMES & GARDENS	22203	1443	10.4	6.5	78	*201	5.6	0.9	43	390	10.0	1.8	75	852	13.2	3.8	100
BON APPETIT	3810	*289	2.1	7.6	91	**64	1.8	1.7	79	**63	1.6	1.7	71	**163	2.5	4.3	111
BUSINESS WEEK	4663	435	3.1	9.3	112	**81	2.3	1.7	82	*103	2.6	2.2	95	*252	3.9	5.4	141
CAR AND DRIVER	3102	441	3.2	14.2	171	**44	1.2	1.4	67	**143	3.6	4.6	197	*254	3.9	8.2	213
CBS MAGAZINE NETWORK (GROSS)	7311	1239	8.9	16.9	204	*147	4.1	2.0	95	*380	9.7	5.2	222	712	11.0	9.7	253
CHANGING TIMES	3400	294	2.1	8.6	104	**58	1.6	1.7	80	**40	1.0	1.2	50	*197	3.1	5.8	151
COLONIAL HOMES	1796	*231	1.7	12.9	155	**77	2.2	4.3	202	**36	0.9	2.0	86	**117	1.8	6.5	170
CONDE NAST MAG. PKG. (GROSS)	19924	2265	16.3	11.4	137	537	15.1	2.7	127	469	12.0	2.4	101	1259	19.5	6.3	164
CONSUMERS DIGEST	3125	344	2.5	11.0	133	**94	2.6	3.0	142	**57	1.5	1.8	78	*192	3.0	6.1	160
COSMOPOLITAN	10577	1114	8.0	10.5	127	*190	5.3	1.8	85	311	7.9	2.9	126	613	9.5	5.8	151
COUNTRY LIVING	3746	*264	1.9	7.0	85	**18	0.5	0.5	23	**89	2.3	2.4	102	**157	2.4	4.2	109
CUISINE	2214	*235	1.7	10.6	128	**42	1.2	1.9	89	**27	0.7	1.2	52	**166	2.6	7.5	195
CYCLE WORLD	2394	*372	2.7	15.5	187	**41	1.2	1.7	81	**165	4.2	6.9	295	**167	2.6	7.0	182
DCI:CREATIVE IDEAS FOR LIV	3068	*307	2.2	10.0	121	**26	0.7	0.8	40	**115	2.9	3.7	160	**167	2.6	5.4	142
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	676	4.9	7.1	85	**56	1.6	0.6	28	*245	6.3	2.6	110	375	5.8	3.9	102
DISCOVER	2277	*340	2.4	14.9	180	**92	2.6	4.0	190	**65	1.7	2.9	122	**183	2.8	8.0	209
EBONY	7187	1816	13.0	25.3	304	620	17.4	8.6	406	655	16.7	9.1	390	541	8.4	7.5	196
ESQUIRE	2560	368	2.6	14.4	173	**113	3.2	4.4	208	**119	3.0	4.6	199	**136	2.1	5.3	138
ESSENCE	3242	898	6.4	27.7	334	323	9.1	10.0	469	300	7.7	9.3	396	*275	4.3	8.5	221
FAMILY CIRCLE	19639	1118	8.0	5.7	69	*218	6.1	1.1	52	263	6.7	1.3	57	638	9.9	3.2	85
THE FAMILY HANDYMAN	3540	326	2.3	9.2	111	**77	2.2	2.2	102	**58	1.5	1.6	70	*191	3.0	5.4	140
FAMILY WEEKLY	23924	1522	10.9	6.4	77	315	8.8	1.3	62	411	10.5	1.7	74	797	12.4	3.3	87
FIELD & STREAM	9883	891	6.4	9.0	109	*142	4.0	1.4	68	*189	4.8	1.9	82	560	8.7	5.7	147
FOOD & WINE	1030	*163	1.2	15.8	191	**56	1.6	5.4	256	**18	0.5	1.7	75	**89	1.4	8.6	225
FORBES	2679	*156	1.1	5.8	70	**12	0.3	0.4	21	**22	0.6	0.8	35	**122	1.9	4.6	119
FORTUNE	2931	*299	2.1	10.2	123	**42	1.2	1.4	67	**65	1.7	2.2	95	**192	3.0	6.6	171
GENTLEMEN'S QUARTERLY	3481	860	6.2	24.7	298	*243	6.8	7.0	328	*221	5.6	6.3	272	*395	6.1	11.3	295
GLAMOUR	7163	747	5.4	10.4	126	**146	4.1	2.0	96	*181	4.6	2.5	108	421	6.5	5.9	153
GOLF DIGEST	2355	*191	1.4	8.1	98	**30	0.8	1.3	60	**41	1.0	1.7	75	**120	1.9	5.1	133
GOLF DIGEST/TENNIS (GROSS)	3610	370	2.7	10.2	123	**71	2.0	2.0	93	**62	1.6	1.7	74	*237	3.7	6.6	171
GOLF MAGAZINE	2046	*183	1.3	8.9	108	**12	0.3	0.6	28	**51	1.3	2.5	107	**121	1.9	5.9	154
GOLF MAGAZINE/SKI (GROSS)	3547	369	2.6	10.4	125	**25	0.7	0.7	33	**80	2.0	2.3	97	*265	4.1	7.5	194
GOOD HOUSEKEEPING	20353	1190	8.5	5.8	70	*182	5.1	0.9	42	316	8.1	1.6	66	693	10.8	3.4	89
HARPER'S BAZAAR	3362	459	3.3	13.7	164	**77	2.2	2.3	108	*136	3.5	4.0	173	*246	3.8	7.3	190
HEALTH	2987	365	2.6	12.2	147	**80	2.2	2.7	126	**90	2.3	3.0	129	*195	3.0	6.5	170
HEARST MAG CORP. BUY (GROSS)	67928	6009	43.1	8.8	107	1070	30.0	1.6	74	1491	38.0	2.2	94	3447	53.5	5.1	132
HEARST MAN POWER (GROSS)	11282	1237	8.9	11.0	132	267	7.5	2.4	111	234	6.0	2.1	89	735	11.4	6.5	170
HEARST WOMAN POWER (GROSS)	40514	3001	21.5	7.4	89	474	13.3	1.2	55	780	19.9	1.9	82	1748	27.1	4.3	112
HOUSE BEAUTIFUL	4885	483	3.5	9.9	119	**115	3.2	2.4	111	**152	3.9	3.1	133	*216	3.4	4.4	115
INC.	1308	**177	1.3	13.5	163	**11	0.3	0.8	40	**25	0.6	1.9	82	**141	2.2	10.8	281
JET	6498	1805	13.0	27.8	335	643	18.0	9.9	466	600	15.3	9.2	395	562	8.7	8.6	225
LADIES' HOME JOURNAL	14797	1053	7.6	7.1	86	*134	3.8	0.9	43	288	7.3	1.9	83	631	9.8	4.3	111
LHJ FAMILY GRP COMBO(GROSS)	21743	1803	12.9	8.3	100	248	7.0	1.1	54	514	13.1	2.4	101	1041	16.2	4.8	125
LIFE	9881	1205	8.7	12.2	147	356	10.0	3.6	170	280	7.1	2.8	121	569	8.8	5.8	150
L.A. TIMES HOME MAGAZINE	2775	*198	1.4	7.1	86	**66	1.9	2.4	112	**20	0.5	0.7	31	**113	1.8	4.1	106
MADEMOISELLE	4219	525	3.8	12.4	150	**79	2.2	1.9	88	**134	3.4	3.2	136	*311	4.8	7.4	192
MC CALL'S	16422	1257	9.0	7.7	92	*223	6.3	1.4	64	344	8.8	2.1	90	690	10.7	4.2	109
MC CALL'S/WRK MOTHER (GROSS)	17919	1468	10.5	8.2	99	278	7.8	1.6	73	369	9.4	2.1	88	822	12.8	4.6	119
MECHANIX ILLUSTRATED	4433	439	3.2	9.9	119	**19	0.5	0.4	20	*148	3.8	3.3	143	*272	4.2	6.1	160
METROPOLITAN HOME	1504	*200	1.4	13.3	160	**63	1.8	4.2	197	**50	1.3	3.3	142	**87	1.4	5.8	151
MONEY	4723	610	4.4	12.9	156	**109	3.1	2.3	109	*184	4.7	3.9	167	*316	4.9	6.7	174
MOTHER EARTH NEWS	2325	*185	1.3	8.0	96	**0	0.0	0.0	0	**35	0.9	1.5	64	*150	2.3	6.5	168
MS.	1189	*237	1.7	19.9	240	**42	1.2	3.5	166	**64	1.6	5.4	230	**131	2.0	11.0	287
NATIONAL ENQUIRER	18892	2038	14.6	10.8	130	482	13.5	2.6	120	543	13.9	2.9	123	1014	15.7	5.4	140
NATIONAL GEOGRAPHIC	22129	1800	12.9	8.1	98	317	8.9	1.4	67	439	11.2	2.0	85	1044	16.2	4.7	123
NATIONAL SUNDAY MAGAZINE PKG	103750	8006	57.5	7.7	93	2093	58.7	2.0	95	2079	53.0	2.0	86	3835	59.5	3.7	96
NATURAL HISTORY	1379	**184	1.3	13.3	161	**37	1.0	2.7	126	**64	1.6	4.6	199	**83	1.3	6.0	157
NEW WOMAN	2289	*285	2.0	12.5	150	**64	1.8	2.8	132	**69	1.8	3.0	129	**152	2.4	6.6	173
NEW YORK INCLUDING CUE	1088	**135	1.0	12.4	149	**26	0.7	2.4	112	**6	0.2	0.6	24	**102	1.6	9.4	244
THE NEW YORKER	2459	*248	1.8	10.1	121	**71	2.0	2.9	136	**25	0.6	1.0	44	**152	2.4	6.2	161
NEWSWEEK	16527	1487	10.7	9.0	108	331	9.3	2.0	94	340	8.7	2.1	88	816	12.7	4.9	129
THE N.Y. TIMES DAILY EDITION	2739	*178	1.3	6.5	78	**56	1.6	2.0	96	**59	1.5	2.2	92	**63	1.0	2.3	60
THE N.Y. TIMES MAGAZINE	4443	278	2.0	6.3	75	**67	1.9	1.5	71	**103	2.6	2.3	99	*109	1.7	2.5	64
OMNI	2799	*422	3.0	15.1	182	**97	2.7	3.5	163	**142	3.6	5.1	217	**184	2.9	6.6	171
ON CABLE	2209	*264	1.9	12.0	144	**84	2.4	3.8	179	**33	0.8	1.5	64	**146	2.3	6.6	172
1001 HOME IDEAS	3959	385	2.8	9.7	117	**34	1.0	0.9	40	**136	3.5	3.4	147	*214	3.3	5.4	141
ORGANIC GARDENING	3111	*195	1.4	6.3	75	**14	0.4	0.5	21	**78	2.0	2.5	107	**102	1.6	3.3	85
OUTDOOR LIFE	5024	526	3.8	10.5	126	**111	3.1	2.2	104	**98	2.5	2.0	83	316	4.9	6.3	164
PARADE MAGAZINE	51292	4310	30.9	8.4	101	1036	29.1	2.0	95	1217	31.1	2.4	102	2057	31.9	4.0	104

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	13927	100.0	8.3	100	3565	100.0	2.1	100	3919	100.0	2.3	100	6444	100.0	3.8	100
PARENTS	5298	483	3.5	9.1	110	**129	3.6	2.4	115	**102	2.6	1.9	82	*252	3.9	4.8	124
PENTHOUSE	5129	1000	7.2	19.5	235	356	10.0	6.9	327	*229	5.8	4.5	191	414	6.4	8.1	210
PEOPLE	21070	1927	13.8	9.1	110	468	13.1	2.2	105	501	12.8	2.4	102	958	14.9	4.5	118
PLAYBOY	10562	1576	11.3	14.9	180	531	14.9	5.0	237	379	9.7	3.6	154	666	10.3	6.3	164
POPULAR HOT RODDING	2498	495	3.6	19.8	239	**84	2.4	3.4	158	**192	4.9	7.7	329	*219	3.4	8.8	228
POPULAR MECHANICS	5887	567	4.1	9.6	116	**105	2.9	1.8	84	*144	3.7	2.4	105	318	4.9	5.4	141
POPULAR SCIENCE	4317	508	3.6	11.8	142	**42	1.2	1.0	46	**128	3.3	3.0	127	*339	5.3	7.9	204
PREVENTION	5792	284	2.0	4.9	59	**37	1.0	0.6	30	**74	1.9	1.3	55	*173	2.7	3.0	78
PSYCHOLOGY TODAY	3284	253	1.8	7.7	93	**56	1.6	1.7	80	**52	1.3	1.6	68	**144	2.2	4.4	114
READER'S DIGEST	40046	2995	21.5	7.5	90	500	14.0	1.2	59	806	20.6	2.0	86	1689	26.2	4.2	110
REDBOOK	9584	697	5.0	7.3	88	**101	2.8	1.1	50	*153	3.9	1.6	68	442	6.9	4.6	120
ROAD & TRACK	2590	390	2.8	15.1	181	**50	1.4	1.9	91	**79	2.0	3.1	131	*262	4.1	10.1	263
ROLLING STONE	3302	698	5.0	21.1	255	**131	3.7	4.0	187	*203	5.2	6.1	263	*364	5.6	11.0	287
RUNNER'S WORLD	1229	**118	0.8	9.6	116	**6	0.2	0.5	23	**14	0.4	1.1	49	**99	1.5	8.1	210
SATURDAY EVENING POST	2110	*236	1.7	11.2	135	**36	1.0	1.7	80	**25	0.6	1.2	51	**176	2.7	8.3	217
SCIENCE 84	1543	**159	1.1	10.3	124	**17	0.5	1.1	52	**53	1.4	3.4	147	**89	1.4	5.8	150
SCIENCE DIGEST	1747	*169	1.2	9.7	117	**47	1.3	2.7	127	**3	0.1	0.2	7	**119	1.8	6.8	177
SCIENTIFIC AMERICAN	1994	*171	1.2	8.6	103	**65	1.8	3.3	153	**14	0.4	0.7	30	**92	1.4	4.6	120
SELF	3119	418	3.0	13.4	161	**142	4.0	4.6	214	**35	0.9	1.1	48	*241	3.7	7.7	201
SEVENTEEN	3923	593	4.3	15.1	182	**142	4.0	3.6	170	*160	4.1	4.1	175	*292	4.5	7.4	194
SKI	1501	*186	1.3	12.4	149	**13	0.4	0.9	41	**29	0.7	1.9	83	**143	2.2	9.5	248
SMITHSONIAN	5976	466	3.3	7.8	94	*141	4.0	2.4	111	**83	2.1	1.4	59	*241	3.7	4.0	105
SOAP OPERA DIGEST	4228	697	5.0	16.5	199	*155	4.3	3.7	172	*210	5.4	5.0	213	*332	5.2	7.9	204
SOUTHERN LIVING	6488	369	2.6	5.7	68	**31	0.9	0.5	22	*130	3.3	2.0	86	*208	3.2	3.2	83
SPORT	3500	571	4.1	16.3	196	*149	4.2	4.3	200	*158	4.0	4.5	193	*265	4.1	7.6	197
THE SPORTING NEWS	2456	289	2.1	11.8	142	**82	2.3	3.3	157	**51	1.3	2.1	89	**156	2.4	6.4	165
SPORTS AFIELD	3648	500	3.6	13.7	165	*115	3.2	3.2	148	**87	2.2	2.4	102	*298	4.6	8.2	213
SPORTS ILLUSTRATED	14484	1518	10.9	10.5	126	368	10.3	2.5	120	328	8.4	2.3	97	822	12.8	5.7	148
STAR	12661	1370	9.8	10.8	130	359	10.1	2.8	133	295	7.5	2.3	100	716	11.1	5.7	147
SUNDAY	52799	4110	29.5	7.8	94	1251	35.1	2.4	111	1064	27.1	2.0	86	1795	27.9	3.4	88
SUNSET	3513	*219	1.6	6.2	75	**65	1.8	1.9	87	**41	1.0	1.2	50	**113	1.8	3.2	84
TV GUIDE	42766	3943	28.3	9.2	111	992	27.8	2.3	109	1096	28.0	2.6	110	1855	28.8	4.3	113
TENNIS	1254	**179	1.3	14.3	172	**40	1.1	3.2	150	**21	0.5	1.7	72	**117	1.8	9.3	243
TIME	22054	1890	13.6	8.6	103	468	13.1	2.1	100	485	12.4	2.2	94	937	14.5	4.2	111
TOWN & COUNTRY	1555	*210	1.5	13.5	163	**40	1.1	2.6	121	**31	0.8	2.0	85	**140	2.2	9.0	234
TRAVEL & LEISURE	2173	*206	1.5	9.5	114	**27	0.8	1.2	58	**33	0.8	1.5	65	**146	2.3	6.7	175
TRUE STORY	4636	752	5.4	16.2	195	**162	4.5	3.5	164	*269	6.9	5.8	248	*321	5.0	6.9	180
U.S.NEWS & WORLD REPORT	10353	800	5.7	7.7	93	*131	3.7	1.3	60	249	6.4	2.4	103	421	6.5	4.1	106
USA TODAY	4994	480	3.4	9.6	116	**109	3.1	2.2	103	*153	3.9	3.1	131	*218	3.4	4.4	114
US	3528	470	3.4	13.3	160	**93	2.6	2.6	124	**66	1.7	1.9	80	*311	4.8	8.8	229
VOGUE	5424	575	4.1	10.6	128	**170	4.8	3.1	147	*119	3.0	2.2	94	*286	4.4	5.3	137
WALL STREET JOURNAL	6292	353	2.5	5.6	68	**26	0.7	0.4	19	**109	2.8	1.7	74	*218	3.4	3.5	90
WEIGHT WATCHERS	2762	*187	1.3	6.8	82	**21	0.6	0.8	36	**61	1.6	2.2	95	*105	1.6	3.8	99
WOMAN'S DAY	16320	1098	7.9	6.7	81	*245	6.9	1.5	71	*314	8.0	1.9	82	539	8.4	3.3	86
WORKING MOTHER	1496	*212	1.5	14.2	171	**55	1.5	3.7	173	**25	0.6	1.7	72	**132	2.0	8.8	230
WORKING WOMAN	1851	*215	1.5	11.6	140	**54	1.5	2.9	137	**38	1.0	2.1	88	**123	1.9	6.6	173
WORLD TENNIS	580	**116	0.8	20.0	241	**8	0.2	1.4	65	**18	0.5	3.1	133	**89	1.4	15.3	399
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1718	12.3	13.8	167	*249	7.0	2.0	94	482	12.3	3.9	166	987	15.3	8.0	207
BLAIR INSERTS	91671	7237	52.0	7.9	95	1889	53.0	2.1	97	1882	48.0	2.1	88	3466	53.8	3.8	98
DAILY NEWSPAPERS																	
READ ANY	109190	8217	59.0	7.5	91	2181	61.2	2.0	94	2188	55.8	2.0	86	3848	59.7	3.5	92
READ ONE	89587	6814	48.9	7.6	92	1909	53.5	2.1	100	1771	45.2	2.0	85	3134	48.6	3.5	91
READ TWO OR MORE	19602	1403	10.1	7.2	86	272	7.6	1.4	65	417	10.6	2.1	91	715	11.1	3.6	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	8427	60.5	7.7	93	2160	60.6	2.0	93	2175	55.5	2.0	85	4093	63.5	3.7	97
READ ONE	95074	7356	52.8	7.7	93	1949	54.7	2.0	96	1871	47.7	2.0	84	3535	54.9	3.7	97
READ TWO OR MORE	14588	1072	7.7	7.3	89	*210	5.9	1.4	68	304	7.8	2.1	89	558	8.7	3.8	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.86				27.26				28.79				29.76			
30 DAY REACH	149706	12418	89.2	8.3	100	3108	87.2	2.1	98	3464	88.4	2.3	99	5846	90.7	3.9	102
50 SHWG - 30 DAY AV FREQ	15.16	15.04				14.21				15.02				15.49			
30 DAY REACH	142406	11919	85.6	8.4	101	2965	83.2	2.1	98	3327	84.9	2.3	100	5628	87.3	4.0	103
25 SHWG - 30 DAY AV FREQ	8.23	8.18				7.60				8.24				8.47			
30 DAY REACH	131152	10926	78.5	8.3	100	2776	77.9	2.1	100	3034	77.4	2.3	99	5116	79.4	3.9	102
CABLE TV: HOME WIRED	66879	5157	37.0	7.7	93	1367	38.3	2.0	96	1388	35.4	2.1	89	2401	37.3	3.6	93
HOME NOT WIRED	100848	8770	63.0	8.7	105	2197	61.6	2.2	102	2530	64.6	2.5	107	4043	62.7	4.0	104
HAVE PAY CABLE	35024	2752	19.8	7.9	95	759	21.3	2.2	102	613	15.6	1.8	75	1379	21.4	3.9	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	13927	100.0	8.3	100	3565	100.0	2.1	100	3919	100.0	2.3	100	6444	100.0	3.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	7813	56.1	8.2	98	1844	51.7	1.9	91	2270	57.9	2.4	102	3699	57.4	3.9	101
10:00 AM - 3:00 PM	63599	5370	38.6	8.4	102	1362	38.2	2.1	101	1411	36.0	2.2	95	2597	40.3	4.1	106
3:00 PM - 7:00 PM	72097	6076	43.6	8.4	101	1418	39.8	2.0	93	1720	43.9	2.4	102	2939	45.6	4.1	106
7:00 PM - MIDNIGHT	36670	3938	28.3	10.7	129	1016	28.5	2.8	130	1021	26.1	2.8	119	1900	29.5	5.2	135
MIDNIGHT - 6:00 AM	21906	2259	16.2	10.3	124	616	17.3	2.8	132	676	17.2	3.1	132	967	15.0	4.4	115
6:00 AM - MIDNIGHT	127571	10839	77.8	8.5	102	2677	75.1	2.1	99	2964	75.6	2.3	99	5197	80.6	4.1	106
ENTIRE DAY	129239	11027	79.2	8.5	103	2748	77.1	2.1	100	3010	76.8	2.3	100	5269	81.8	4.1	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2483	17.8	7.3	88	500	14.0	1.5	69	649	16.6	1.9	82	1334	20.7	3.9	102
ALL NEWS	6062	433	3.1	7.1	86	**89	2.5	1.5	69	*169	4.3	2.8	119	*175	2.7	2.9	75
AOR/PROGRESSIVE	11884	1360	9.8	11.4	138	326	9.1	2.7	129	289	7.4	2.4	104	745	11.6	6.3	163
BEAUTIFUL MUSIC	11180	649	4.7	5.8	70	*117	3.3	1.0	49	*167	4.3	1.5	64	365	5.7	3.3	85
BLACK	4538	886	6.4	19.5	235	277	7.8	6.1	287	333	8.5	7.3	314	276	4.3	6.1	158
CLASSICAL	3857	265	1.9	6.9	83	**29	0.8	0.8	35	**98	2.5	2.5	109	*138	2.1	3.6	93
CHR/ROCK	21946	2085	15.0	9.5	114	361	10.1	1.6	77	712	18.2	3.2	139	1012	15.7	4.6	120
COUNTRY	27262	2018	14.5	7.4	89	596	16.7	2.2	103	499	12.7	1.8	78	924	14.3	3.4	88
GOLDEN OLDIES	3339	372	2.7	11.1	134	**129	3.6	3.9	182	**100	2.6	3.0	128	*143	2.2	4.3	111
MOR/NOSTALGIA	10346	790	5.7	7.6	92	*188	5.3	1.8	85	*209	5.3	2.0	86	393	6.1	3.8	99
NEWS/TALK	8929	520	3.7	5.8	70	*106	3.0	1.2	56	*107	2.7	1.2	51	308	4.8	3.4	90
RELIGIOUS	5488	459	3.3	8.4	101	*152	4.3	2.8	130	**134	3.4	2.4	105	*174	2.7	3.2	83
SOFT ROCK	1232	**126	0.9	10.2	123	**48	1.3	3.9	183	**23	0.6	1.9	80	**55	0.9	4.5	116
URBAN CONTEMPORARY	3184	769	5.5	24.2	291	*227	6.4	7.1	335	319	8.1	10.0	429	*223	3.5	7.0	182
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	596	4.3	8.6	104	**130	3.6	1.9	89	*250	6.4	3.6	155	*216	3.4	3.1	81
ABC DIRECTION	5212	381	2.7	7.3	88	*88	2.5	1.7	79	**108	2.8	2.1	89	*184	2.9	3.5	92
ABC ENTERTAINMENT	10385	703	5.0	6.8	82	*232	6.5	2.2	105	*212	5.4	2.0	87	259	4.0	2.5	65
ABC FM	4762	627	4.5	13.2	159	*186	5.2	3.9	184	**198	5.1	4.2	178	*243	3.8	5.1	133
ABC INFORMATION	11339	743	5.3	6.6	79	*169	4.7	1.5	70	*237	6.0	2.1	89	337	5.2	3.0	77
ABC ROCK	4878	691	5.0	14.2	171	**160	4.5	3.3	154	*171	4.4	3.5	150	360	5.6	7.4	192
CBS	10709	732	5.3	6.8	82	*155	4.3	1.4	68	*193	4.9	1.8	77	384	6.0	3.6	93
MUTUAL	10251	940	6.7	9.2	110	*185	5.2	1.8	85	260	6.6	2.5	109	495	7.7	4.8	126
NBC	12243	744	5.3	6.1	73	*193	5.4	1.6	74	*270	6.9	2.2	94	*281	4.4	2.3	60
RADIORADIO	4606	392	2.8	8.5	102	*92	2.6	2.0	94	*110	2.8	2.4	102	*189	2.9	4.1	107
RKO ONE	5148	557	4.0	10.8	130	**119	3.3	2.3	109	*195	5.0	3.8	162	*242	3.8	4.7	122
RKO TWO	7313	555	4.0	7.6	91	*130	3.6	1.8	84	*90	2.3	1.2	53	334	5.2	4.6	119
THE SOURCE	5981	728	5.2	12.2	147	**155	4.3	2.6	122	*149	3.8	2.5	107	424	6.6	7.1	185
NON-WIRED : BLAIR	19329	1691	12.1	8.7	105	361	10.1	1.9	88	510	13.0	2.6	113	820	12.7	4.2	110
INTERNET	27139	2609	18.7	9.6	116	692	19.4	2.5	120	758	19.3	2.8	120	1159	18.0	4.3	111
KATZ RADIO GROUP	36319	2698	19.4	7.4	89	609	17.1	1.7	79	896	22.9	2.5	106	1193	18.5	3.3	85
SUPERNET	22361	2329	16.7	10.4	125	509	14.3	2.3	107	613	15.6	2.7	117	1208	18.7	5.4	141
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1101	7.9	7.6	91	271	7.6	1.9	88	328	8.4	2.3	97	502	7.8	3.5	90
WKDAY 9:00 AM - 1:00 PM	18688	1744	12.5	9.3	112	481	13.5	2.6	121	576	14.7	3.1	132	686	10.6	3.7	96
WKDAY 1:00 PM - 4:30 PM	24061	2296	16.5	9.5	115	622	17.4	2.6	122	749	19.1	3.1	133	926	14.4	3.8	100
WKDAY 4:30 PM - 7:30 PM	44079	3847	27.6	8.7	105	1026	28.8	2.3	110	1162	29.7	2.6	113	1660	25.8	3.8	98
WKDAY 7:30 PM - 8:00 PM	61979	5176	37.2	8.4	101	1330	37.3	2.1	101	1445	36.9	2.3	100	2401	37.3	3.9	101
WKDAY 11:00 PM - 11:30 PM	49084	4302	30.9	8.8	106	1155	32.4	2.4	111	1173	29.9	2.4	102	1973	30.6	4.0	105
WKDAY 11:30 PM - 1:00 AM	16560	1630	11.7	9.8	119	420	11.8	2.5	119	415	10.6	2.5	107	795	12.3	4.8	125
M-SAT 8-11 PM+SUN 7-11 PM	66967	5484	39.4	8.2	99	1421	39.9	2.1	100	1595	40.7	2.4	102	2467	38.3	3.7	96
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	932	6.7	10.1	121	242	6.8	2.6	123	312	8.0	3.4	144	378	5.9	4.1	106
ANOTHER WORLD N	6138	485	3.5	7.9	95	*98	2.7	1.6	75	176	4.5	2.9	123	211	3.3	3.4	89
AS THE WORLD TURNS C	7707	698	5.0	9.1	109	183	5.1	2.4	112	193	4.9	2.5	107	321	5.0	4.2	108
CAPITOL C	4688	544	3.9	11.6	140	*145	4.1	3.1	146	197	5.0	4.2	180	202	3.1	4.3	112
CBS MORN. NEWS 1 C	2792	195	1.4	7.0	84	**36	1.0	1.3	61	*94	2.4	3.4	144	*65	1.0	2.3	61
CBS MORN. NEWS 2 C	2071	156	1.1	7.5	91	**34	1.0	1.6	77	*67	1.7	3.2	138	*54	0.8	2.6	68
DAYS OF OUR LIVES N	8018	675	4.8	8.4	101	*114	3.2	1.4	67	221	5.6	2.8	118	341	5.3	4.3	111
FACTS OF LIFE - DAYTIME N	3487	332	2.4	9.5	115	*99	2.8	2.8	134	104	2.7	3.0	128	*129	2.0	3.7	96
FAMILY FEUD A	4817	488	3.5	10.1	122	116	3.3	2.4	113	118	3.0	2.4	105	255	4.0	5.3	138
GENERAL HOSPITAL A	8333	774	5.6	9.3	112	277	7.8	3.3	156	195	5.0	2.3	100	302	4.7	3.6	94
GOOD MORNING, AMERICA-730 A	5472	387	2.8	7.1	85	*153	4.3	2.8	132	*92	2.3	1.7	72	142	2.2	2.6	68
GOOD MORNING, AMERICA-830 A	3965	214	1.5	5.4	65	*61	1.7	1.5	72	*85	2.2	2.1	92	68	1.1	1.7	45
GUIDING LIGHT C	7542	699	5.0	9.3	112	171	4.8	2.3	107	225	5.7	3.0	128	303	4.7	4.0	105
ONE LIFE TO LIVE A	6018	634	4.6	10.5	127	258	7.2	4.3	202	161	4.1	2.7	114	215	3.3	3.6	93
PRESS YOUR LUCK C	3589	305	2.2	8.5	102	*117	3.3	3.3	153	*73	1.9	2.0	87	*116	1.8	3.2	84
PRICE IS RIGHT 1 C	7418	681	4.9	9.2	111	197	5.5	2.7	125	251	6.4	3.4	145	233	3.6	3.1	82
PRICE IS RIGHT 2 C	8276	741	5.3	9.0	108	185	5.2	2.2	105	290	7.4	3.5	150	266	4.1	3.2	84
RYAN'S HOPE A	4358	472	3.4	10.8	130	*96	2.7	2.2	104	191	4.9	4.4	188	184	2.9	4.2	110
SALE OF THE CENTURY N	3749	321	2.3	8.6	103	*96	2.7	2.6	120	129	3.3	3.4	147	*96	1.5	2.6	67
SEARCH FOR TOMORROW N	2884	254	1.8	8.8	106	*70	2.0	2.4	114	*84	2.1	2.9	125	**99	1.5	3.4	89
TODAY SHOW 1 N	4869	317	2.3	6.5	78	*69	1.9	1.4	67	*44	1.1	0.9	39	204	3.2	4.2	109
TODAY SHOW 2 N	4135	291	2.1	7.0	85	*90	2.5	2.2	102	*77	2.0	1.9	80	*125	1.9	3.0	79
$25,000 PYRAMID C	4361	348	2.5	8.0	96	*129	3.6	3.0	139	117	3.0	2.7	115	*102	1.6	2.3	61
WHEEL OF FORTUNE N	6187	481	3.5	7.8	94	*109	3.1	1.8	83	171	4.4	2.8	118	200	3.1	3.2	84
YOUNG AND THE RESTLESS C	8186	820	5.9	10.0	121	267	7.5	3.3	153	263	6.7	3.2	138	290	4.5	3.5	92
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	448	3.2	9.5	114	*71	2.0	1.5	71	*183	4.7	3.9	166	194	3.0	4.1	107
NBA PLAYOFF GAME -1 C	5127	656	4.7	12.8	154	179	5.0	3.5	164	230	5.9	4.5	192	247	3.8	4.8	125
NBC MAJOR LEAGUE PRE-GAME N	3945	463	3.3	11.7	141	*149	4.2	3.8	178	*190	4.8	4.8	206	**125	1.9	3.2	82
SPORTSWORLD - SUN N	3370	202	1.5	6.0	72	**42	1.2	1.2	59	**55	1.4	1.6	70	*105	1.6	3.1	81
SUNDAY MORNING C	4200	382	2.7	9.1	110	*153	4.3	3.6	171	*104	2.7	2.5	106	*125	1.9	3.0	77

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS		167727	13927	100.0	8.3	100	3565	100.0	2.1	100	3919	100.0	2.3	100	6444	100.0	3.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4141	29.7	7.9	95	960	26.9	1.8	86	1256	32.0	2.4	103	1925	29.9	3.7	96
NETWORK AFFILIATES - LATE		39164	3232	23.2	8.3	99	828	23.2	2.1	99	893	22.8	2.3	98	1510	23.4	3.9	100
INDEPENDENTS - LATE		5133	450	3.2	8.8	106	89	2.5	1.7	82	93	2.4	1.8	78	268	4.2	5.2	136
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2249	16.1	9.9	119	550	15.4	2.4	113	632	16.1	2.8	119	1066	16.5	4.7	122
ABC MONDAY NIGHT MOVIE	A	11258	840	6.0	7.5	90	253	7.1	2.2	106	182	4.6	1.6	69	405	6.3	3.6	94
ABC SUNDAY NIGHT MOVIE	A	23600	1880	13.5	8.0	96	506	14.2	2.1	101	575	14.7	2.4	104	799	12.4	3.4	88
ABC WORLD NEWS TONIGHT	A	12801	1003	7.2	7.8	94	251	7.0	2.0	92	381	9.7	3.0	127	372	5.8	2.9	76
AFTERMASH	C	10966	934	6.7	8.5	103	*204	5.7	1.9	88	*334	8.5	3.0	130	397	6.2	3.6	94
ALICE	C	17050	1334	9.6	7.8	94	374	10.5	2.2	103	366	9.3	2.1	92	594	9.2	3.5	91
AMERICAN PARADE	C	11998	856	6.1	7.1	86	256	7.2	2.1	100	244	6.2	2.0	87	355	5.5	3.0	77
BENSON	A	19258	1491	10.7	7.7	93	384	10.8	2.0	94	469	12.0	2.4	104	637	9.9	3.3	86
BLUE THUNDER	A	11478	1149	8.3	10.0	121	376	10.5	3.3	154	292	7.5	2.5	109	482	7.5	4.2	109
CAGNEY & LACEY	C	18263	1440	10.3	7.9	95	421	11.8	2.3	108	345	8.8	1.9	81	674	10.5	3.7	96
CBS EVENING NEWS-DEAN	C	7733	678	4.9	8.8	106	*240	6.7	3.1	146	*128	3.3	1.7	71	*310	4.8	4.0	104
CBS EVENING NEWS-RATHER	C	15653	1202	8.6	7.7	92	236	6.6	1.5	71	324	8.3	2.1	89	642	10.0	4.1	107
CBS SAT. NEWS-SCHIEFFER	C	8744	702	5.0	8.0	97	223	6.3	2.6	120	152	3.9	1.7	74	327	5.1	3.7	97
CBS SATURDAY NIGHT MOVIE	C	12000	1038	7.5	8.6	104	257	7.2	2.1	101	316	8.1	2.6	113	465	7.2	3.9	101
CBS WEDNESDAY NIGHT MOVIE	C	11522	967	6.9	8.4	101	279	7.8	2.4	114	287	7.3	2.5	107	401	6.2	3.5	91
CHEERS	N	16818	1108	8.0	6.6	79	265	7.4	1.6	74	358	9.1	2.1	91	485	7.5	2.9	75
DALLAS	C	37510	2903	20.8	7.7	93	930	26.1	2.5	117	757	19.3	2.0	86	1216	18.9	3.2	84
DIFF'RENT STROKES	N	11258	896	6.4	8.0	96	*225	6.3	2.0	94	294	7.5	2.6	112	377	5.9	3.3	87
DOUBLE TROUBLE	N	12248	1071	7.7	8.7	105	327	9.2	2.7	126	292	7.5	2.4	102	452	7.0	3.7	96
DUCK FACTORY	N	11100	775	5.6	7.0	84	*168	4.7	1.5	71	*236	6.0	2.1	91	371	5.8	3.3	87
DUKES OF HAZZARD	C	12353	1012	7.3	8.2	99	257	7.2	2.1	98	357	9.1	2.9	124	398	6.2	3.2	84
DYNASTY	A	33279	3040	21.8	9.1	110	811	22.7	2.4	115	922	23.5	2.8	119	1307	20.3	3.9	102
FACTS OF LIFE	N	13410	1022	7.3	7.6	92	300	8.4	2.2	105	299	7.6	2.2	95	423	6.6	3.2	82
FALCON CREST	C	31093	2397	17.2	7.7	93	637	17.9	2.0	96	808	20.6	2.6	111	953	14.8	3.1	80
FALL GUY	A	18649	1900	13.6	10.2	123	526	14.8	2.8	133	528	13.5	2.8	121	846	13.1	4.5	118
FAMILY TIES	N	13101	959	6.9	7.3	88	297	8.3	2.3	107	259	6.6	2.0	85	403	6.3	3.1	80
FANTASY ISLAND	A	13069	1078	7.7	8.2	99	315	8.8	2.4	113	306	7.8	2.3	100	458	7.1	3.5	91
FOULUPS,BLEEPS & BLUNDERS	A	16588	1429	10.3	8.6	104	404	11.3	2.4	115	348	8.9	2.1	90	676	10.5	4.1	106
FOUR SEASONS	C	9302	790	5.7	8.5	102	*212	5.9	2.3	107	*261	6.7	2.8	120	*317	4.9	3.4	89
GIMME A BREAK	N	13955	1146	8.2	8.2	99	367	10.3	2.6	124	278	7.1	2.0	85	501	7.8	3.6	93
HART TO HART	A	15735	1290	9.3	8.2	99	282	7.9	1.8	84	307	7.8	2.0	84	701	10.9	4.5	116
HILL STREET BLUES	N	18257	1376	9.9	7.5	91	314	8.8	1.7	81	384	9.8	2.1	90	678	10.5	3.7	97
HOTEL	A	24236	1962	14.1	8.1	97	525	14.7	2.2	102	618	15.8	2.5	109	819	12.7	3.4	88
JEFFERSONS	C	17010	1571	11.3	9.2	111	414	11.6	2.4	115	560	14.3	3.3	141	597	9.3	3.5	91
JENNIFER SLEPT HERE	N	9397	597	4.3	6.4	77	*164	4.6	1.7	82	*151	3.9	1.6	69	282	4.4	3.0	78
KATE & ALLIE	C	16762	1191	8.6	7.1	86	368	10.3	2.2	103	357	9.1	2.1	91	466	7.2	2.8	72
KNIGHT RIDER	N	13164	1297	9.3	9.9	119	317	8.9	2.4	113	410	10.5	3.1	133	570	8.8	4.3	113
LOVE BOAT	A	20400	1584	11.4	7.8	94	372	10.4	1.8	86	461	11.8	2.3	97	751	11.7	3.7	96
MAGNUM PI	C	22543	1881	13.5	8.3	100	416	11.7	1.8	87	526	13.4	2.3	100	939	14.6	4.2	108
MAMA'S FAMILY	N	9852	785	5.6	8.0	96	*175	4.9	1.8	84	*222	5.7	2.3	96	389	6.0	3.9	103
MASTER, THE	N	8082	847	6.1	10.5	126	*243	6.8	3.0	141	*180	4.6	2.2	95	423	6.6	5.2	136
MATT HOUSTON	A	12881	1232	8.8	9.6	115	303	8.5	2.4	111	357	9.1	2.8	119	572	8.9	4.4	116
NBC MONDAY NIGHT MOVIE	N	23889	2093	15.0	8.8	106	458	12.8	1.9	90	606	15.5	2.5	109	1029	16.0	4.3	112
NBC NIGHTLY NEWS	N	11156	867	6.2	7.8	94	248	7.0	2.2	105	188	4.8	1.7	72	431	6.7	3.9	101
NBC NIGHTLY NEWS-SAT	N	7363	532	3.8	7.2	87	*126	3.5	1.7	81	*221	5.6	3.0	128	*185	2.9	2.5	65
NBC NIGHTLY NEWS-SUN	N	6214	444	3.2	7.1	86	**167	4.7	2.7	126	*122	3.1	2.0	84	*155	2.4	2.5	65
NBC SUNDAY NIGHT MOVIE	N	17590	1783	12.8	10.1	122	478	13.4	2.7	128	491	12.5	2.8	119	814	12.6	4.6	120
NEWHART	C	16740	1331	9.6	8.0	96	378	10.6	2.3	106	418	10.7	2.5	107	536	8.3	3.2	83
ONE DAY AT A TIME	C	11820	970	7.0	8.2	99	266	7.5	2.3	106	307	7.8	2.6	111	397	6.2	3.4	87
PEOPLE ARE FUNNY	N	9138	755	5.4	8.3	100	*153	4.3	1.7	79	*207	5.3	2.3	97	396	6.1	4.3	113
REAL PEOPLE	N	15979	1107	7.9	6.9	83	288	8.1	1.8	85	289	7.4	1.8	77	531	8.2	3.3	86
REMINGTON STEELE	N	14395	1218	8.7	8.5	102	346	9.7	2.4	113	322	8.2	2.2	96	551	8.6	3.8	100
RIPLEY'S BELIEVE IT - NOT	A	11362	799	5.7	7.0	85	*120	3.4	1.1	50	*195	5.0	1.7	73	485	7.5	4.3	111
RIPTIDE	N	13920	1163	8.4	8.4	101	266	7.5	1.9	90	368	9.4	2.6	113	528	8.2	3.8	99
SCARECROW & MRS. KING	C	17571	1247	9.0	7.1	85	235	6.6	1.3	63	346	8.8	2.0	84	665	10.3	3.8	99
SIMON & SIMON	C	20208	1784	12.8	8.8	106	427	12.0	2.1	99	514	13.1	2.5	109	843	13.1	4.2	109
60 MINUTES	C	27668	2250	16.2	8.1	98	484	13.6	1.7	82	754	19.2	2.7	117	1012	15.7	3.7	95
ST. ELSEWHERE	N	13699	938	6.7	6.8	82	263	7.4	1.9	90	263	6.7	1.9	82	412	6.4	3.0	78
THREE'S COMPANY	A	20632	1765	12.7	8.6	103	468	13.1	2.3	107	412	10.5	2.0	85	885	13.7	4.3	112
T.J. HOOKER	A	17136	1736	12.5	10.1	122	333	9.3	1.9	91	502	12.8	2.9	125	901	14.0	5.3	137
TONIGHT SHOW	N	4963	387	2.8	7.8	94	103	2.9	2.1	98	67	1.7	1.3	58	217	3.4	4.4	114
TRAPPER JOHN, M.D.	C	16332	1167	8.4	7.1	86	313	8.8	1.9	90	370	9.4	2.3	97	484	7.5	3.0	77
TV BLOOPERS & PRAC. JOKES	N	18881	1474	10.6	7.8	94	414	11.6	2.2	103	362	9.2	1.9	82	697	10.8	3.7	96
20/20	A	18315	1390	10.0	7.6	91	335	9.4	1.8	86	364	9.3	2.0	85	691	10.7	3.8	98
WEBSTER	A	18722	1486	10.7	7.9	96	419	11.8	2.2	105	478	12.2	2.6	109	589	9.1	3.1	82
WORLD NEWS - SUN	A	5327	466	3.3	8.7	105	*131	3.7	2.5	116	*138	3.5	2.6	111	*197	3.1	3.7	96
YELLOW ROSE	N	8370	665	4.8	7.9	96	*119	3.3	1.4	67	216	5.5	2.6	110	331	5.1	4.0	103
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2282	16.4	8.8	106	492	13.8	1.9	90	655	16.7	2.5	108	1135	17.6	4.4	114
BASKETBALL - COLLEGE GAMES		14468	1509	10.8	10.4	126	*449	12.6	3.1	146	*311	7.9	2.1	92	749	11.6	5.2	135
BASKETBALL - PRO GAMES		12124	1713	12.3	14.1	170	431	12.1	3.6	167	556	14.2	4.6	196	726	11.3	6.0	156
BOWLING		9412	913	6.6	9.7	117	*225	6.3	2.4	112	*209	5.3	2.2	95	*479	7.4	5.1	132
BOXING		15409	2085	15.0	13.5	163	604	16.9	3.9	184	548	14.0	3.6	152	933	14.5	6.1	158
FOOTBALL - COLLEGE GAMES		21400	2278	16.4	10.6	128	561	15.7	2.6	123	585	14.9	2.7	117	1132	17.6	5.3	138
FOOTBALL - PRO GAMES		35944	3315	23.8	9.2	111	811	22.7	2.3	106	887	22.6	2.5	106	1617	25.1	4.5	117
GOLF		9759	869	6.2	8.9	107	**140	3.9	1.4	67	*273	7.0	2.8	120	*456	7.1	4.7	122
POST-SEASON COLL. FOOTBALL		18123	1855	13.3	10.2	123	520	14.6	2.9	135	*494	12.6	2.7	117	841	13.1	4.6	121
POST-SEASON PRO FOOTBALL		22091	2158	15.5	9.8	118	531	14.9	2.4	113	633	16.2	2.9	123	995	15.4	4.5	117
TENNIS		6764	735	5.3	10.9	131	**168	4.7	2.5	117	**240	6.1	3.5	152	*326	5.1	4.8	125
WRESTLING - PROFESSIONAL		9695	1564	11.2	16.1	194	*554	15.5	5.7	269	*409	10.4	4.2	181	601	9.3	6.2	161

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL MALES	79263	8417	100.0	10.6	100	2292	100.0	2.9	100	2218	100.0	2.8	100	3908	100.0	4.9	100
HOUSEHOLD HEADS	66405	6158	73.2	9.3	87	1496	65.3	2.3	78	1648	74.3	2.5	89	3014	77.1	4.5	92
18 - 24	13945	2546	30.2	18.3	172	778	33.9	5.6	193	*664	29.9	4.8	170	1104	28.2	7.9	161
25 - 34	19334	2358	28.0	12.2	115	641	28.0	3.3	115	496	22.4	2.6	92	1222	31.3	6.3	128
35 - 44	14196	1382	16.4	9.7	92	*243	10.6	1.7	59	*438	19.7	3.1	110	702	18.0	4.9	100
45 - 54	10896	809	9.6	7.4	70	**197	8.6	1.8	63	*204	9.2	1.9	67	*409	10.5	3.8	76
55 - 64	10378	628	7.5	6.1	57	**221	9.6	2.1	74	*197	8.9	1.9	68	**210	5.4	2.0	41
65 OR OLDER	10514	693	8.2	6.6	62	*212	9.2	2.0	70	*219	9.9	2.1	74	*262	6.7	2.5	51
18 - 34	33279	4904	58.3	14.7	139	1419	61.9	4.3	147	1160	52.3	3.5	125	2325	59.5	7.0	142
18 - 49	52904	6694	79.5	12.7	119	1766	77.1	3.3	115	1674	75.5	3.2	113	3254	83.3	6.2	125
25 - 54	44426	4550	54.1	10.2	96	1081	47.2	2.4	84	1137	51.3	2.6	91	2332	59.7	5.2	106
35 - 49	19625	1790	21.3	9.1	86	*347	15.1	1.8	61	514	23.2	2.6	94	929	23.8	4.7	96
50 OR OLDER	26359	1723	20.5	6.5	62	526	22.9	2.0	69	544	24.5	2.1	74	654	16.7	2.5	50
GRADUATED COLLEGE	15982	1036	12.3	6.5	61	**131	5.7	0.8	28	*335	15.1	2.1	75	571	14.6	3.6	72
ATTENDED COLLEGE	13629	1629	19.4	12.0	113	*469	20.5	3.4	119	*313	14.1	2.3	82	847	21.7	6.2	126
GRADUATED HIGH SCHOOL	28591	3304	39.3	11.6	109	799	34.9	2.8	97	912	41.1	3.2	114	1593	40.8	5.6	113
DID NOT GRADUATE HIGH SCHOOL	21061	2448	29.1	11.6	109	893	39.0	4.2	147	659	29.7	3.1	112	897	23.0	4.3	86
EMPLOYED FULL-TIME	52316	4979	59.2	9.5	90	1123	49.0	2.1	74	1331	60.0	2.5	91	2525	64.6	4.8	98
EMPLOYED PART-TIME	4113	*566	6.7	13.8	130	**208	9.1	5.1	175	**99	4.5	2.4	86	**259	6.6	6.3	128
NOT EMPLOYED	22834	2873	34.1	12.6	118	961	41.9	4.2	146	787	35.5	3.4	123	1124	28.8	4.9	100
PROFESSIONAL/MANAGER	15034	1053	12.5	7.0	66	**162	7.1	1.1	37	*269	12.1	1.8	64	622	15.9	4.1	84
TECH/CLERICAL/SALES	11255	939	11.2	8.3	79	**254	11.1	2.3	78	**206	9.3	1.8	65	*479	12.3	4.3	86
PRECISION/CRAFT	11607	1249	14.8	10.8	101	*265	11.6	2.3	79	*303	13.7	2.6	93	681	17.4	5.9	119
OTHER EMPLOYED	18534	2304	27.4	12.4	117	649	28.3	3.5	121	653	29.4	3.5	126	1001	25.6	5.4	110
SINGLE	19562	3185	37.8	16.3	153	1151	50.2	5.9	203	812	36.6	4.2	148	1223	31.3	6.3	127
MARRIED	51896	4204	49.9	8.1	76	891	38.9	1.7	59	1192	53.7	2.3	82	2122	54.3	4.1	83
DIVORCED/SEPARATED/WIDOWED	7804	1028	12.2	13.2	124	*250	10.9	3.2	111	*215	9.7	2.8	98	564	14.4	7.2	147
PARENTS	25372	2477	29.4	9.8	92	*466	20.3	1.8	64	695	31.3	2.7	98	1316	33.7	5.2	105
WHITE	69658	6128	72.8	8.8	83	1475	64.4	2.1	73	1436	64.7	2.1	74	3217	82.3	4.6	94
BLACK	7909	2031	24.1	25.7	242	747	32.6	9.4	327	699	31.5	8.8	316	586	15.0	7.4	150
OTHER	1696	**258	3.1	15.2	143	**70	3.1	4.1	143	**83	3.7	4.9	175	**106	2.7	6.3	127
NORTHEAST-CENSUS	17202	1613	19.2	9.4	88	416	18.2	2.4	84	*452	20.4	2.6	94	745	19.1	4.3	88
NORTH CENTRAL	20461	1953	23.2	9.5	90	*425	18.5	2.1	72	446	20.1	2.2	78	1082	27.7	5.3	107
SOUTH	26695	3060	36.4	11.5	108	1086	47.4	4.1	141	868	39.1	3.3	116	1106	28.3	4.1	84
WEST	14906	1792	21.3	12.0	113	*365	15.9	2.4	85	*452	20.4	3.0	108	975	24.9	6.5	133
NORTHEAST-MKTG.	17962	1781	21.2	9.9	93	479	20.9	2.7	92	560	25.2	3.1	111	741	19.0	4.1	84
EAST CENTRAL	11741	1100	13.1	9.4	88	*294	12.8	2.5	87	*317	14.3	2.7	96	490	12.5	4.2	85
WEST CENTRAL	13518	1347	16.0	10.0	94	*255	11.1	1.9	65	*306	13.8	2.3	81	785	20.1	5.8	118
SOUTH	23168	2567	30.5	11.1	104	898	39.2	3.9	134	*631	28.4	2.7	97	1038	26.6	4.5	91
PACIFIC	12874	1623	19.3	12.6	119	*365	15.9	2.8	98	*404	18.2	3.1	112	854	21.9	6.6	135
COUNTY SIZE A	32596	3912	46.5	12.0	113	1104	48.2	3.4	117	1086	49.0	3.3	119	1723	44.1	5.3	107
COUNTY SIZE B	23814	2382	28.3	10.0	94	647	28.2	2.7	94	551	24.8	2.3	83	1184	30.3	5.0	101
COUNTY SIZE C	12663	1207	14.3	9.5	90	**246	10.7	1.9	67	**345	15.6	2.7	97	616	15.8	4.9	99
COUNTY SIZE D	10190	917	10.9	9.0	85	**295	12.9	2.9	100	**236	10.6	2.3	83	*386	9.9	3.8	77
METRO CENTRAL CITY	23190	3339	39.7	14.4	136	1264	55.1	5.5	188	736	33.2	3.2	113	1339	34.3	5.8	117
METRO SUBURBAN	36920	3233	38.4	8.8	82	476	20.8	1.3	45	1008	45.4	2.7	98	1749	44.8	4.7	96
NON METRO	19152	1845	21.9	9.6	91	*552	24.1	2.9	100	*474	21.4	2.5	88	819	21.0	4.3	87
TOP 5 ADI'S	18703	2181	25.9	11.7	110	522	22.8	2.8	97	623	28.1	3.3	119	1036	26.5	5.5	112
TOP 10 ADI'S	26158	3132	37.2	12.0	113	798	34.8	3.1	106	938	42.3	3.6	128	1396	35.7	5.3	108
TOP 20 ADI'S	36612	4353	51.7	11.9	112	1252	54.6	3.4	118	1212	54.6	3.3	118	1889	48.3	5.2	105
HSHLD INC. $50,000 OR MORE	9326	615	7.3	6.6	62	**79	3.4	0.8	29	**157	7.1	1.7	60	*379	9.7	4.1	82
$40,000 OR MORE	18002	1517	18.0	8.4	79	*315	13.7	1.7	61	*441	19.9	2.4	88	761	19.5	4.2	86
$30,000 OR MORE	31361	2593	30.8	8.3	78	*557	24.3	1.8	61	729	32.9	2.3	83	1306	33.4	4.2	84
$25,000 OR MORE	39858	3255	38.7	8.2	77	723	31.5	1.8	63	951	42.9	2.4	85	1581	40.5	4.0	80
$20,000 - $24,999	8664	1065	12.7	12.3	116	**208	9.1	2.4	83	**341	15.4	3.9	141	*516	13.2	6.0	121
$15,000 - $19,999	7964	849	10.1	10.7	100	**234	10.2	2.9	102	**193	8.7	2.4	87	*422	10.8	5.3	107
$10,000 - $14,999	11093	1453	17.3	13.1	123	503	21.9	4.5	157	*411	18.5	3.7	132	538	13.8	4.8	98
UNDER $10,000	11683	1796	21.3	15.4	145	624	27.2	5.3	185	*321	14.5	2.7	98	851	21.8	7.3	148
HOUSEHOLD OF 1 PERSON	7453	894	10.6	12.0	113	278	12.1	3.7	129	*185	8.3	2.5	89	431	11.0	5.8	117
2 PEOPLE	24757	1948	23.1	7.9	74	599	26.1	2.4	84	478	21.6	1.9	69	871	22.3	3.5	71
3 OR 4 PEOPLE	32682	3623	43.0	11.1	104	965	42.1	3.0	102	993	44.8	3.0	109	1665	42.6	5.1	103
5 OR MORE PEOPLE	14370	1952	23.2	13.6	128	*450	19.6	3.1	108	*562	25.3	3.9	140	941	24.1	6.5	133
NO CHILD IN HSHLD	46768	4610	54.8	9.9	93	1463	63.8	3.1	108	1087	49.0	2.3	83	2060	52.7	4.4	89
CHILD(REN) UNDER 2 YRS	4799	*572	6.8	11.9	112	**156	6.8	3.3	112	**166	7.5	3.5	124	**251	6.4	5.2	106
2 - 5 YEARS	11125	1279	15.2	11.5	108	**206	9.0	1.9	64	*345	15.6	3.1	111	728	18.6	6.5	133
6 - 11 YEARS	14193	1581	18.8	11.1	105	*341	14.9	2.4	83	*460	20.7	3.2	116	780	20.0	5.5	111
12 - 17 YEARS	17402	2141	25.4	12.3	116	*485	21.2	2.8	96	756	34.1	4.3	155	900	23.0	5.2	105
RESIDENCE OWNED	56398	4608	54.7	8.2	77	1196	52.2	2.1	73	1303	58.7	2.3	83	2110	54.0	3.7	76
VALUE: $50,000 OR MORE	34811	2446	29.1	7.0	66	547	23.9	1.6	54	811	36.6	2.3	83	1087	27.8	3.1	63
VALUE: UNDER $50,000	21587	2162	25.7	10.0	94	*648	28.3	3.0	104	*492	22.2	2.3	81	1022	26.2	4.7	96

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C ACROSS %	D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C ACROSS %	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C ACROSS %	D INDX	LIGHT ONE OR LESS A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	8417	100.0	10.6	100	2292	100.0	2.9	100	2218	100.0	2.8	100	3908	100.0	4.9	100
MAGAZINES	QUINTILE 1	16033	1958	23.3	12.2	115	*405	17.7	2.5	87	*501	22.6	3.1	112	1052	26.9	6.6	133
	QUINTILE 2	15354	1648	19.6	10.7	101	*496	21.6	3.2	112	*328	14.8	2.1	76	824	21.1	5.4	109
	QUINTILE 3	15888	1509	17.9	9.5	89	*358	15.6	2.3	78	*463	20.9	2.9	104	687	17.6	4.3	88
	QUINTILE 4	17310	1860	22.1	10.7	101	549	24.0	3.2	110	*526	23.7	3.0	109	786	20.1	4.5	92
	QUINTILE 5	14677	1442	17.1	9.8	93	*484	21.1	3.3	114	*399	18.0	2.7	97	559	14.3	3.8	77
NEWSPAPERS	QUINTILE 1	15277	1349	16.0	8.8	83	*279	12.2	1.8	63	*333	15.0	2.2	78	737	18.9	4.8	98
	QUINTILE 2	22745	2228	26.5	9.8	92	638	27.8	2.8	97	545	24.6	2.4	86	1046	26.8	4.6	93
	QUINTILE 3	10692	916	10.9	8.6	81	**296	12.9	2.8	96	**167	7.5	1.6	56	*453	11.6	4.2	86
	QUINTILE 4	11646	1252	14.9	10.8	101	*377	16.4	3.2	112	*339	15.3	2.9	104	*537	13.7	4.6	94
	QUINTILE 5	18903	2672	31.7	14.1	133	703	30.7	3.7	129	834	37.6	4.4	158	1136	29.1	6.0	122
OUTDOOR	QUINTILE 1	16620	1631	19.4	9.8	92	*327	14.3	2.0	68	*503	22.7	3.0	108	801	20.5	4.8	98
	QUINTILE 2	16377	1862	22.1	11.4	107	*479	20.9	2.9	101	*385	17.4	2.4	84	998	25.5	6.1	124
	QUINTILE 3	15995	1688	20.1	10.6	99	528	23.0	3.3	114	*461	20.8	2.9	103	699	17.9	4.4	89
	QUINTILE 4	15592	1648	19.6	10.6	100	*506	22.1	3.2	112	*398	17.9	2.6	91	744	19.0	4.8	97
	QUINTILE 5	14679	1589	18.9	10.8	102	*452	19.7	3.1	106	471	21.2	3.2	115	666	17.0	4.5	92
RADIO-DRIVE	QUINTILE 1	15746	1951	23.2	12.4	117	*371	16.2	2.4	81	*553	24.9	3.5	126	1028	26.3	6.5	132
TIME	QUINTILE 2	15067	1523	18.1	10.1	95	*398	17.4	2.6	91	*377	17.0	2.5	89	749	19.2	5.0	101
	QUINTILE 3	15631	1695	20.1	10.8	102	*336	14.7	2.1	74	*420	18.9	2.7	96	938	24.0	6.0	122
	QUINTILE 4	16245	1807	21.5	11.1	105	669	29.2	4.1	142	491	22.1	3.0	108	647	16.6	4.0	81
	QUINTILE 5	16573	1441	17.1	8.7	82	518	22.6	3.1	108	*377	17.0	2.3	81	547	14.0	3.3	67
RADIO-MID-	TERCILE 1	21788	2453	29.1	11.3	106	583	25.4	2.7	93	615	27.7	2.8	101	1254	32.1	5.8	117
DAY	TERCILE 2	21151	2103	25.0	9.9	94	581	25.3	2.7	95	534	24.1	2.5	90	988	25.3	4.7	95
	TERCILE 3	36323	3862	45.9	10.6	100	1128	49.2	3.1	107	1068	48.2	2.9	105	1666	42.6	4.6	93
RADIO-TOTAL	QUINTILE 1	15977	2190	26.0	13.7	129	*489	21.3	3.1	106	*570	25.7	3.6	127	1132	29.0	7.1	144
	QUINTILE 2	15923	1526	18.1	9.6	90	*443	19.3	2.8	96	*297	13.4	1.9	67	787	20.1	4.9	100
	QUINTILE 3	14980	1381	16.4	9.2	87	*244	10.6	1.6	56	*460	20.7	3.1	110	678	17.3	4.5	92
	QUINTILE 4	17123	2025	24.1	11.8	111	635	27.7	3.7	128	561	25.3	3.3	117	829	21.2	4.8	98
	QUINTILE 5	15260	1295	15.4	8.5	80	482	21.0	3.2	109	*330	14.9	2.2	77	*483	12.4	3.2	64
TV-PRIME	QUINTILE 1	15674	1729	20.5	11.0	104	*425	18.5	2.7	94	558	25.2	3.6	127	746	19.1	4.8	97
TIME	QUINTILE 2	15944	1468	17.4	9.2	87	*454	19.8	2.8	98	*351	15.8	2.2	79	664	17.0	4.2	84
	QUINTILE 3	16037	1782	21.2	11.1	105	*519	22.6	3.2	112	*370	16.7	2.3	82	893	22.9	5.6	113
	QUINTILE 4	15412	1591	18.9	10.3	97	*521	22.7	3.4	117	*357	16.1	2.3	83	714	18.3	4.6	94
	QUINTILE 5	16194	1846	21.9	11.4	107	*372	16.2	2.3	79	*582	26.2	3.6	128	892	22.8	5.5	112
TV-DAYTIME	TERCILE 1	19156	2106	25.0	11.0	104	693	30.2	3.6	125	591	26.6	3.1	110	822	21.0	4.3	87
	TERCILE 2	19343	2503	29.7	12.9	122	567	24.7	2.9	101	694	31.3	3.6	128	1242	31.8	6.4	130
	TERCILE 3	40764	3808	45.2	9.3	88	1031	45.0	2.5	87	933	42.1	2.3	82	1844	47.2	4.5	92
TV-TOTAL	QUINTILE 1	15844	1852	22.0	11.7	110	*564	24.6	3.6	123	542	24.4	3.4	122	747	19.1	4.7	96
	QUINTILE 2	15767	1708	20.3	10.8	102	511	22.3	3.2	112	390	17.6	2.5	88	806	20.6	5.1	104
	QUINTILE 3	15775	1392	16.5	8.8	83	*368	16.1	2.3	81	*394	17.8	2.5	89	630	16.1	4.0	81
	QUINTILE 4	15903	1517	18.0	9.5	90	*367	16.0	2.3	80	*288	13.0	1.8	65	862	22.1	5.4	110
	QUINTILE 5	15974	1948	23.1	12.2	115	*481	21.0	3.0	104	604	27.2	3.8	135	863	22.1	5.4	110
MAGAZINES-NEWSPAPERS: DUAL		21225	2206	26.2	10.4	98	494	21.6	2.3	80	623	28.1	2.9	105	1089	27.9	5.1	104
MAGAZINE IMPERATIVE		17728	2225	26.4	12.6	118	601	26.2	3.4	117	*539	24.3	3.0	109	1084	27.7	6.1	124
NEWSPAPER IMPERATIVE		22987	1833	21.8	8.0	75	580	25.3	2.5	87	385	17.4	1.7	60	868	22.2	3.8	77
MAGAZINES-OUTDOOR: DUAL		16244	1817	21.6	11.2	105	*400	17.5	2.5	85	*387	17.4	2.4	85	1030	26.4	6.3	129
MAGAZINE IMPERATIVE		24016	2638	31.3	11.0	103	707	30.8	2.9	102	709	32.0	3.0	106	1222	31.3	5.1	103
OUTDOOR IMPERATIVE		26020	2647	31.4	10.2	96	797	34.8	3.1	106	724	32.6	2.8	99	1126	28.8	4.3	88
MAGAZINES-RADIO: DUAL		16918	1904	22.6	11.3	106	506	22.1	3.0	103	*369	16.6	2.2	78	1029	26.3	6.1	123
MAGAZINE IMPERATIVE		23456	2447	29.1	10.4	98	569	24.8	2.4	84	722	32.6	3.1	110	1157	29.6	4.9	100
RADIO IMPERATIVE		23900	2509	29.8	10.5	99	613	26.7	2.6	89	729	32.9	3.1	109	1167	29.9	4.9	99
MAGAZINES-TELEVISION: DUAL		15791	1836	21.8	11.6	109	471	20.5	3.0	103	443	20.0	2.8	100	923	23.6	5.8	119
MAGAZINE IMPERATIVE		25476	2709	32.2	10.6	100	635	27.7	2.5	86	712	32.1	2.8	100	1363	34.9	5.4	109
TELEVISION IMPERATIVE		25744	2586	30.7	10.0	95	826	36.0	3.2	111	759	34.2	2.9	105	1002	25.6	3.9	79
NEWSPAPERS-OUTDOOR: DUAL		17628	1615	19.2	9.2	86	*350	15.3	2.0	69	*413	18.6	2.3	84	852	21.8	4.8	98
NEWSPAPER IMPERATIVE		26414	2399	28.5	9.1	86	725	31.6	2.7	95	590	26.6	2.2	80	1084	27.7	4.1	83
OUTDOOR IMPERATIVE		23059	2807	33.3	12.2	115	799	34.9	3.5	120	736	33.2	3.2	114	1272	32.5	5.5	112
NEWSPAPERS-RADIO: DUAL		17996	1852	22.0	10.3	97	*487	21.2	2.7	94	*342	15.4	1.9	68	1023	26.2	5.7	115
NEWSPAPER IMPERATIVE		26269	2234	26.5	8.5	80	626	27.3	2.4	82	614	27.7	2.3	84	994	25.4	3.8	77
RADIO IMPERATIVE		21342	2658	31.6	12.5	117	601	26.2	2.8	97	747	33.7	3.5	125	1310	33.5	6.1	124
NEWSPAPERS-TELEVISION: DUAL		17359	1630	19.4	9.4	88	475	20.7	2.7	95	394	17.8	2.3	81	761	19.5	4.4	89
NEWSPAPER IMPERATIVE		26889	2438	29.0	9.1	85	570	24.9	2.1	73	588	26.5	2.2	78	1280	32.8	4.8	97
TELEVISION IMPERATIVE		21698	2670	31.7	12.3	116	783	34.2	3.6	125	741	33.4	3.4	122	1145	29.3	5.3	107
OUTDOOR-RADIO: DUAL		16456	1730	20.6	10.5	99	*345	15.1	2.1	73	*441	19.9	2.7	96	944	24.2	5.7	116
OUTDOOR IMPERATIVE		25870	2640	31.4	10.2	96	797	34.8	3.1	107	732	33.0	2.8	101	1111	28.4	4.3	87
RADIO IMPERATIVE		23943	2765	32.9	11.5	109	711	31.0	3.0	103	670	30.2	2.8	100	1384	35.4	5.8	117
OUTDOOR-TELEVISION: DUAL		15918	1725	20.5	10.8	102	*461	20.1	2.9	100	*490	22.1	3.1	110	773	19.8	4.9	98
OUTDOOR IMPERATIVE		26398	2724	32.4	10.3	97	621	27.1	2.4	81	659	29.7	2.5	89	1444	36.9	5.5	111
TELEVISION IMPERATIVE		24851	2596	30.8	10.4	98	829	36.2	3.3	115	674	30.4	2.7	97	1093	28.0	4.4	89
RADIO-TELEVISION: DUAL		15584	1687	20.0	10.8	102	*481	21.0	3.1	107	*411	18.5	2.6	94	796	20.4	5.1	104
RADIO IMPERATIVE		25472	2715	32.3	10.7	100	543	23.7	2.1	74	706	31.8	2.8	99	1466	37.5	5.8	117
TELEVISION IMPERATIVE		25578	2703	32.1	10.6	100	803	35.0	3.1	109	810	36.5	3.2	113	1091	27.9	4.3	87

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	8417	100.0	10.6	100	2292	100.0	2.9	100	2218	100.0	2.8	100	3908	100.0	4.9	100
ATLANTIC MONTHLY	452	**87	1.0	19.2	181	**4	0.2	0.9	31	**25	1.1	5.5	198	**58	1.5	12.8	260
BARRON'S	1058	**111	1.3	10.5	99	**23	1.0	2.2	75	**11	0.5	1.0	37	**77	2.0	7.3	148
BETTER HOMES & GARDENS	4773	550	6.5	11.5	109	**83	3.6	1.7	60	**139	6.3	2.9	104	*328	8.4	6.9	139
BON APPETIT	1037	**160	1.9	15.4	145	**34	1.5	3.3	113	**58	2.6	5.6	200	**68	1.7	6.6	133
BUSINESS WEEK	3193	332	3.9	10.4	98	**63	2.7	2.0	68	**79	3.6	2.5	88	*190	4.9	6.0	121
CAR AND DRIVER	2705	400	4.8	14.8	139	**44	1.9	1.6	56	**142	6.4	5.2	188	*214	5.5	7.9	160
CBS MAGAZINE NETWORK (GROSS)	5678	1029	12.2	18.1	171	*100	4.4	1.8	61	*341	15.4	6.0	215	588	15.0	10.4	210
CHANGING TIMES	1847	*196	2.3	10.6	100	**21	0.9	1.1	39	**33	1.5	1.8	64	**142	3.6	7.7	156
COLONIAL HOMES	492	**101	1.2	20.5	193	**14	0.6	2.8	98	**17	0.8	3.5	123	**70	1.8	14.2	289
CONDE NAST MAG. PKG. (GROSS)	2066	549	6.5	26.6	250	**93	4.1	4.5	156	**45	2.0	2.2	78	*411	10.5	19.9	403
CONSUMERS DIGEST	1719	*218	2.6	12.7	119	**51	2.2	3.0	103	**47	2.1	2.7	98	**120	3.1	7.0	142
COSMOPOLITAN	1762	*255	3.0	14.5	136	**10	0.4	0.6	20	**51	2.3	2.9	103	**194	5.0	11.0	223
COUNTRY LIVING	1110	**106	1.3	9.5	90	**12	0.5	1.1	37	**0	0.0	0.0	0	**95	2.4	8.6	174
CUISINE	660	**106	1.3	16.1	151	**20	0.9	3.0	105	**13	0.6	2.0	70	**73	1.9	11.1	224
CYCLE WORLD	1924	*313	3.7	16.3	153	**41	1.8	2.1	74	**139	6.3	7.2	258	**132	3.4	6.9	139
DCI:CREATIVE IDEAS FOR LIV	437	**87	1.0	19.9	187	**5	0.2	1.1	40	**15	0.7	3.4	123	**67	1.7	15.3	311
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*277	3.3	11.1	105	**26	1.1	1.0	36	**52	2.3	2.1	75	**199	5.1	8.0	162
DISCOVER	1279	*217	2.6	17.0	160	**49	2.1	3.8	132	**45	2.0	3.5	126	**123	3.1	9.6	195
EBONY	2898	881	10.5	30.4	286	286	12.5	9.9	341	304	13.7	10.5	375	291	7.4	10.0	204
ESQUIRE	1384	*210	2.5	15.2	143	**48	2.1	3.5	120	**52	2.3	3.8	134	**110	2.8	7.9	161
ESSENCE	850	*343	4.1	40.4	380	**94	4.1	11.1	382	**129	5.8	15.2	542	**120	3.1	14.1	286
FAMILY CIRCLE	2430	*297	3.5	12.2	115	**31	1.4	1.3	44	**95	4.3	3.9	140	**171	4.4	7.0	143
THE FAMILY HANDYMAN	2356	*225	2.7	9.6	90	**55	2.4	2.3	81	**34	1.5	1.4	52	**137	3.5	5.8	118
FAMILY WEEKLY	11533	950	11.3	8.2	78	*226	9.9	2.0	68	*179	8.1	1.6	55	546	14.0	4.7	96
FIELD & STREAM	7444	722	8.6	9.7	91	*115	5.0	1.5	53	*145	6.5	1.9	70	462	11.8	6.2	126
FOOD & WINE	416	**95	1.1	22.8	215	**35	1.5	8.4	291	**4	0.2	1.0	34	**56	1.4	13.5	273
FORBES	1865	**115	1.4	6.2	58	**10	0.4	0.5	19	**19	0.9	1.0	36	**86	2.2	4.6	94
FORTUNE	1849	*174	2.1	9.4	89	**21	0.9	1.1	39	**37	1.7	2.0	72	**115	2.9	6.2	126
GENTLEMEN'S QUARTERLY	2284	605	7.2	26.5	249	**186	8.1	8.1	282	**168	7.6	7.4	263	*251	6.4	11.0	223
GLAMOUR	538	**174	2.1	32.3	305	**17	0.7	3.2	109	**24	1.1	4.5	159	**134	3.4	24.9	505
GOLF DIGEST	1649	*176	2.1	10.7	101	**27	1.2	1.6	57	**34	1.5	2.1	74	**116	3.0	7.0	143
GOLF DIGEST/TENNIS (GROSS)	2294	*286	3.4	12.5	117	**62	2.7	2.7	93	**34	1.5	1.5	53	**190	4.9	8.3	168
GOLF MAGAZINE	1577	*176	2.1	11.2	105	**8	0.3	0.5	18	**49	2.2	3.1	111	**120	3.1	7.6	154
GOLF MAGAZINE/SKI (GROSS)	2487	347	4.1	14.0	131	**21	0.9	0.8	29	**78	3.5	3.1	112	*248	6.3	10.0	202
GOOD HOUSEKEEPING	2569	*259	3.1	10.1	95	**37	1.6	1.4	50	**53	2.4	2.1	74	*169	4.3	6.6	133
HARPER'S BAZAAR	431	**165	2.0	38.3	361	**2	0.1	0.5	16	**48	2.2	11.1	398	**116	3.0	26.9	546
HEALTH	788	**127	1.5	16.1	152	**27	1.2	3.4	118	**7	0.3	0.9	32	**93	2.4	11.8	239
HEARST MAG CORP. BUY (GROSS)	18781	2506	29.8	13.3	126	349	15.2	1.9	64	494	22.3	2.6	94	1664	42.6	8.9	180
HEARST MAN POWER (GROSS)	9169	1053	12.5	11.5	108	214	9.3	2.3	81	*214	9.6	2.3	83	624	16.0	6.8	138
HEARST WOMAN POWER (GROSS)	5452	674	8.0	12.4	116	**60	2.6	1.1	38	*128	5.8	2.3	84	487	12.5	8.9	181
HOUSE BEAUTIFUL	1020	**183	2.2	17.9	169	**26	1.1	2.5	88	**49	2.2	4.8	172	**108	2.8	10.6	215
INC.	993	**144	1.7	14.5	137	**11	0.5	1.1	38	**23	1.0	2.3	83	**110	2.8	11.1	225
JET	2808	912	10.8	32.5	306	320	14.0	11.4	394	304	13.7	10.8	387	287	7.3	10.2	207
LADIES' HOME JOURNAL	1868	*246	2.9	13.2	124	**9	0.4	0.5	17	**57	2.6	3.1	109	**179	4.6	9.6	194
LHJ FAMILY GRP COMBO(GROSS)	3582	525	6.2	14.7	138	**42	1.8	1.2	41	**112	5.0	3.1	112	*371	9.5	10.4	210
LIFE	4817	710	8.4	14.7	139	*173	7.5	3.6	124	*184	8.3	3.8	137	*353	9.0	7.3	149
L.A. TIMES HOME MAGAZINE	1465	*150	1.8	10.2	96	**49	2.1	3.3	116	**17	0.8	1.2	41	**84	2.1	5.7	116
MADEMOISELLE	460	**136	1.6	29.6	278	**30	1.3	6.5	226	**0	0.0	0.0	0	**106	2.7	23.0	467
MC CALL'S	1764	*285	3.4	16.2	152	**28	1.2	1.6	55	**101	4.6	5.7	205	**156	4.0	8.8	179
MC CALL'S/WRK MOTHER (GROSS)	2062	399	4.7	19.4	182	**44	1.9	2.1	74	**109	4.9	5.3	189	**246	6.3	11.9	242
MECHANIX ILLUSTRATED	3625	380	4.5	10.5	99	**19	0.8	0.5	18	**120	5.4	3.3	118	*242	6.2	6.7	135
METROPOLITAN HOME	495	**94	1.1	19.0	179	**8	0.3	1.6	56	**33	1.5	6.7	238	**53	1.4	10.7	217
MONEY	3017	483	5.7	16.0	151	**66	2.9	2.2	76	**146	6.6	4.8	173	*271	6.9	9.0	182
MOTHER EARTH NEWS	1203	**122	1.4	10.1	96	**0	0.0	0.0	0	**23	1.0	1.9	68	**99	2.5	8.2	167
MS.	*257	**106	1.3	41.2	388	**1	0.0	0.4	13	**42	1.9	16.3	584	**63	1.6	24.5	497
NATIONAL ENQUIRER	6921	877	10.4	12.7	119	*199	8.7	2.9	99	*231	10.4	3.3	119	447	11.4	6.5	131
NATIONAL GEOGRAPHIC	11626	1153	13.7	9.9	93	*164	7.2	1.4	49	321	14.5	2.8	99	668	17.1	5.7	117
NATIONAL SUNDAY MAGAZINE PKG	49424	4848	57.6	9.8	92	1297	56.6	2.6	91	1117	50.4	2.3	81	2434	62.3	4.9	100
NATURAL HISTORY	753	**149	1.8	19.8	186	**27	1.2	3.6	124	**64	2.9	8.5	304	**59	1.5	7.8	159
NEW WOMAN	*296	**96	1.1	32.4	305	**8	0.3	2.7	93	**25	1.1	8.4	302	**62	1.6	20.9	425
NEW YORK INCLUDING CUE	541	**82	1.0	15.2	143	**0	0.0	0.0	0	**3	0.1	0.6	20	**79	2.0	14.6	296
THE NEW YORKER	1078	**146	1.7	13.5	128	**16	0.7	1.5	51	**10	0.5	0.9	33	**120	3.1	11.1	226
NEWSWEEK	9602	1118	13.3	11.6	110	255	11.1	2.7	92	226	10.2	2.4	84	638	16.3	6.6	135
THE N.Y. TIMES DAILY EDITION	1376	*111	1.3	8.1	76	**31	1.4	2.3	78	**27	1.2	2.0	70	**53	1.4	3.9	78
THE N.Y. TIMES MAGAZINE	2110	184	2.2	8.7	82	**46	2.0	2.2	75	**51	2.3	2.4	86	*87	2.2	4.1	84
OMNI	1927	*331	3.9	17.2	162	**60	2.6	3.1	108	**133	6.0	6.9	247	**138	3.5	7.2	145
ON CABLE	911	*143	1.7	15.7	148	**30	1.3	3.3	114	**20	0.9	2.2	78	**93	2.4	10.2	207
1001 HOME IDEAS	927	**153	1.8	16.5	155	**6	0.3	0.6	22	**48	2.2	5.2	185	**99	2.5	10.7	217
ORGANIC GARDENING	1430	**103	1.2	7.2	68	**6	0.3	0.4	15	**27	1.2	1.9	67	**69	1.8	4.8	98
OUTDOOR LIFE	4064	385	4.6	9.5	89	**86	3.8	2.1	73	**75	3.4	1.8	66	*224	5.7	5.5	112
PARADE MAGAZINE	24538	2578	30.6	10.5	99	630	27.5	2.6	89	738	33.3	3.0	107	1210	31.0	4.9	100

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL MALES	79263	8417	100.0	10.6	100	2292	100.0	2.9	100	2218	100.0	2.8	100	3908	100.0	4.9	100
PARENTS	1126	**143	1.7	12.7	120	**27	1.2	2.4	83	**19	0.9	1.7	60	**97	2.5	8.6	175
PENTHOUSE	4157	778	9.2	18.7	176	*245	10.7	5.9	204	*183	8.3	4.4	157	350	9.0	8.4	171
PEOPLE	7591	915	10.9	12.1	114	*198	8.6	2.6	90	*213	9.6	2.8	100	504	12.9	6.6	135
PLAYBOY	8379	1289	15.3	15.4	145	441	19.2	5.3	182	291	13.1	3.5	124	556	14.2	6.6	135
POPULAR HOT RODDING	2110	469	5.6	22.2	209	**77	3.4	3.6	126	**192	8.7	9.1	325	**200	5.1	9.5	192
POPULAR MECHANICS	4850	530	6.3	10.9	103	**105	4.6	2.2	75	*133	6.0	2.7	98	*292	7.5	6.0	122
POPULAR SCIENCE	3397	420	5.0	12.4	116	**41	1.8	1.2	42	**112	5.0	3.3	118	*267	6.8	7.9	159
PREVENTION	1720	*134	1.6	7.8	73	**13	0.6	0.8	26	**23	1.0	1.3	48	**98	2.5	5.7	116
PSYCHOLOGY TODAY	1344	*155	1.8	11.5	109	**32	1.4	2.4	82	**32	1.4	2.4	85	**91	2.3	6.8	137
READER'S DIGEST	16016	1512	18.0	9.4	89	295	12.9	1.8	64	372	16.8	2.3	83	845	21.6	5.3	107
REDBOOK	1121	**161	1.9	14.4	135	**13	0.6	1.2	40	**24	1.1	2.1	77	**124	3.2	11.1	224
ROAD & TRACK	2161	344	4.1	15.9	150	**50	2.2	2.3	80	**74	3.3	3.4	122	*220	5.6	10.2	206
ROLLING STONE	1948	474	5.6	24.3	229	**96	4.2	4.9	170	**163	7.3	8.4	299	*215	5.5	11.0	224
RUNNER'S WORLD	899	**100	1.2	11.1	105	**6	0.3	0.7	23	**12	0.5	1.3	48	**82	2.1	9.1	185
SATURDAY EVENING POST	841	**128	1.5	15.2	143	**9	0.4	1.1	37	**10	0.5	1.2	42	**109	2.8	13.0	263
SCIENCE 84	841	**153	1.8	18.2	171	**17	0.7	2.0	70	**52	2.3	6.2	221	**84	2.1	10.0	203
SCIENCE DIGEST	1194	**112	1.3	9.4	88	**17	0.7	1.4	49	**2	0.1	0.2	6	**93	2.4	7.8	158
SCIENTIFIC AMERICAN	1379	**108	1.3	7.8	74	**23	1.0	1.7	58	**11	0.5	0.8	29	**75	1.9	5.4	110
SELF	436	**95	1.1	21.8	205	**19	0.8	4.4	151	**1	0.0	0.2	8	**75	1.9	17.2	349
SEVENTEEN	614	**111	1.3	18.1	170	**22	1.0	3.6	124	**19	0.9	3.1	111	**70	1.8	11.4	231
SKI	910	*171	2.0	18.8	177	**13	0.6	1.4	49	**29	1.3	3.2	114	**128	3.3	14.1	285
SMITHSONIAN	2937	291	3.5	9.9	93	**79	3.4	2.7	93	**54	2.4	1.8	66	*158	4.0	5.4	109
SOAP OPERA DIGEST	545	**161	1.9	29.5	278	**12	0.5	2.2	76	**39	1.8	7.2	256	**110	2.8	20.2	409
SOUTHERN LIVING	2054	*190	2.3	9.3	87	**21	0.9	1.0	35	**37	1.7	1.8	64	**133	3.4	6.5	131
SPORT	2799	410	4.9	14.6	138	*127	5.5	4.5	157	**131	5.9	4.7	167	**151	3.9	5.4	109
THE SPORTING NEWS	1938	*249	3.0	12.8	121	**75	3.3	3.9	134	**46	2.1	2.4	85	**128	3.3	6.6	134
SPORTS AFIELD	3125	411	4.9	13.2	124	**93	4.1	3.0	103	**79	3.6	2.5	90	*240	6.1	7.7	156
SPORTS ILLUSTRATED	11159	1229	14.6	11.0	104	318	13.9	2.8	99	274	12.4	2.5	88	637	16.3	5.7	116
STAR	4095	503	6.0	12.3	116	*156	6.8	3.8	132	**94	4.2	2.3	82	*253	6.5	6.2	125
SUNDAY	25169	2542	30.2	10.1	95	776	33.9	3.1	107	637	28.7	2.5	90	1129	28.9	4.5	91
SUNSET	1294	**143	1.7	11.1	104	**58	2.5	4.5	155	**15	0.7	1.2	41	**71	1.8	5.5	111
TV GUIDE	18508	2115	25.1	11.4	108	548	23.9	3.0	102	609	27.5	3.3	118	958	24.5	5.2	105
TENNIS	645	**110	1.3	17.1	161	**36	1.6	5.6	193	**0	0.0	0.0	0	**74	1.9	11.5	233
TIME	12124	1299	15.4	10.7	101	306	13.4	2.5	87	349	15.7	2.9	103	644	16.5	5.3	108
TOWN & COUNTRY	493	**107	1.3	21.7	204	**19	0.8	3.9	133	**7	0.3	1.4	51	**81	2.1	16.4	333
TRAVEL & LEISURE	1122	**119	1.4	10.6	100	**18	0.8	1.6	55	**24	1.1	2.1	76	**77	2.0	6.9	139
TRUE STORY	690	**146	1.7	21.2	199	**24	1.0	3.5	120	**30	1.4	4.3	155	**92	2.4	13.3	270
U.S.NEWS & WORLD REPORT	6571	586	7.0	8.9	84	*113	4.9	1.7	59	*169	7.6	2.6	92	*304	7.8	4.6	94
USA TODAY	3120	346	4.1	11.1	104	**53	2.3	1.7	59	*122	5.5	3.9	140	*171	4.4	5.5	111
US	1315	**191	2.3	14.5	137	**23	1.0	1.7	60	**31	1.4	2.4	84	**137	3.5	10.4	211
VOGUE	632	**143	1.7	22.6	213	**27	1.2	4.3	148	**20	0.9	3.2	113	**96	2.5	15.2	308
WALL STREET JOURNAL	4247	294	3.5	6.9	65	**26	1.1	0.6	21	**88	4.0	2.1	74	*180	4.6	4.2	86
WEIGHT WATCHERS	398	**18	0.2	4.5	43	**0	0.0	0.0	0	**13	0.6	3.3	117	**5	0.1	1.3	25
WOMAN'S DAY	1139	*224	2.7	19.7	185	**15	0.7	1.3	46	**82	3.7	7.2	257	**128	3.3	11.2	228
WORKING MOTHER	*298	**114	1.4	38.3	360	**15	0.7	5.0	174	**8	0.4	2.7	96	**91	2.3	30.5	619
WORKING WOMAN	327	**83	1.0	25.4	239	**9	0.4	2.8	95	**0	0.0	0.0	0	**74	1.9	22.6	459
WORLD TENNIS	397	**91	1.1	22.9	216	**4	0.2	1.0	35	**17	0.8	4.3	153	**70	1.8	17.6	358
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1529	18.2	15.9	149	*241	10.5	2.5	87	435	19.6	4.5	161	853	21.8	8.9	180
BLAIR INSERTS	43762	4401	52.3	10.1	95	1174	51.2	2.7	93	1008	45.4	2.3	82	2219	56.8	5.1	103
DAILY NEWSPAPERS																	
READ ANY	52459	4973	59.1	9.5	89	1370	59.8	2.6	90	1304	58.8	2.5	89	2299	58.8	4.4	89
READ ONE	41891	4101	48.7	9.8	92	1209	52.7	2.9	100	1094	49.3	2.6	93	1797	46.0	4.3	87
READ TWO OR MORE	10568	872	10.4	8.3	78	*161	7.0	1.5	53	209	9.4	2.0	71	502	12.8	4.8	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	5123	60.9	9.9	93	1348	58.8	2.6	90	1172	52.8	2.3	81	2603	66.6	5.0	102
READ ONE	44561	4487	53.3	10.1	95	1215	53.0	2.7	94	1023	46.1	2.3	82	2249	57.5	5.0	102
READ TWO OR MORE	7368	636	7.6	8.6	81	*133	5.8	1.8	62	*149	6.7	2.0	72	354	9.1	4.8	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.17				26.01				29.28				30.89			
30 DAY REACH	71522	7496	89.1	10.5	99	2008	87.6	2.8	97	1932	87.1	2.7	97	3556	91.0	5.0	101
50 SHWG - 30 DAY AV FREQ	15.55	15.10				13.27				15.31				16.03			
30 DAY REACH	68168	7236	86.0	10.6	100	1957	85.4	2.9	99	1852	83.5	2.7	97	3427	87.7	5.0	102
25 SHWG - 30 DAY AV FREQ	8.43	8.31				7.27				8.40				8.88			
30 DAY REACH	62898	6558	77.9	10.4	98	1789	78.1	2.8	98	1687	76.1	2.7	96	3082	78.9	4.9	99
CABLE TV: HOME WIRED	31664	2917	34.7	9.2	87	752	32.8	2.4	82	*707	31.9	2.2	80	1459	37.3	4.6	93
HOME NOT WIRED	47599	5500	65.3	11.6	109	1540	67.2	3.2	112	1511	68.1	3.2	113	2449	62.7	5.1	104
HAVE PAY CABLE	17139	1577	18.7	9.2	87	*377	16.4	2.2	76	*346	15.6	2.0	72	855	21.9	5.0	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	8417	100.0	10.6	100	2292	100.0	2.9	100	2218	100.0	2.8	100	3908	100.0	4.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	4847	57.6	10.2	96	1165	50.8	2.4	85	1351	60.9	2.8	101	2332	59.7	4.9	99
10:00 AM - 3:00 PM	29926	3165	37.6	10.6	100	799	34.9	2.7	92	778	35.1	2.6	93	1588	40.6	5.3	108
3:00 PM - 7:00 PM	37666	3925	46.6	10.4	98	911	39.7	2.4	84	1111	50.1	2.9	105	1902	48.7	5.0	102
7:00 PM - MIDNIGHT	18909	2480	29.5	13.1	124	658	28.7	3.5	120	663	29.9	3.5	125	1159	29.7	6.1	124
MIDNIGHT - 6:00 AM	11822	1596	19.0	13.5	127	446	19.5	3.8	130	456	20.6	3.9	138	695	17.8	5.9	119
6:00 AM - MIDNIGHT	63254	6666	79.2	10.5	99	1623	70.8	2.6	89	1779	80.2	2.8	101	3264	83.5	5.2	105
ENTIRE DAY	64057	6784	80.6	10.6	100	1670	72.9	2.6	90	1803	81.3	2.8	101	3310	84.7	5.2	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	1658	19.7	10.0	94	347	15.1	2.1	72	433	19.5	2.6	93	877	22.4	5.3	107
ALL NEWS	3542	282	3.4	8.0	75	**60	2.6	1.7	59	**134	6.0	3.8	135	**89	2.3	2.5	51
AOR/PROGRESSIVE	7465	965	11.5	12.9	122	*217	9.5	2.9	101	*217	9.8	2.9	104	530	13.6	7.1	144
BEAUTIFUL MUSIC	5061	376	4.5	7.4	70	**91	4.0	1.8	62	**88	4.0	1.7	62	*198	5.1	3.9	79
BLACK	1914	431	5.1	22.5	212	*114	5.0	6.0	206	*193	8.7	10.1	360	**124	3.2	6.5	131
CLASSICAL	2304	*198	2.4	8.6	81	**25	1.1	1.1	38	**86	3.9	3.7	133	**88	2.3	3.8	77
CHR/ROCK	10663	1326	15.8	12.4	117	*241	10.5	2.3	78	420	18.9	3.9	141	665	17.0	6.2	126
COUNTRY	13919	1265	15.0	9.1	86	360	15.7	2.6	89	321	14.5	2.3	82	584	14.9	4.2	85
GOLDEN OLDIES	2040	288	3.4	14.1	133	**113	4.9	5.5	192	**55	2.5	2.7	96	**120	3.1	5.9	119
MOR/NOSTALGIA	5105	534	6.3	10.5	99	**115	5.0	2.3	78	*157	7.1	3.1	110	*262	6.7	5.1	104
NEWS/TALK	4764	320	3.8	6.7	63	**88	3.8	1.8	64	**88	4.0	1.8	66	*143	3.7	3.0	61
RELIGIOUS	2164	*188	2.2	8.7	82	**62	2.7	2.9	99	**47	2.1	2.2	78	**78	2.0	3.6	73
SOFT ROCK	623	**99	1.2	15.9	150	**44	1.9	7.1	244	**9	0.4	1.4	52	**46	1.2	7.4	150
URBAN CONTEMPORARY	1331	302	3.6	22.7	214	**64	2.8	4.8	166	**137	6.2	10.3	368	**101	2.6	7.6	154
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	331	3.9	10.4	98	**72	3.1	2.3	78	**127	5.7	4.0	142	*132	3.4	4.1	84
ABC DIRECTION	2724	252	3.0	9.3	87	**56	2.4	2.1	71	**74	3.3	2.7	97	**122	3.1	4.5	91
ABC ENTERTAINMENT	5256	472	5.6	9.0	85	**165	7.2	3.1	109	*160	7.2	3.0	109	*147	3.8	2.8	57
ABC FM	2263	*314	3.7	13.9	131	**81	3.5	3.6	124	**94	4.2	4.2	148	**140	3.6	6.2	125
ABC INFORMATION	5618	489	5.8	8.7	82	**118	5.1	2.1	73	*176	7.9	3.1	112	*195	5.0	3.5	70
ABC ROCK	2857	458	5.4	16.0	151	**105	4.6	3.7	127	**113	5.1	4.0	141	*239	6.1	8.4	170
CBS	5953	547	6.5	9.2	87	*140	6.1	2.4	81	*169	7.6	2.8	101	*239	6.1	4.0	81
MUTUAL	4979	575	6.8	11.5	109	*139	6.1	2.8	97	*166	7.5	3.3	119	*270	6.9	5.4	110
NBC	7279	522	6.2	7.2	68	*142	6.2	2.0	67	*196	8.8	2.7	96	*184	4.7	2.5	51
RADIORADIO	2389	274	3.3	11.5	108	**74	3.2	3.1	107	**55	2.5	2.3	82	**145	3.7	6.1	123
RKO ONE	2583	377	4.5	14.6	137	**51	2.2	2.0	68	**167	7.5	6.5	231	*159	4.1	6.2	125
RKO TWO	3674	306	3.6	8.3	78	**100	4.4	2.7	94	**46	2.1	1.3	45	*161	4.1	4.4	89
THE SOURCE	3514	431	5.1	12.3	116	**79	3.4	2.2	78	**97	4.4	2.8	99	*255	6.5	7.3	147
NON-WIRED : BLAIR	9864	1069	12.7	10.8	102	*227	9.9	2.3	80	311	14.0	3.2	113	531	13.6	5.4	109
INTERNET	13522	1607	19.1	11.9	112	437	19.1	3.2	112	484	21.8	3.6	128	686	17.6	5.1	103
KATZ RADIO GROUP	19321	1620	19.2	8.4	79	365	15.9	1.9	65	517	23.3	2.7	96	739	18.9	3.8	78
SUPERNET	10739	1459	17.3	13.6	128	322	14.0	3.0	104	379	17.1	3.5	126	758	19.4	7.1	143
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	527	6.3	10.3	97	166	7.2	3.3	112	138	6.2	2.7	97	224	5.7	4.4	89
WKDAY 9:00 AM - 1:00 PM	5383	613	7.3	11.4	107	194	8.5	3.6	125	194	8.7	3.6	129	225	5.8	4.2	85
WKDAY 1:00 PM - 4:30 PM	6469	764	9.1	11.8	111	221	9.6	3.4	118	253	11.4	3.9	140	291	7.4	4.5	91
WKDAY 4:30 PM - 7:30 PM	19661	2129	25.3	10.8	102	579	25.3	2.9	102	612	27.6	3.1	111	939	24.0	4.8	97
WKDAY 7:30 PM - 8:00 PM	27579	2945	35.0	10.7	101	827	36.1	3.0	104	752	33.9	2.7	97	1367	35.0	5.0	101
WKDAY 11:00 PM - 11:30 PM	22964	2611	31.0	11.4	107	757	33.0	3.3	114	661	29.8	2.9	103	1193	30.5	5.2	105
WKDAY 11:30 PM - 1:00 AM	8158	961	11.4	11.8	111	238	10.4	2.9	101	233	10.5	2.9	102	490	12.5	6.0	122
M-SAT 8-11 PM+SUN 7-11 PM	30140	3172	37.7	10.5	99	882	38.5	2.9	101	856	38.6	2.8	101	1434	36.7	4.8	96
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	191	2.3	9.3	88	**28	1.2	1.4	47	*60	2.7	2.9	105	*103	2.6	5.0	102
ANOTHER WORLD N	1214	97	1.2	8.0	75	**17	0.7	1.4	48	**55	2.5	4.5	162	**25	0.6	2.1	42
AS THE WORLD TURNS C	1740	232	2.8	13.3	126	**100	4.4	5.7	199	**30	1.4	1.7	62	*103	2.6	5.9	120
CAPITOL C	1016	*172	2.0	16.9	159	**70	3.1	6.9	238	**48	2.2	4.7	169	**54	1.4	5.3	108
CBS MORN. NEWS 1 C	1203	*122	1.4	10.1	96	**14	0.6	1.2	40	**69	3.1	5.7	205	**39	1.0	3.2	66
CBS MORN. NEWS 2 C	773	*93	1.1	12.0	113	**14	0.6	1.8	63	**52	2.3	6.7	240	**28	0.7	3.6	73
DAYS OF OUR LIVES N	1629	158	1.9	9.7	91	**19	0.8	1.2	40	**54	2.4	3.3	118	**84	2.1	5.2	105
FACTS OF LIFE - DAYTIME N	961	112	1.3	11.7	110	**34	1.5	3.5	122	**47	2.1	4.9	175	**31	0.8	3.2	65
FAMILY FEUD A	1390	109	1.3	7.8	74	**31	1.4	2.2	77	**32	1.4	2.3	82	**46	1.2	3.3	67
GENERAL HOSPITAL A	1463	139	1.7	9.5	89	*29	1.3	2.0	69	**17	0.8	1.2	42	*92	2.4	6.3	128
GOOD MORNING, AMERICA-730 A	1705	180	2.1	10.6	99	**96	4.2	5.6	195	**30	1.4	1.8	63	*54	1.4	3.2	64
GOOD MORNING, AMERICA-830 A	889	80	1.0	9.0	85	**39	1.7	4.4	152	**18	0.8	2.0	72	**23	0.6	2.6	52
GUIDING LIGHT C	1754	197	2.3	11.2	106	**87	3.8	5.0	172	**37	1.7	2.1	75	**73	1.9	4.2	84
ONE LIFE TO LIVE A	1100	101	1.2	9.2	86	**19	0.8	1.7	60	**24	1.1	2.2	78	**57	1.5	5.2	105
PRESS YOUR LUCK C	1222	188	2.2	15.4	145	**77	3.4	6.3	218	**36	1.6	2.9	105	**75	1.9	6.1	124
PRICE IS RIGHT 1 C	2692	280	3.3	10.4	98	*100	4.4	3.7	128	*81	3.7	3.0	108	*100	2.6	3.7	75
PRICE IS RIGHT 2 C	2764	266	3.2	9.6	91	*95	4.1	3.4	119	*85	3.8	3.1	110	*86	2.2	3.1	63
RYAN'S HOPE A	880	*85	1.0	9.7	91	**10	0.4	1.1	39	**39	1.8	4.4	158	**36	0.9	4.1	83
SALE OF THE CENTURY N	926	*81	1.0	8.7	82	**24	1.0	2.6	90	**34	1.5	3.7	131	**23	0.6	2.5	50
SEARCH FOR TOMORROW N	359	*59	0.7	16.4	155	**16	0.7	4.5	154	**30	1.4	8.4	299	**13	0.3	3.6	73
TODAY SHOW 1 N	1890	143	1.7	7.6	71	**36	1.6	1.9	66	**24	1.1	1.3	45	*83	2.1	4.4	89
TODAY SHOW 2 N	1344	126	1.5	9.4	88	**64	2.8	4.8	165	**34	1.5	2.5	90	**28	0.7	2.1	42
$25,000 PYRAMID C	1462	178	2.1	12.2	115	**72	3.1	4.9	170	**56	2.5	3.8	137	**50	1.3	3.4	69
WHEEL OF FORTUNE N	1497	132	1.6	8.8	83	**46	2.0	3.1	106	**39	1.8	2.6	93	*47	1.2	3.1	64
YOUNG AND THE RESTLESS C	1954	230	2.7	11.8	111	*120	5.2	6.1	212	**34	1.5	1.7	62	*77	2.0	3.9	80
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	294	3.5	10.7	100	**57	2.5	2.1	72	*111	5.0	4.0	144	*127	3.2	4.6	93
NBA PLAYOFF GAME -1 C	3881	501	6.0	12.9	122	*147	6.4	3.8	131	161	7.3	4.1	148	194	5.0	5.0	101
NBC MAJOR LEAGUE PRE-GAME N	2805	361	4.3	12.9	121	**139	6.1	5.0	171	*159	7.2	5.7	203	**63	1.6	2.2	46
SPORTSWORLD - SUN N	2041	153	1.8	7.5	71	**37	1.6	1.8	63	**45	2.0	2.2	79	*72	1.8	3.5	72
SUNDAY MORNING C	2555	282	3.4	11.0	104	*134	5.8	5.2	181	*86	3.9	3.4	120	**62	1.6	2.4	49

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	8417	100.0	10.6	100	2292	100.0	2.9	100	2218	100.0	2.8	100	3908	100.0	4.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	2493	29.6	10.3	97	611	26.7	2.5	87	684	30.8	2.8	101	1198	30.7	4.9	100
NETWORK AFFILIATES - LATE		17197	1880	22.3	10.9	103	533	23.3	3.1	107	482	21.7	2.8	100	865	22.1	5.0	102
INDEPENDENTS - LATE		2887	321	3.8	11.1	105	*63	2.7	2.2	75	*70	3.2	2.4	87	188	4.8	6.5	132
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	1394	16.6	12.3	116	324	14.1	2.9	99	387	17.4	3.4	122	683	17.5	6.0	123
ABC MONDAY NIGHT MOVIE	A	4379	429	5.1	9.8	92	*152	6.6	3.5	120	**49	2.2	1.1	40	*228	5.8	5.2	106
ABC SUNDAY NIGHT MOVIE	A	9910	1044	12.4	10.5	99	321	14.0	3.2	112	290	13.1	2.9	105	433	11.1	4.4	89
ABC WORLD NEWS TONIGHT	A	6212	648	7.7	10.4	98	150	6.5	2.4	84	243	11.0	3.9	140	255	6.5	4.1	83
AFTERMASH	C	4575	529	6.3	11.6	109	**131	5.7	2.9	99	*160	7.2	3.5	125	*238	6.1	5.2	106
ALICE	C	6777	692	8.2	10.2	96	*211	9.2	3.1	108	*162	7.3	2.4	85	319	8.2	4.7	95
AMERICAN PARADE	C	4868	505	6.0	10.4	98	*175	7.6	3.6	124	*141	6.4	2.9	104	*189	4.8	3.9	79
BENSON	A	7593	710	8.4	9.4	88	*196	8.6	2.6	89	226	10.2	3.0	106	288	7.4	3.8	77
BLUE THUNDER	A	6036	697	8.3	11.5	109	251	11.0	4.2	144	*171	7.7	2.8	101	*275	7.0	4.6	92
CAGNEY & LACEY	C	7698	929	11.0	12.1	114	272	11.9	3.5	122	*177	8.0	2.3	82	480	12.3	6.2	126
CBS EVENING NEWS-DEAN	C	4066	468	5.6	11.5	108	**157	6.8	3.9	134	**71	3.2	1.7	62	*240	6.1	5.9	120
CBS EVENING NEWS-RATHER	C	8092	846	10.1	10.5	98	187	8.2	2.3	80	204	9.2	2.5	90	455	11.6	5.6	114
CBS SAT. NEWS-SCHIEFFER	C	4795	502	6.0	10.5	99	*162	7.1	3.4	117	*118	5.3	2.5	88	*222	5.7	4.6	94
CBS SATURDAY NIGHT MOVIE	C	6034	728	8.6	12.1	114	*200	8.7	3.3	115	234	10.6	3.9	139	293	7.5	4.9	98
CBS WEDNESDAY NIGHT MOVIE	C	4993	629	7.5	12.6	119	166	7.2	3.3	115	*187	8.4	3.7	134	277	7.1	5.5	113
CHEERS	N	6976	759	9.0	10.9	102	186	8.1	2.7	92	214	9.6	3.1	110	359	9.2	5.1	104
DALLAS	C	13575	1541	18.3	11.4	107	552	24.1	4.1	141	351	15.8	2.6	92	637	16.3	4.7	95
DIFF'RENT STROKES	N	3684	398	4.7	10.8	102	*145	6.3	3.9	136	**80	3.6	2.2	78	*173	4.4	4.7	95
DOUBLE TROUBLE	N	4462	497	5.9	11.1	105	*171	7.5	3.8	133	*128	5.8	2.9	103	*198	5.1	4.4	90
DUCK FACTORY	N	4810	499	5.9	10.4	98	**111	4.8	2.3	80	*127	5.7	2.6	94	261	6.7	5.4	110
DUKES OF HAZZARD	C	5951	616	7.3	10.4	97	*182	7.9	3.1	106	*223	10.1	3.7	134	*212	5.4	3.6	72
DYNASTY	A	11325	1224	14.5	10.8	102	291	12.7	2.6	89	352	15.9	3.1	111	580	14.8	5.1	104
FACTS OF LIFE	N	4512	459	5.5	10.2	96	*111	4.8	2.5	85	**113	5.1	2.5	89	*235	6.0	5.2	106
FALCON CREST	C	9215	1028	12.2	11.2	105	*282	12.3	3.1	106	*344	15.5	3.7	133	*402	10.3	4.4	88
FALL GUY	A	8604	977	11.6	11.4	107	254	11.1	3.0	102	318	14.3	3.7	132	405	10.4	4.7	95
FAMILY TIES	N	4179	508	6.0	12.2	114	*192	8.4	4.6	159	*129	5.8	3.1	110	*187	4.8	4.5	91
FANTASY ISLAND	A	4781	493	5.9	10.3	97	*138	6.0	2.9	100	*121	5.5	2.5	90	234	6.0	4.9	99
FOULUPS, BLEEPS & BLUNDERS	A	6697	786	9.3	11.7	111	*241	10.5	3.6	124	*115	5.2	1.7	61	430	11.0	6.4	130
FOUR SEASONS	C	3873	469	5.6	12.1	114	**122	5.3	3.2	109	**150	6.8	3.9	138	**198	5.1	5.1	104
GIMME A BREAK	N	4310	525	6.2	12.2	115	*177	7.7	4.1	142	*139	6.3	3.2	115	*208	5.3	4.8	98
HART TO HART	A	5751	505	6.0	8.8	83	*146	6.4	2.5	88	*117	5.3	2.0	73	*242	6.2	4.2	85
HILL STREET BLUES	N	8568	856	10.2	10.0	94	*186	8.1	2.2	75	226	10.2	2.6	94	443	11.3	5.2	105
HOTEL	A	8801	869	10.3	9.9	93	228	9.9	2.6	90	178	8.0	2.0	72	463	11.8	5.3	107
JEFFERSONS	C	6978	791	9.4	11.3	107	*222	9.7	3.2	110	*216	9.7	3.1	111	353	9.0	5.1	103
JENNIFER SLEPT HERE	N	3021	309	3.7	10.2	96	**107	4.7	3.5	122	**32	1.4	1.1	38	*170	4.4	5.6	114
KATE & ALLIE	C	6811	693	8.2	10.2	96	*233	10.2	3.4	118	*154	6.9	2.3	81	305	7.8	4.5	91
KNIGHT RIDER	N	5256	707	8.4	13.5	127	*197	8.6	3.7	130	*262	11.8	5.0	178	*248	6.3	4.7	96
LOVE BOAT	A	7174	660	7.8	9.2	87	*167	7.3	2.3	81	*120	5.4	1.7	60	373	9.5	5.2	105
MAGNUM PI	C	10438	1152	13.7	11.0	104	257	11.2	2.5	85	324	14.6	3.1	111	570	14.6	5.5	111
MAMA'S FAMILY	N	3488	396	4.7	11.4	107	**106	4.6	3.0	105	**91	4.1	2.6	93	*199	5.1	5.7	116
MASTER, THE	N	4127	475	5.6	11.5	108	*165	7.2	4.0	138	**81	3.7	2.0	70	*229	5.9	5.5	113
MATT HOUSTON	A	5978	641	7.6	10.7	101	*151	6.6	2.5	87	*211	9.5	3.5	126	280	7.2	4.7	95
NBC MONDAY NIGHT MOVIE	N	10446	1223	14.5	11.7	110	260	11.3	2.5	86	365	16.5	3.5	125	598	15.3	5.7	116
NBC NIGHTLY NEWS	N	5571	609	7.2	10.9	103	192	8.4	3.4	119	*121	5.5	2.2	78	296	7.6	5.3	108
NBC NIGHTLY NEWS-SAT	N	3675	327	3.9	8.9	84	**65	2.8	1.8	61	**143	6.4	3.9	139	*119	3.0	3.2	66
NBC NIGHTLY NEWS-SUN	N	2905	232	2.8	8.0	75	**58	2.5	2.0	69	**68	3.1	2.3	84	*107	2.7	3.7	75
NBC SUNDAY NIGHT MOVIE	N	8352	1027	12.2	12.3	116	*272	11.9	3.3	113	*318	14.3	3.8	136	437	11.2	5.2	106
NEWHART	C	6864	819	9.7	11.9	112	*255	11.1	3.7	128	*193	8.7	2.8	100	371	9.5	5.4	110
ONE DAY AT A TIME	C	3866	530	6.3	13.7	129	*168	7.3	4.3	150	*121	5.5	3.1	112	*242	6.2	6.3	127
PEOPLE ARE FUNNY	N	3956	491	5.8	12.4	117	**126	5.5	3.2	110	**117	5.3	3.0	106	*248	6.3	6.3	127
REAL PEOPLE	N	6305	571	6.8	9.1	85	*138	6.0	2.2	76	**120	5.4	1.9	68	314	8.0	5.0	101
REMINGTON STEELE	N	5884	653	7.8	11.1	105	*219	9.6	3.7	129	*138	6.2	2.3	84	296	7.6	5.0	102
RIPLEY'S BELIEVE IT - NOT	A	5706	476	5.7	8.3	79	*87	3.8	1.5	53	**83	3.7	1.5	52	305	7.8	5.3	108
RIPTIDE	N	6202	691	8.2	11.1	105	*172	7.5	2.8	96	*192	8.7	3.1	111	327	8.4	5.3	107
SCARECROW & MRS. KING	C	6513	656	7.8	10.1	95	*118	5.1	1.8	63	210	9.5	3.2	115	328	8.4	5.0	102
SIMON & SIMON	C	8593	970	11.5	11.3	106	*207	9.0	2.4	83	274	12.4	3.2	114	489	12.5	5.7	115
60 MINUTES	C	13342	1405	16.7	10.5	99	348	15.2	2.6	90	402	18.1	3.0	108	656	16.8	4.9	100
ST. ELSEWHERE	N	6029	563	6.7	9.3	88	*174	7.6	2.9	100	*139	6.3	2.3	82	250	6.4	4.1	84
THREE'S COMPANY	A	8565	810	9.6	9.5	89	*227	9.9	2.7	92	*163	7.3	1.9	68	421	10.8	4.9	100
T.J. HOOKER	A	7400	923	11.0	12.5	117	*200	8.7	2.7	93	262	11.8	3.5	127	460	11.8	6.2	126
TONIGHT SHOW	N	2433	273	3.2	11.2	106	*69	3.0	2.8	98	*44	2.0	1.8	65	160	4.1	6.6	133
TRAPPER JOHN, M.D.	C	5958	567	6.7	9.5	90	*150	6.5	2.5	87	*123	5.5	2.1	74	*294	7.5	4.9	100
TV BLOOPERS & PRAC. JOKES	N	9086	931	11.1	10.2	96	*256	11.2	2.8	97	*175	7.9	1.9	69	500	12.8	5.5	112
20/20	A	8306	824	9.8	9.9	93	267	11.6	3.2	111	*158	7.1	1.9	68	400	10.2	4.8	98
WEBSTER	A	6788	669	7.9	9.9	93	*197	8.6	2.9	100	218	9.8	3.2	115	253	6.5	3.7	76
WORLD NEWS - SUN	A	2036	255	3.0	12.5	118	**86	3.8	4.2	146	**62	2.8	3.0	109	**107	2.7	5.3	107
YELLOW ROSE	N	3174	374	4.4	11.8	111	**63	2.7	2.0	69	*120	5.4	3.8	135	*191	4.9	6.0	122
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	1600	19.0	9.8	92	*372	16.2	2.3	79	*371	16.7	2.3	81	857	21.9	5.3	107
BASKETBALL - COLLEGE GAMES		10054	1098	13.0	10.9	103	*368	16.1	3.7	127	*212	9.6	2.1	75	*519	13.3	5.2	105
BASKETBALL - PRO GAMES		8248	1235	14.7	15.0	141	*312	13.6	3.8	131	*377	17.0	4.6	163	*545	13.9	6.6	134
BOWLING		5356	559	6.6	10.4	98	**130	5.7	2.4	84	**145	6.5	2.7	97	**285	7.3	5.3	108
BOXING		11255	1689	20.1	15.0	141	531	23.2	4.7	163	422	19.0	3.7	134	735	18.8	6.5	132
FOOTBALL - COLLEGE GAMES		14647	1695	20.1	11.6	109	*395	17.2	2.7	93	*398	17.9	2.7	97	902	23.1	6.2	125
FOOTBALL - PRO GAMES		23581	2525	30.0	10.7	101	676	29.5	2.9	99	580	26.1	2.5	88	1269	32.5	5.4	109
GOLF		6145	681	8.1	11.1	104	**94	4.1	1.5	53	**248	11.2	4.0	144	*339	8.7	5.5	112
POST-SEASON COLL. FOOTBALL		12828	1575	18.7	12.3	116	*463	20.2	3.6	125	*369	16.6	2.9	103	743	19.0	5.8	117
POST-SEASON PRO FOOTBALL		15397	1730	20.6	11.2	106	*435	19.0	2.8	98	*430	19.4	2.8	100	865	22.1	5.6	114
TENNIS		3483	*488	5.8	14.0	132	**140	6.1	4.0	139	**141	6.4	4.0	145	**207	5.3	5.9	121
WRESTLING - PROFESSIONAL		6023	981	11.7	16.3	153	*347	15.1	5.8	199	*247	11.1	4.1	147	*388	9.9	6.4	131

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS %	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS %	MEDIUM USERS TWO - FOUR D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS %	LIGHT ONE OR LESS D INDX
TOTAL FEMALES	88464	5510	100.0	6.2	100	1273	100.0	1.4	100	1701	100.0	1.9	100	2535	100.0	2.9	100
FEMALE HOMEMAKERS	80986	4502	81.7	5.6	89	1049	82.4	1.3	90	1452	85.4	1.8	93	2002	79.0	2.5	86
EMPLOYED MOTHERS	18702	1088	19.7	5.8	93	**281	22.1	1.5	104	*235	13.8	1.3	65	*571	22.5	3.1	107
18 - 24	14726	1801	32.7	12.2	196	*426	33.5	2.9	201	*509	29.9	3.5	180	866	34.2	5.9	205
25 - 34	20202	1401	25.4	6.9	111	*339	26.6	1.7	117	*384	22.6	1.9	99	677	26.7	3.4	117
35 - 44	14781	785	14.2	5.3	85	**231	18.1	1.6	109	*293	17.2	2.0	103	**262	10.3	1.8	62
45 - 54	11449	604	11.0	5.3	85	**87	6.8	0.8	53	**232	13.6	2.0	105	*285	11.2	2.5	87
55 - 64	11846	*408	7.4	3.4	55	**39	3.1	0.3	23	**155	9.1	1.3	68	**215	8.5	1.8	63
65 OR OLDER	15459	511	9.3	3.3	53	**152	11.9	1.0	68	**129	7.6	0.8	43	**230	9.1	1.5	52
18 - 34	34928	3202	58.1	9.2	147	766	60.2	2.2	152	893	52.5	2.6	133	1543	60.9	4.4	154
18 - 49	55154	4348	78.9	7.9	127	1059	83.2	1.9	133	1368	80.4	2.5	129	1921	75.8	3.5	122
25 - 54	46433	2789	50.6	6.0	96	657	51.6	1.4	98	909	53.4	2.0	102	1224	48.3	2.6	92
35 - 49	20226	1146	20.8	5.7	91	*294	23.1	1.5	101	*475	27.9	2.3	122	*377	14.9	1.9	65
50 OR OLDER	33310	1162	21.1	3.5	56	**214	16.8	0.6	45	*333	19.6	1.0	52	615	24.3	1.8	64
GRADUATED COLLEGE	12110	*261	4.7	2.2	35	**64	5.0	0.5	37	**39	2.3	0.3	17	**158	6.2	1.3	46
ATTENDED COLLEGE	15309	799	14.5	5.2	84	**128	10.1	0.8	58	**233	13.7	1.5	79	*438	17.3	2.9	100
GRADUATED HIGH SCHOOL	36912	2618	47.5	7.1	114	638	50.1	1.7	120	780	45.9	2.1	110	1200	47.3	3.3	113
DID NOT GRADUATE HIGH SCHOOL	24134	1832	33.2	7.6	122	*443	34.8	1.8	128	649	38.2	2.7	140	739	29.2	3.1	107
EMPLOYED FULL-TIME	35457	2287	41.5	6.5	104	*452	35.5	1.3	89	748	44.0	2.1	110	1087	42.9	3.1	107
EMPLOYED PART-TIME	8514	*455	8.3	5.3	86	**41	3.2	0.5	33	**126	7.4	1.5	77	**288	11.4	3.4	118
NOT EMPLOYED	44494	2768	50.2	6.2	100	780	61.3	1.8	122	827	48.6	1.9	97	1161	45.8	2.6	91
PROFESSIONAL/MANAGER	10811	*367	6.7	3.4	55	**113	8.9	1.0	73	**79	4.6	0.7	38	**174	6.9	1.6	56
TECH/CLERICAL/SALES	19640	1073	19.5	5.5	88	**215	16.9	1.1	76	*323	19.0	1.6	86	*535	21.1	2.7	95
PRECISION/CRAFT	1023	**129	2.3	12.6	202	**0	0.0	0.0	0	**57	3.4	5.6	290	**72	2.8	7.0	246
OTHER EMPLOYED	12498	1173	21.3	9.4	151	**164	12.9	1.3	91	*415	24.4	3.3	173	*594	23.4	4.8	166
SINGLE	15995	1970	35.8	12.3	198	*497	39.0	3.1	216	665	39.1	4.2	216	808	31.9	5.1	176
MARRIED	51689	2011	36.5	3.9	62	*362	28.4	0.7	49	*470	27.6	0.9	47	1179	46.5	2.3	80
DIVORCED/SEPARATED/WIDOWED	20780	1528	27.7	7.4	118	*414	32.5	2.0	138	566	33.3	2.7	142	548	21.6	2.6	92
PARENTS	33922	2363	42.9	7.0	112	697	54.8	2.1	143	605	35.6	1.8	93	1061	41.9	3.1	109
WHITE	76422	3475	63.1	4.5	73	665	52.2	0.9	60	938	55.1	1.2	64	1873	73.9	2.5	86
BLACK	10066	2031	36.9	20.2	324	608	47.8	6.0	420	760	44.7	7.6	393	663	26.2	6.6	230
OTHER	1976	**4	0.1	0.2	3	**0	0.0	0.0	0	**4	0.2	0.2	11	**0	0.0	0.0	0
NORTHEAST-CENSUS	19803	911	16.5	4.6	74	*221	17.4	1.1	78	*302	17.8	1.5	79	*387	15.3	2.0	68
NORTH CENTRAL	22181	1264	22.9	5.7	91	*271	21.3	1.2	85	*353	20.8	1.6	83	641	25.3	2.9	101
SOUTH	30082	2199	39.9	7.3	117	*525	41.2	1.7	121	766	45.0	2.5	132	908	35.8	3.0	105
WEST	16398	1136	20.6	6.9	111	**257	20.2	1.6	109	**280	16.5	1.7	89	599	23.6	3.7	127
NORTHEAST-MKTG.	20163	909	16.5	4.5	72	*242	19.0	1.2	83	*302	17.8	1.5	78	*365	14.4	1.8	63
EAST CENTRAL	13054	750	13.6	5.7	92	**110	8.6	0.8	59	*285	16.8	2.2	114	*355	14.0	2.7	95
WEST CENTRAL	14993	852	15.5	5.7	91	**205	16.1	1.4	95	**172	10.1	1.1	60	*476	18.8	3.2	111
SOUTH	25785	1985	36.0	7.7	124	*460	36.1	1.8	124	687	40.4	2.7	139	838	33.1	3.2	113
PACIFIC	14470	1014	18.4	7.0	113	**257	20.2	1.8	123	**256	15.0	1.8	92	*502	19.8	3.5	121
COUNTY SIZE A	36705	2574	46.7	7.0	113	683	53.7	1.9	129	767	45.1	2.1	109	1124	44.3	3.1	107
COUNTY SIZE B	26819	1723	31.3	6.4	103	*407	32.0	1.5	105	590	34.7	2.2	114	726	28.6	2.7	94
COUNTY SIZE C	13597	632	11.5	4.6	75	**110	8.6	0.8	56	**195	11.5	1.4	75	*327	12.9	2.4	84
COUNTY SIZE D	11344	*581	10.5	5.1	82	**75	5.9	0.7	46	**148	8.7	1.3	68	**359	14.2	3.2	110
METRO CENTRAL CITY	26825	2378	43.2	8.9	142	748	58.8	2.8	194	717	42.2	2.7	139	912	36.0	3.4	119
METRO SUBURBAN	39912	1834	33.3	4.6	74	**339	26.6	0.8	59	*555	32.6	1.4	72	940	37.1	2.4	82
NON METRO	21728	1298	23.6	6.0	96	**186	14.6	0.9	59	*429	25.2	2.0	103	683	26.9	3.1	110
TOP 5 ADI'S	20847	1520	27.6	7.3	117	*472	37.1	2.3	157	*460	27.0	2.2	115	588	23.2	2.8	98
TOP 10 ADI'S	28719	1875	34.0	6.5	105	580	45.6	2.0	140	559	32.9	1.9	101	737	29.1	2.6	90
TOP 20 ADI'S	40904	2650	48.1	6.5	104	668	52.5	1.6	113	765	45.0	1.9	97	1217	48.0	3.0	104
HSHLD INC. $50,000 OR MORE	7931	**157	2.8	2.0	32	**45	3.5	0.6	39	**17	1.0	0.2	11	**96	3.8	1.2	42
$40,000 OR MORE	15233	*566	10.3	3.7	60	**145	11.4	1.0	66	**70	4.1	0.5	24	**351	13.8	2.3	80
$30,000 OR MORE	28333	1200	21.8	4.2	68	**315	24.7	1.1	77	**205	12.1	0.7	38	*679	26.8	2.4	84
$25,000 OR MORE	36417	1537	27.9	4.2	68	**352	27.7	1.0	67	**262	15.4	0.7	37	923	36.4	2.5	88
$20,000 - $24,999	9943	*711	12.9	7.2	115	**62	4.9	0.6	43	**338	19.9	3.4	177	**311	12.3	3.1	109
$15,000 - $19,999	9211	545	9.9	5.9	95	**134	10.5	1.5	101	**130	7.6	1.4	73	*280	11.0	3.0	106
$10,000 - $14,999	13477	934	17.0	6.9	111	**232	18.2	1.7	120	*220	12.9	1.6	85	*482	19.0	3.6	125
UNDER $10,000	19418	1783	32.4	9.2	147	493	38.7	2.5	176	751	44.2	3.9	201	539	21.3	2.8	97
HOUSEHOLD OF 1 PERSON	11987	477	8.7	4.0	64	**120	9.4	1.0	70	*174	10.2	1.5	75	*183	7.2	1.5	53
2 PEOPLE	27046	1332	24.2	4.9	79	*253	19.9	0.9	65	*397	23.3	1.5	76	682	26.9	2.5	88
3 OR 4 PEOPLE	34251	2183	39.6	6.4	102	*390	30.6	1.1	79	778	45.7	2.3	118	1015	40.0	3.0	103
5 OR MORE PEOPLE	15180	1518	27.5	10.0	161	**510	40.1	3.4	233	**352	20.7	2.3	121	*656	25.9	4.3	151
NO CHILD IN HSHLD	49819	2513	45.6	5.0	81	*426	33.5	0.9	59	902	53.0	1.8	94	1184	46.7	2.4	83
CHILD(REN) UNDER 2 YRS	6045	745	13.5	12.3	198	**194	15.2	3.2	223	**130	7.6	2.2	112	*421	16.6	7.0	243
2 - 5 YEARS	15233	1164	21.1	7.6	123	*363	28.5	2.4	166	*281	16.5	1.8	96	*520	20.5	3.4	119
6 - 11 YEARS	16260	1341	24.3	8.2	132	*341	26.8	2.1	146	*457	26.9	2.8	146	543	21.4	3.3	117
12 - 17 YEARS	19173	1631	29.6	8.5	137	*551	43.3	2.9	200	*457	26.9	2.4	124	*624	24.6	3.3	114
RESIDENCE OWNED	61371	2834	51.4	4.6	74	*605	47.5	1.0	69	819	48.1	1.3	69	1410	55.6	2.3	80
VALUE: $50,000 OR MORE	35355	1375	25.0	3.9	62	**290	22.8	0.8	57	*396	23.3	1.1	58	*689	27.2	1.9	68
VALUE: UNDER $50,000	26016	1459	26.5	5.6	90	**315	24.7	1.2	84	*423	24.9	1.6	85	721	28.4	2.8	97

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	5510	100.0	6.2	100	1273	100.0	1.4	100	1701	100.0	1.9	100	2535	100.0	2.9	100
MAGAZINES	QUINTILE 1	17988	1489	27.0	8.3	133	*363	28.5	2.0	140	*428	25.2	2.4	124	698	27.5	3.9	135
	QUINTILE 2	19446	1316	23.9	6.8	109	**278	21.8	1.4	99	*364	21.4	1.9	97	673	26.5	3.5	121
	QUINTILE 3	14626	598	10.9	4.1	66	**123	9.7	0.8	58	*205	12.1	1.4	73	**271	10.7	1.9	65
	QUINTILE 4	16014	973	17.7	6.1	98	**247	19.4	1.5	107	*325	19.1	2.0	106	*402	15.9	2.5	88
	QUINTILE 5	20389	1134	20.6	5.6	89	**263	20.7	1.3	90	*379	22.3	1.9	97	*491	19.4	2.4	84
NEWSPAPERS	QUINTILE 1	13830	930	16.9	6.7	108	**200	15.7	1.4	100	**287	16.9	2.1	108	*443	17.5	3.2	112
	QUINTILE 2	26350	1104	20.0	4.2	67	*304	23.9	1.2	80	*291	17.1	1.1	57	509	20.1	1.9	67
	QUINTILE 3	12415	1060	19.2	8.5	137	**242	19.0	1.9	135	*316	18.6	2.5	132	*502	19.8	4.0	141
	QUINTILE 4	21911	1415	25.7	6.5	104	**325	25.5	1.5	103	*503	29.6	2.3	119	587	23.2	2.7	93
	QUINTILE 5	13960	1001	18.2	7.2	115	**203	15.9	1.5	101	**305	17.9	2.2	114	*494	19.5	3.5	123
OUTDOOR	QUINTILE 1	16810	1242	22.5	7.4	119	**300	23.6	1.8	124	*409	24.0	2.4	127	*533	21.0	3.2	111
	QUINTILE 2	17101	900	16.3	5.3	84	**242	19.0	1.4	98	*271	15.9	1.6	82	*386	15.2	2.3	79
	QUINTILE 3	17579	1188	21.6	6.8	109	**197	15.5	1.1	78	*348	20.5	2.0	103	643	25.4	3.7	128
	QUINTILE 4	18343	1125	20.4	6.1	98	*251	19.7	1.4	95	*350	20.6	1.9	99	*523	20.6	2.9	99
	QUINTILE 5	18631	1055	19.1	5.7	91	**283	22.2	1.5	106	*322	18.9	1.7	90	*450	17.8	2.4	84
RADIO-DRIVE TIME	QUINTILE 1	17390	1148	20.8	6.6	106	**320	25.1	1.8	128	*429	25.2	2.5	128	*400	15.8	2.3	80
	QUINTILE 2	16591	1076	19.5	6.5	104	**251	19.7	1.5	105	*256	15.0	1.5	80	*570	22.5	3.4	120
	QUINTILE 3	16910	1211	22.0	7.2	115	*308	24.2	1.8	127	**276	16.2	1.6	85	*627	24.7	3.7	129
	QUINTILE 4	18002	1021	18.5	5.7	91	*260	20.4	1.4	100	*308	18.1	1.7	89	*453	17.9	2.5	88
	QUINTILE 5	19572	1053	19.1	5.4	86	**135	10.6	0.7	48	*433	25.5	2.2	115	*486	19.2	2.5	87
RADIO-MID-DAY	TERCILE 1	23248	1548	28.1	6.7	107	*492	38.6	2.1	147	*433	25.5	1.9	97	624	24.6	2.7	94
	TERCILE 2	23667	1458	26.5	6.2	99	*276	21.7	1.2	81	*439	25.8	1.9	96	742	29.3	3.1	109
	TERCILE 3	41549	2504	45.4	6.0	97	*505	39.7	1.2	84	829	48.7	2.0	104	1169	46.1	2.8	98
RADIO-TOTAL	QUINTILE 1	17786	1226	22.3	6.9	111	**301	23.6	1.7	118	*389	22.9	2.2	114	536	21.1	3.0	105
	QUINTILE 2	17316	1303	23.6	7.5	121	*317	24.9	1.8	127	*335	19.7	1.9	101	*651	25.7	3.8	131
	QUINTILE 3	18428	1145	20.8	6.2	100	**289	22.7	1.6	109	*266	15.6	1.4	75	*590	23.3	3.2	112
	QUINTILE 4	17669	1015	18.4	5.7	92	*273	21.4	1.5	107	**350	20.6	2.0	103	*392	15.5	2.2	77
	QUINTILE 5	17265	821	14.9	4.8	76	**93	7.3	0.5	37	*361	21.2	2.1	109	*367	14.5	2.1	74
TV-PRIME TIME	QUINTILE 1	17416	1227	22.3	7.0	113	*299	23.5	1.7	119	*409	24.0	2.3	122	*520	20.5	3.0	104
	QUINTILE 2	17413	986	17.9	5.7	91	**192	15.1	1.1	77	*333	19.6	1.9	99	*461	18.2	2.6	92
	QUINTILE 3	17943	1048	19.0	5.8	94	**320	25.1	1.8	124	*302	17.8	1.7	88	*426	16.8	2.4	83
	QUINTILE 4	18442	1119	20.3	6.1	97	**208	16.3	1.1	78	*342	20.1	1.9	96	*569	22.4	3.1	108
	QUINTILE 5	17250	1130	20.5	6.6	105	**255	20.0	1.5	103	*315	18.5	1.8	95	*560	22.1	3.2	113
TV-DAYTIME	TERCILE 1	29966	2545	46.2	8.5	136	576	45.2	1.9	134	875	51.4	2.9	152	1094	43.2	3.7	127
	TERCILE 2	29480	1576	28.6	5.3	86	*378	29.7	1.3	89	*470	27.6	1.6	83	729	28.8	2.5	86
	TERCILE 3	29018	1388	25.2	4.8	77	*320	25.1	1.1	77	*355	20.9	1.2	64	713	28.1	2.5	86
TV-TOTAL	QUINTILE 1	17740	1679	30.5	9.5	152	*498	39.1	2.8	195	585	34.4	3.3	172	597	23.6	3.4	117
	QUINTILE 2	17674	1041	18.9	5.9	95	**125	9.8	0.7	49	*340	20.0	1.9	100	*576	22.7	3.3	114
	QUINTILE 3	17730	964	17.5	5.4	87	**172	13.5	1.0	67	*284	16.7	1.6	83	*509	20.1	2.9	100
	QUINTILE 4	17563	956	17.4	5.4	87	**278	21.8	1.6	110	**283	16.6	1.6	84	*395	15.6	2.2	78
	QUINTILE 5	17757	868	15.8	4.9	78	**199	15.6	1.1	78	**211	12.4	1.2	62	*459	18.1	2.6	90
MAGAZINES-NEWSPAPERS: DUAL		23278	1434	26.0	6.2	99	*375	29.5	1.6	112	*393	23.1	1.7	88	666	26.3	2.9	100
MAGAZINE IMPERATIVE		21634	1727	31.3	8.0	128	*346	27.2	1.6	111	525	30.9	2.4	126	856	33.8	4.0	138
NEWSPAPER IMPERATIVE		23455	1104	20.0	4.7	76	*209	16.4	0.9	62	*365	21.5	1.6	81	*529	20.9	2.3	79
MAGAZINES-OUTDOOR: DUAL		17482	1187	21.5	6.8	109	**280	22.0	1.6	111	*337	19.8	1.9	100	571	22.5	3.3	114
MAGAZINE IMPERATIVE		28830	1998	36.3	6.9	111	*423	33.2	1.5	102	578	34.0	2.0	104	997	39.3	3.5	121
OUTDOOR IMPERATIVE		26119	1427	25.9	5.5	88	*331	26.0	1.3	88	*516	30.3	2.0	103	580	22.9	2.2	77
MAGAZINES-RADIO: DUAL		20162	1554	28.2	7.7	124	*441	34.6	2.2	152	*397	23.3	2.0	102	716	28.2	3.6	124
MAGAZINE IMPERATIVE		26292	1512	27.4	5.8	92	*263	20.7	1.0	70	*468	27.5	1.8	93	780	30.8	3.0	104
RADIO IMPERATIVE		25308	1506	27.3	6.0	96	*370	29.1	1.5	102	*411	24.2	1.6	84	725	28.6	2.9	100
MAGAZINES-TELEVISION: DUAL		17312	1499	27.2	8.7	139	**347	27.3	2.0	139	*490	28.8	2.8	147	*662	26.1	3.8	133
MAGAZINE IMPERATIVE		29099	1583	28.7	5.4	87	*342	26.9	1.2	82	*402	23.6	1.4	72	840	33.1	2.9	101
TELEVISION IMPERATIVE		27505	1572	28.5	5.7	92	*352	27.7	1.3	89	536	31.5	1.9	101	685	27.0	2.5	87
NEWSPAPERS-OUTDOOR: DUAL		18628	1120	20.3	6.0	97	*284	22.3	1.5	106	*291	17.1	1.6	81	*546	21.5	2.9	102
NEWSPAPER IMPERATIVE		29178	1594	28.9	5.5	88	*358	28.1	1.2	85	475	27.9	1.6	85	762	30.1	2.6	91
OUTDOOR IMPERATIVE		25260	1773	32.2	7.0	113	*378	29.7	1.5	104	623	36.6	2.5	128	771	30.4	3.1	107
NEWSPAPERS-RADIO: DUAL		19246	1187	21.5	6.2	99	*296	23.3	1.5	107	*327	19.2	1.7	88	565	22.3	2.9	102
NEWSPAPER IMPERATIVE		28155	1385	25.1	4.9	79	*321	25.2	1.1	79	*435	25.6	1.5	80	630	24.9	2.2	78
RADIO IMPERATIVE		25308	1886	34.2	7.5	120	*465	36.5	1.8	128	515	30.3	2.0	106	906	35.7	3.6	125
NEWSPAPERS-TELEVISION: DUAL		18615	1183	21.5	6.4	102	*281	22.1	1.5	105	*382	22.5	2.1	107	*521	20.6	2.8	98
NEWSPAPER IMPERATIVE		29207	1413	25.6	4.8	78	*364	28.6	1.2	87	*351	20.6	1.2	63	698	27.5	2.4	83
TELEVISION IMPERATIVE		25472	2072	37.6	8.1	131	*382	30.0	1.5	104	725	42.6	2.8	148	965	38.1	3.8	132
OUTDOOR-RADIO: DUAL		17292	1136	20.6	6.6	105	**286	22.5	1.7	115	*335	19.7	1.9	101	*516	20.4	3.0	104
OUTDOOR IMPERATIVE		26915	1574	28.6	5.8	94	*312	24.5	1.2	81	*549	32.3	2.0	106	714	28.2	2.7	93
RADIO IMPERATIVE		28938	2064	37.5	7.1	115	*491	38.6	1.7	118	523	30.7	1.8	94	1050	41.4	3.6	127
OUTDOOR-TELEVISION: DUAL		16112	1210	22.0	7.5	121	**228	17.9	1.4	98	*373	21.9	2.3	120	609	24.0	3.8	132
OUTDOOR IMPERATIVE		28228	1464	26.6	5.2	83	*359	28.2	1.3	88	*449	26.4	1.6	83	655	25.8	2.3	81
TELEVISION IMPERATIVE		30024	2044	37.1	6.8	109	*458	36.0	1.5	106	726	42.7	2.4	126	860	33.9	2.9	100
RADIO-TELEVISION: DUAL		17803	1502	27.3	8.4	135	*401	31.5	2.3	157	472	27.7	2.7	138	630	24.9	3.5	123
RADIO IMPERATIVE		28338	1609	29.2	5.7	91	*355	27.9	1.3	87	*369	21.7	1.3	68	885	34.9	3.1	109
TELEVISION IMPERATIVE		28445	1761	32.0	6.2	99	*343	26.9	1.2	84	*606	35.6	2.1	111	812	32.0	2.9	100

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX	'000	% DOWN	% ACROSS %	INDX
TOTAL FEMALES	88464	5510	100.0	6.2	100	1273	100.0	1.4	100	1701	100.0	1.9	100	2535	100.0	2.9	100
ATLANTIC MONTHLY	415	**14	0.3	3.4	54	**13	1.0	3.1	218	**0	0.0	0.0	0	**1	0.0	0.2	8
BARRON'S	522	**53	1.0	10.2	163	**20	1.6	3.8	266	**5	0.3	1.0	50	**28	1.1	5.4	187
BETTER HOMES & GARDENS	17429	893	16.2	5.1	82	*118	9.3	0.7	47	251	14.8	1.4	75	524	20.7	3.0	105
BON APPETIT	2772	**130	2.4	4.7	75	**30	2.4	1.1	75	**4	0.2	0.1	8	**95	3.7	3.4	120
BUSINESS WEEK	1469	**103	1.9	7.0	113	**18	1.4	1.2	85	**24	1.4	1.6	85	**61	2.4	4.2	145
CAR AND DRIVER	397	**40	0.7	10.1	162	**0	0.0	0.0	0	**1	0.1	0.3	13	**39	1.5	9.8	343
CBS MAGAZINE NETWORK (GROSS)	1633	*210	3.8	12.9	206	**47	3.7	2.9	200	**39	2.3	2.4	124	**124	4.9	7.6	265
CHANGING TIMES	1554	**98	1.8	6.3	101	**36	2.8	2.3	161	**7	0.4	0.5	23	**55	2.2	3.5	124
COLONIAL HOMES	1304	**130	2.4	10.0	160	**64	5.0	4.9	341	**19	1.1	1.5	76	**48	1.9	3.7	128
CONDE NAST MAG. PKG. (GROSS)	17858	1717	31.2	9.6	154	444	34.9	2.5	173	424	24.9	2.4	123	849	33.5	4.8	166
CONSUMERS DIGEST	1406	**126	2.3	9.0	144	**43	3.4	3.1	213	**10	0.6	0.7	37	**73	2.9	5.2	181
COSMOPOLITAN	8815	859	15.6	9.7	156	*180	14.1	2.0	142	260	15.3	2.9	153	419	16.5	4.8	166
COUNTRY LIVING	2636	**158	2.9	6.0	96	**6	0.5	0.2	16	**89	5.2	3.4	176	**62	2.4	2.4	82
CUISINE	1554	**129	2.3	8.3	133	**22	1.7	1.4	98	**14	0.8	0.9	47	**93	3.7	6.0	209
CYCLE WORLD	469	**60	1.1	12.8	205	**0	0.0	0.0	0	**25	1.5	5.3	277	**34	1.3	7.2	253
DCI:CREATIVE IDEAS FOR LIV	2631	*220	4.0	8.4	134	**21	1.6	0.8	55	**100	5.9	3.8	198	**100	3.9	3.8	133
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	399	7.2	5.6	91	**31	2.4	0.4	30	*193	11.3	2.7	142	*176	6.9	2.5	87
DISCOVER	998	**122	2.2	12.2	196	**42	3.3	4.2	292	**19	1.1	1.9	99	**61	2.4	6.1	213
EBONY	4289	935	17.0	21.8	350	334	26.2	7.8	541	351	20.6	8.2	426	250	9.9	5.8	203
ESQUIRE	1176	*157	2.8	13.4	214	**65	5.1	5.5	384	**67	3.9	5.7	296	**26	1.0	2.2	77
ESSENCE	2392	555	10.1	23.2	373	*229	18.0	9.6	665	*171	10.1	7.1	372	*155	6.1	6.5	226
FAMILY CIRCLE	17209	822	14.9	4.8	77	*187	14.7	1.1	76	*168	9.9	1.0	51	467	18.4	2.7	95
THE FAMILY HANDYMAN	1184	**100	1.8	8.4	136	**22	1.7	1.9	129	**24	1.4	2.0	105	**55	2.2	4.6	162
FAMILY WEEKLY	12391	572	10.4	4.6	74	**89	7.0	0.7	50	*232	13.6	1.9	97	251	9.9	2.0	71
FIELD & STREAM	2438	*169	3.1	6.9	111	**28	2.2	1.1	80	**43	2.5	1.8	92	**98	3.9	4.0	140
FOOD & WINE	614	**68	1.2	11.1	178	**20	1.6	3.3	226	**14	0.8	2.3	119	**33	1.3	5.4	188
FORBES	813	**41	0.7	5.0	81	**3	0.2	0.4	26	**2	0.1	0.2	13	**36	1.4	4.4	155
FORTUNE	1083	**125	2.3	11.5	185	**21	1.6	1.9	135	**28	1.6	2.6	134	**77	3.0	7.1	248
GENTLEMEN'S QUARTERLY	1197	*255	4.6	21.3	342	**58	4.6	4.8	337	**53	3.1	4.4	230	**144	5.7	12.0	420
GLAMOUR	6625	573	10.4	8.6	139	**129	10.1	1.9	135	*157	9.2	2.4	123	*287	11.3	4.3	151
GOLF DIGEST	707	**15	0.3	2.1	34	**4	0.3	0.6	39	**7	0.4	1.0	51	**4	0.2	0.6	20
GOLF DIGEST/TENNIS (GROSS)	1316	**84	1.5	6.4	102	**9	0.7	0.7	48	**28	1.6	2.1	111	**47	1.9	3.6	125
GOLF MAGAZINE	469	**7	0.1	1.5	24	**4	0.3	0.9	59	**2	0.1	0.4	22	**2	0.1	0.4	15
GOLF MAGAZINE/SKI (GROSS)	1060	**22	0.4	2.1	33	**4	0.3	0.4	26	**2	0.1	0.2	10	**17	0.7	1.6	56
GOOD HOUSEKEEPING	17784	932	16.9	5.2	84	*145	11.4	0.8	57	263	15.5	1.5	77	524	20.7	2.9	103
HARPER'S BAZAAR	2931	294	5.3	10.0	161	**75	5.9	2.6	178	**88	5.2	3.0	156	**131	5.2	4.5	156
HEALTH	2199	*238	4.3	10.8	174	**53	4.2	2.4	167	**82	4.8	3.7	194	**103	4.1	4.7	163
HEARST MAG CORP. BUY (GROSS)	49148	3503	63.6	7.1	114	721	56.6	1.5	102	998	58.7	2.0	106	1784	70.4	3.6	127
HEARST MAN POWER (GROSS)	2113	*184	3.3	8.7	140	**53	4.2	2.5	174	**20	1.2	0.9	49	**111	4.4	5.3	183
HEARST WOMAN POWER (GROSS)	35062	2327	42.2	6.6	107	414	32.5	1.2	82	652	38.3	1.9	97	1261	49.7	3.6	126
HOUSE BEAUTIFUL	3865	300	5.4	7.8	125	**88	6.9	2.3	158	**104	6.1	2.7	140	**108	4.3	2.8	98
INC.	315	**32	0.6	10.2	163	**0	0.0	0.0	0	**2	0.1	0.6	33	**31	1.2	9.8	343
JET	3690	893	16.2	24.2	389	*323	25.4	8.8	608	296	17.4	8.0	417	*275	10.8	7.5	260
LADIES' HOME JOURNAL	12930	807	14.6	6.2	100	*124	9.7	1.0	67	*232	13.6	1.8	93	452	17.8	3.5	122
LHJ FAMILY GRP COMBO(GROSS)	18161	1278	23.2	7.0	113	*206	16.2	1.1	79	402	23.6	2.2	115	670	26.4	3.7	129
LIFE	5065	495	9.0	9.8	157	**183	14.4	3.6	251	**96	5.6	1.9	99	*216	8.5	4.3	149
L.A. TIMES HOME MAGAZINE	1310	**48	0.9	3.7	59	**17	1.3	1.3	90	**2	0.1	0.2	8	**29	1.1	2.2	77
MADEMOISELLE	3759	389	7.1	10.3	166	**49	3.8	1.3	91	**134	7.9	3.6	185	*205	8.1	5.5	190
MC CALL'S	14658	971	17.6	6.6	106	*195	15.3	1.3	92	242	14.2	1.7	86	534	21.1	3.6	127
MC CALL'S/WRK MOTHER (GROSS)	15857	1069	19.4	6.7	108	*234	18.4	1.5	103	259	15.2	1.6	85	576	22.7	3.6	127
MECHANIX ILLUSTRATED	809	**59	1.1	7.3	117	**0	0.0	0.0	0	**29	1.7	3.6	186	**31	1.2	3.8	134
METROPOLITAN HOME	1009	**106	1.9	10.5	169	**54	4.2	5.4	372	**17	1.0	1.7	88	**34	1.3	3.4	118
MONEY	1707	**127	2.3	7.4	119	**44	3.5	2.6	179	**39	2.3	2.3	119	**45	1.8	2.6	92
MOTHER EARTH NEWS	1123	**62	1.1	5.5	89	**0	0.0	0.0	0	**12	0.7	1.1	56	**51	2.0	4.5	158
MS.	932	**131	2.4	14.1	226	**41	3.2	4.4	306	**22	1.3	2.4	123	**68	2.7	7.3	255
NATIONAL ENQUIRER	11971	1161	21.1	9.7	156	*283	22.2	2.4	164	311	18.3	2.6	135	567	22.4	4.7	165
NATIONAL GEOGRAPHIC	10503	647	11.7	6.2	99	**153	12.0	1.5	101	**118	6.9	1.1	58	*376	14.8	3.6	125
NATIONAL SUNDAY MAGAZINE PKG	54325	3158	57.3	5.8	93	796	62.5	1.5	102	961	56.5	1.8	92	1401	55.3	2.6	90
NATURAL HISTORY	626	**35	0.6	5.6	90	**11	0.9	1.8	122	**0	0.0	0.0	0	**25	1.0	4.0	139
NEW WOMAN	1992	*190	3.4	9.5	153	**56	4.4	2.8	195	**44	2.6	2.2	115	**90	3.6	4.5	158
NEW YORK INCLUDING CUE	547	**53	1.0	9.7	156	**26	2.0	4.8	330	**4	0.2	0.7	38	**23	0.9	4.2	147
THE NEW YORKER	1380	**103	1.9	7.5	120	**55	4.3	4.0	277	**15	0.9	1.1	57	**32	1.3	2.3	81
NEWSWEEK	6925	369	6.7	5.3	86	**77	6.0	1.1	77	**114	6.7	1.6	86	*178	7.0	2.6	90
THE N.Y. TIMES DAILY EDITION	1363	**67	1.2	4.9	79	**25	2.0	1.8	127	**32	1.9	2.3	122	**10	0.4	0.7	26
THE N.Y. TIMES MAGAZINE	2333	**94	1.7	4.0	65	**21	1.6	0.9	63	**52	3.1	2.2	116	**22	0.9	0.9	33
OMNI	872	**91	1.7	10.4	168	**37	2.9	4.2	295	**9	0.5	1.0	54	**46	1.8	5.3	184
ON CABLE	1298	**121	2.2	9.3	150	**55	4.3	4.2	294	**13	0.8	1.0	52	**53	2.1	4.1	142
1001 HOME IDEAS	3032	*232	4.2	7.7	123	**28	2.2	0.9	64	**88	5.2	2.9	151	**116	4.6	3.8	134
ORGANIC GARDENING	1680	**92	1.7	5.5	88	**8	0.6	0.5	33	**52	3.1	3.1	161	**33	1.3	2.0	69
OUTDOOR LIFE	960	**141	2.6	14.7	236	**25	2.0	2.6	181	**23	1.4	2.4	125	**93	3.7	9.7	338
PARADE MAGAZINE	26755	1733	31.5	6.5	104	406	31.9	1.5	105	479	28.2	1.8	93	847	33.4	3.2	110

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C % ACROSS	D INDX	LIGHT ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	5510	100.0	6.2	100	1273	100.0	1.4	100	1701	100.0	1.9	100	2535	100.0	2.9	100
PARENTS	4173	340	6.2	8.1	131	**102	8.0	2.4	170	**84	4.9	2.0	105	**154	6.1	3.7	129
PENTHOUSE	973	*222	4.0	22.8	366	**111	8.7	11.4	793	**46	2.7	4.7	246	**65	2.6	6.7	233
PEOPLE	13479	1012	18.4	7.5	121	*270	21.2	2.0	139	288	16.9	2.1	111	454	17.9	3.4	118
PLAYBOY	2183	288	5.2	13.2	212	**89	7.0	4.1	283	**88	5.2	4.0	210	**110	4.3	5.0	176
POPULAR HOT RODDING	388	**26	0.5	6.7	108	**7	0.5	1.8	125	**0	0.0	0.0	0	**19	0.7	4.9	171
POPULAR MECHANICS	1037	**37	0.7	3.6	57	**0	0.0	0.0	0	**11	0.6	1.1	55	**26	1.0	2.5	87
POPULAR SCIENCE	920	**88	1.6	9.6	154	**1	0.1	0.1	8	**16	0.9	1.7	90	**71	2.8	7.7	269
PREVENTION	4071	*150	2.7	3.7	59	**24	1.9	0.6	41	**51	3.0	1.3	65	**76	3.0	1.9	65
PSYCHOLOGY TODAY	1940	**98	1.8	5.1	81	**24	1.9	1.2	86	**21	1.2	1.1	56	**54	2.1	2.8	97
READER'S DIGEST	24031	1483	26.9	6.2	99	*206	16.2	0.9	60	434	25.5	1.8	94	844	33.3	3.5	123
REDBOOK	8464	536	9.7	6.3	102	**89	7.0	1.1	73	*129	7.6	1.5	79	*318	12.5	3.8	131
ROAD & TRACK	429	**46	0.8	10.7	172	**0	0.0	0.0	0	**4	0.2	0.9	48	**42	1.7	9.8	342
ROLLING STONE	1355	*224	4.1	16.5	265	**35	2.7	2.6	180	**40	2.4	3.0	154	**149	5.9	11.0	384
RUNNER'S WORLD	329	**18	0.3	5.5	88	**0	0.0	0.0	0	**2	0.1	0.6	32	**17	0.7	5.2	180
SATURDAY EVENING POST	1268	**108	2.0	8.5	137	**27	2.1	2.1	148	**15	0.9	1.2	62	**66	2.6	5.2	182
SCIENCE 84	702	**6	0.1	0.9	14	**0	0.0	0.0	0	**2	0.1	0.3	15	**5	0.2	0.7	25
SCIENCE DIGEST	553	**58	1.1	10.5	168	**31	2.4	5.6	390	**1	0.1	0.2	9	**26	1.0	4.7	164
SCIENTIFIC AMERICAN	615	**64	1.2	10.4	167	**43	3.4	7.0	486	**3	0.2	0.5	25	**18	0.7	2.9	102
SELF	2683	*323	5.9	12.0	193	**123	9.7	4.6	319	**34	2.0	1.3	66	*166	6.5	6.2	216
SEVENTEEN	3309	482	8.7	14.6	234	**120	9.4	3.6	252	**140	8.2	4.2	220	**222	8.8	6.7	234
SKI	591	**15	0.3	2.5	41	**0	0.0	0.0	0	**0	0.0	0.0	0	**15	0.6	2.5	89
SMITHSONIAN	3039	*175	3.2	5.8	92	**62	4.9	2.0	142	**29	1.7	1.0	50	**84	3.3	2.8	96
SOAP OPERA DIGEST	3683	537	9.7	14.6	234	**143	11.2	3.9	270	*171	10.1	4.6	241	*222	8.8	6.0	210
SOUTHERN LIVING	4434	*179	3.2	4.0	65	**10	0.8	0.2	16	**93	5.5	2.1	109	**76	3.0	1.7	60
SPORT	701	*161	2.9	23.0	369	**21	1.6	3.0	208	**27	1.6	3.9	200	**113	4.5	16.1	563
THE SPORTING NEWS	518	**40	0.7	7.7	124	**7	0.5	1.4	94	**5	0.3	1.0	50	**28	1.1	5.4	189
SPORTS AFIELD	523	**89	1.6	17.0	273	**22	1.7	4.2	292	**8	0.5	1.5	80	**59	2.3	11.3	394
SPORTS ILLUSTRATED	3325	*289	5.2	8.7	140	**49	3.8	1.5	102	**55	3.2	1.7	86	**185	7.3	5.6	194
STAR	8567	867	15.7	10.1	162	*203	15.9	2.4	165	*201	11.8	2.3	122	462	18.2	5.4	188
SUNDAY	27630	1567	28.4	5.7	91	475	37.3	1.7	119	427	25.1	1.5	80	666	26.3	2.4	84
SUNSET	2219	**75	1.4	3.4	54	**7	0.5	0.3	22	**26	1.5	1.2	61	**43	1.7	1.9	68
TV GUIDE	24258	1828	33.2	7.5	121	444	34.9	1.8	127	487	28.6	2.0	104	897	35.4	3.7	129
TENNIS	609	**69	1.3	11.3	182	**5	0.4	0.8	57	**21	1.2	3.4	179	**43	1.7	7.1	246
TIME	9929	590	10.7	5.9	95	*162	12.7	1.6	113	*135	7.9	1.4	71	*294	11.6	3.0	103
TOWN & COUNTRY	1062	**104	1.9	9.8	157	**21	1.6	2.0	137	**23	1.4	2.2	113	**59	2.3	5.6	194
TRAVEL & LEISURE	1051	**87	1.6	8.3	133	**9	0.7	0.9	60	**9	0.5	0.9	45	**69	2.7	6.6	229
TRUE STORY	3946	606	11.0	15.4	247	**138	10.8	3.5	243	*240	14.1	6.1	316	*228	9.0	5.8	202
U.S.NEWS & WORLD REPORT	3782	*215	3.9	5.7	91	**18	1.4	0.5	33	**79	4.6	2.1	109	**118	4.7	3.1	109
USA TODAY	1874	*134	2.4	7.2	115	**56	4.4	3.0	208	**31	1.8	1.7	86	**47	1.9	2.5	88
US	2213	*279	5.1	12.6	202	**70	5.5	3.2	220	**35	2.1	1.6	82	**174	6.9	7.9	274
VOGUE	4792	432	7.8	9.0	145	**143	11.2	3.0	207	**99	5.8	2.1	107	*190	7.5	4.0	138
WALL STREET JOURNAL	2045	**60	1.1	2.9	47	**1	0.1	0.0	3	**21	1.2	1.0	53	**38	1.5	1.9	65
WEIGHT WATCHERS	2364	*169	3.1	7.1	115	**21	1.6	0.9	62	**48	2.8	2.0	106	**100	3.9	4.2	148
WOMAN'S DAY	15182	874	15.9	5.8	92	*230	18.1	1.5	105	*233	13.7	1.5	80	412	16.3	2.7	95
WORKING MOTHER	1198	**98	1.8	8.2	131	**39	3.1	3.3	226	**17	1.0	1.4	74	**42	1.7	3.5	122
WORKING WOMAN	1523	*132	2.4	8.7	139	**45	3.5	3.0	205	**38	2.2	2.5	130	**49	1.9	3.2	112
WORLD TENNIS	*183	**24	0.4	13.1	211	**4	0.3	2.2	152	**1	0.1	0.5	28	**20	0.8	10.9	381
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*188	3.4	6.8	109	**7	0.5	0.3	18	**47	2.8	1.7	88	**134	5.3	4.8	168
BLAIR INSERTS	47909	2836	51.5	5.9	95	715	56.2	1.5	104	874	51.4	1.8	95	1247	49.2	2.6	91
DAILY NEWSPAPERS																	
READ ANY	56731	3243	58.9	5.7	92	811	63.7	1.4	99	884	52.0	1.6	81	1549	61.1	2.7	95
READ ONE	47696	2713	49.2	5.7	91	699	54.9	1.5	102	677	39.8	1.4	74	1337	52.7	2.8	98
READ TWO OR MORE	9034	531	9.6	5.9	94	**111	8.7	1.2	85	*207	12.2	2.3	119	*212	8.4	2.3	82
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	3304	60.0	5.7	92	811	63.7	1.4	98	1003	59.0	1.7	90	1490	58.8	2.6	90
READ ONE	50513	2868	52.1	5.7	91	734	57.7	1.5	101	848	49.9	1.7	87	1286	50.7	2.5	89
READ TWO OR MORE	7219	436	7.9	6.0	97	**77	6.0	1.1	74	**155	9.1	2.1	112	*203	8.0	2.8	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.40				29.53				28.18				28.00			
30 DAY REACH	78184	4922	89.3	6.3	101	1101	86.5	1.4	98	1532	90.1	2.0	102	2289	90.3	2.9	102
50 SHWG - 30 DAY AV FREQ	14.80	14.94				16.04				14.64				14.64			
30 DAY REACH	74239	4684	85.0	6.3	101	1008	79.2	1.4	94	1475	86.7	2.0	103	2201	86.8	3.0	103
25 SHWG - 30 DAY AV FREQ	8.05	7.99				8.22				8.03				7.85			
30 DAY REACH	68254	4368	79.3	6.4	103	986	77.5	1.4	100	1348	79.2	2.0	103	2034	80.2	3.0	104
CABLE TV: HOME WIRED	35215	2239	40.6	6.4	102	*615	48.3	1.7	121	682	40.1	1.9	101	942	37.2	2.7	93
HOME NOT WIRED	53250	3270	59.3	6.1	99	658	51.7	1.2	86	1019	59.9	1.9	100	1593	62.8	3.0	104
HAVE PAY CABLE	17885	1175	21.3	6.6	105	**383	30.1	2.1	149	*268	15.8	1.5	78	*524	20.7	2.9	102

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	5510	100.0	6.2	100	1273	100.0	1.4	100	1701	100.0	1.9	100	2535	100.0	2.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	2966	53.8	6.2	99	679	53.3	1.4	98	920	54.1	1.9	100	1367	53.9	2.8	99
10:00 AM - 3:00 PM	33674	2205	40.0	6.5	105	563	44.2	1.7	116	633	37.2	1.9	98	1008	39.8	3.0	104
3:00 PM - 7:00 PM	34431	2151	39.0	6.2	100	507	39.8	1.5	102	609	35.8	1.8	92	1036	40.9	3.0	105
7:00 PM - MIDNIGHT	17761	1458	26.5	8.2	132	358	28.1	2.0	140	358	21.0	2.0	105	741	29.2	4.2	146
MIDNIGHT - 6:00 AM	10087	663	12.0	6.6	106	**170	13.4	1.7	117	*220	12.9	2.2	113	272	10.7	2.7	94
6:00 AM - MIDNIGHT	64318	4173	75.7	6.5	104	1055	82.9	1.6	114	1185	69.7	1.8	96	1933	76.3	3.0	105
ENTIRE DAY	65181	4243	77.0	6.5	105	1077	84.6	1.7	115	1207	71.0	1.9	96	1959	77.3	3.0	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	826	15.0	4.7	76	*153	12.0	0.9	61	215	12.6	1.2	64	457	18.0	2.6	92
ALL NEWS	2520	*151	2.7	6.0	96	**29	2.3	1.2	80	**35	2.1	1.4	72	**87	3.4	3.5	120
AOR/PROGRESSIVE	4419	395	7.2	8.9	144	**109	8.6	2.5	171	**71	4.2	1.6	84	*215	8.5	4.9	170
BEAUTIFUL MUSIC	6119	*273	5.0	4.5	72	**27	2.1	0.4	31	**79	4.6	1.3	67	*167	6.6	2.7	95
BLACK	2623	454	8.2	17.3	278	*162	12.7	6.2	429	*141	8.3	5.4	280	*152	6.0	5.8	202
CLASSICAL	1553	**67	1.2	4.3	69	**5	0.4	0.3	22	**13	0.8	0.8	44	**50	2.0	3.2	112
CHR/ROCK	11282	759	13.8	6.7	108	**121	9.5	1.1	75	*291	17.1	2.6	134	346	13.6	3.1	107
COUNTRY	13343	754	13.7	5.7	91	*236	18.5	1.8	123	*178	10.5	1.3	69	*340	13.4	2.5	89
GOLDEN OLDIES	1299	**84	1.5	6.5	104	**16	1.3	1.2	86	**45	2.6	3.5	180	**23	0.9	1.8	62
MOR/NOSTALGIA	5241	*256	4.6	4.9	78	**72	5.7	1.4	95	**53	3.1	1.0	53	**131	5.2	2.5	87
NEWS/TALK	4165	*200	3.6	4.8	77	**18	1.4	0.4	30	**18	1.1	0.4	22	**164	6.5	3.9	137
RELIGIOUS	3324	*271	4.9	8.2	131	**90	7.1	2.7	188	**86	5.1	2.6	135	**95	3.7	2.9	100
SOFT ROCK	609	**28	0.5	4.6	74	**4	0.3	0.7	46	**14	0.8	2.3	120	**10	0.4	1.6	57
URBAN CONTEMPORARY	1853	467	8.5	25.2	405	*163	12.8	8.8	611	*182	10.7	9.8	511	**122	4.8	6.6	230
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	265	4.8	7.1	114	**58	4.6	1.6	108	**123	7.2	3.3	172	**84	3.3	2.3	79
ABC DIRECTION	2488	*129	2.3	5.2	83	**32	2.5	1.3	89	**35	2.1	1.4	73	**62	2.4	2.5	87
ABC ENTERTAINMENT	5129	*231	4.2	4.5	72	**67	5.3	1.3	91	**52	3.1	1.0	53	**112	4.4	2.2	76
ABC FM	2498	313	5.7	12.5	201	**106	8.3	4.2	295	**105	6.2	4.2	219	**103	4.1	4.1	144
ABC INFORMATION	5721	*254	4.6	4.4	71	**51	4.0	0.9	62	**61	3.6	1.1	55	**142	5.6	2.5	87
ABC ROCK	2021	*234	4.2	11.6	186	**55	4.3	2.7	189	**58	3.4	2.9	149	**121	4.8	6.0	209
CBS	4756	*184	3.3	3.9	62	**15	1.2	0.3	22	**24	1.4	0.5	26	**145	5.7	3.0	106
MUTUAL	5272	365	6.6	6.9	111	**46	3.6	0.9	61	**94	5.5	1.8	93	*225	8.9	4.3	149
NBC	4964	*222	4.0	4.5	72	**51	4.0	1.0	71	**74	4.4	1.5	78	**97	3.8	2.0	68
RADIORADIO	2218	*118	2.1	5.3	85	**18	1.4	0.8	56	**55	3.2	2.5	129	**44	1.7	2.0	69
RKO ONE	2565	*180	3.3	7.0	113	**68	5.3	2.7	184	**28	1.6	1.1	57	**83	3.3	3.2	113
RKO TWO	3640	*249	4.5	6.8	110	**30	2.4	0.8	57	**45	2.6	1.2	64	**174	6.9	4.8	167
THE SOURCE	2467	*297	5.4	12.0	193	**76	6.0	3.1	214	**52	3.1	2.1	110	**169	6.7	6.9	239
NON-WIRED : BLAIR	9466	622	11.3	6.6	105	**134	10.5	1.4	98	*199	11.7	2.1	109	289	11.4	3.1	107
INTERNET	13616	1001	18.2	7.4	118	*254	20.0	1.9	130	275	16.2	2.0	105	473	18.7	3.5	121
KATZ RADIO GROUP	16998	1078	19.6	6.3	102	*244	19.2	1.4	100	379	22.3	2.2	116	454	17.9	2.7	93
SUPERNET	11622	870	15.8	7.5	120	*186	14.6	1.6	111	*234	13.8	2.0	105	449	17.7	3.9	135
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	573	10.4	6.1	98	105	8.2	1.1	77	190	11.2	2.0	105	279	11.0	3.0	103
WKDAY 9:00 AM - 1:00 PM	13304	1131	20.5	8.5	136	287	22.5	2.2	150	382	22.5	2.9	149	461	18.2	3.5	121
WKDAY 1:00 PM - 4:30 PM	17591	1532	27.8	8.7	140	401	31.5	2.3	158	496	29.2	2.8	147	635	25.0	3.6	126
WKDAY 4:30 PM - 7:30 PM	24418	1718	31.2	7.0	113	447	35.1	1.8	127	550	32.3	2.3	117	721	28.4	3.0	103
WKDAY 7:30 PM - 8:00 PM	34400	2231	40.5	6.5	104	504	39.6	1.5	102	693	40.7	2.0	105	1034	40.8	3.0	105
WKDAY 11:00 PM - 11:30 PM	26120	1691	30.7	6.5	104	399	31.3	1.5	106	512	30.1	2.0	102	780	30.8	3.0	104
WKDAY 11:30 PM - 1:00 AM	8402	670	12.2	8.0	128	182	14.3	2.2	151	183	10.8	2.2	113	305	12.0	3.6	127
M-SAT 8-11 PM+SUN 7-11 PM	36828	2312	42.0	6.3	101	539	42.3	1.5	102	739	43.4	2.0	104	1034	40.8	2.8	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	741	13.4	10.3	165	214	16.8	3.0	206	252	14.8	3.5	181	275	10.8	3.8	133
ANOTHER WORLD N	4924	388	7.0	7.9	127	**81	6.4	1.6	114	*121	7.1	2.5	128	*186	7.3	3.8	132
AS THE WORLD TURNS C	5966	465	8.4	7.8	125	*84	6.6	1.4	98	163	9.6	2.7	142	218	8.6	3.7	128
CAPITOL C	3672	372	6.8	10.1	163	*75	5.9	2.0	142	*149	8.8	4.1	211	*148	5.8	4.0	141
CBS MORN. NEWS 1 C	1590	*74	1.3	4.7	75	**23	1.8	1.4	101	**26	1.5	1.6	85	**25	1.0	1.6	55
CBS MORN. NEWS 2 C	1298	*63	1.1	4.9	78	**21	1.6	1.6	112	**15	0.9	1.2	60	**27	1.1	2.1	73
DAYS OF OUR LIVES N	6389	517	9.4	8.1	130	*94	7.4	1.5	102	*166	9.8	2.6	135	256	10.1	4.0	140
FACTS OF LIFE - DAYTIME N	2526	219	4.0	8.7	139	**64	5.0	2.5	176	*57	3.4	2.3	117	*98	3.9	3.9	135
FAMILY FEUD A	3427	379	6.9	11.1	178	*85	6.7	2.5	172	*86	5.1	2.5	131	209	8.2	6.1	213
GENERAL HOSPITAL A	6870	635	11.5	9.2	148	248	19.5	3.6	251	178	10.5	2.6	135	209	8.2	3.0	106
GOOD MORNING, AMERICA-730 A	3767	207	3.8	5.5	88	**57	4.5	1.5	105	*62	3.6	1.6	86	*88	3.5	2.3	82
GOOD MORNING, AMERICA-830 A	3076	134	2.4	4.4	70	**22	1.7	0.7	50	**67	3.9	2.2	113	*45	1.8	1.5	51
GUIDING LIGHT C	5789	501	9.1	8.7	139	*84	6.6	1.5	101	187	11.0	3.2	168	230	9.1	4.0	139
ONE LIFE TO LIVE A	4918	534	9.7	10.9	174	239	18.8	4.9	338	137	8.1	2.8	145	158	6.2	3.2	112
PRESS YOUR LUCK C	2367	117	2.1	4.9	79	**39	3.1	1.6	114	*37	2.2	1.6	81	**41	1.6	1.7	60
PRICE IS RIGHT 1 C	4727	401	7.3	8.5	136	*98	7.7	2.1	144	170	10.0	3.6	187	133	5.2	2.8	98
PRICE IS RIGHT 2 C	5511	475	8.6	8.6	138	*90	7.1	1.6	113	205	12.1	3.7	193	180	7.1	3.3	114
RYAN'S HOPE A	3479	387	7.0	11.1	179	*87	6.8	2.5	174	152	8.9	4.4	227	149	5.9	4.3	149
SALE OF THE CENTURY N	2823	240	4.4	8.5	136	**72	5.7	2.6	177	*95	5.6	3.4	175	*74	2.9	2.6	91
SEARCH FOR TOMORROW N	2525	195	3.5	7.7	124	**55	4.3	2.2	151	**54	3.2	2.1	111	**87	3.4	3.4	120
TODAY SHOW 1 N	2979	174	3.2	5.8	94	**34	2.7	1.1	79	**19	1.1	0.6	33	*121	4.8	4.1	142
TODAY SHOW 2 N	2792	165	3.0	5.9	95	**26	2.0	0.9	65	**43	2.5	1.5	80	*97	3.8	3.5	121
$25,000 PYRAMID C	2899	170	3.1	5.9	94	**57	4.5	2.0	137	*61	3.6	2.1	109	**52	2.1	1.8	63
WHEEL OF FORTUNE N	4689	349	6.3	7.4	119	**63	4.9	1.3	93	*133	7.8	2.8	148	154	6.1	3.3	115
YOUNG AND THE RESTLESS C	6231	589	10.7	9.5	152	*147	11.5	2.4	164	229	13.5	3.7	191	213	8.4	3.4	119
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	*154	2.8	7.8	125	**15	1.2	0.8	53	**73	4.3	3.7	193	**67	2.6	3.4	119
NBA PLAYOFF GAME -1 C	1246	*154	2.8	12.4	198	**33	2.6	2.6	184	**69	4.1	5.5	288	**53	2.1	4.3	148
NBC MAJOR LEAGUE PRE-GAME N	1140	**102	1.9	8.9	144	**9	0.7	0.8	55	**31	1.8	2.7	141	**62	2.4	5.4	190
SPORTSWORLD - SUN N	1328	**48	0.9	3.6	58	**5	0.4	0.4	26	**10	0.6	0.8	39	**33	1.3	2.5	87
SUNDAY MORNING C	1645	*100	1.8	6.1	98	**19	1.5	1.2	80	**18	1.1	1.1	57	**62	2.4	3.8	132

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS TWO - FOUR				LIGHT ONE OR LESS			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	5510	100.0	6.2	100	1273	100.0	1.4	100	1701	100.0	1.9	100	2535	100.0	2.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	1648	29.9	5.9	95	349	27.4	1.2	87	572	33.6	2.0	106	727	28.7	2.6	91
NETWORK AFFILIATES - LATE		21966	1352	24.5	6.2	99	295	23.2	1.3	93	412	24.2	1.9	98	645	25.4	2.9	102
INDEPENDENTS - LATE		2247	128	2.3	5.7	91	**26	2.0	1.2	80	**23	1.4	1.0	53	*80	3.2	3.6	124
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	855	15.5	7.4	119	*226	17.8	2.0	136	245	14.4	2.1	111	383	15.1	3.3	116
ABC MONDAY NIGHT MOVIE	A	6879	411	7.5	6.0	96	*100	7.9	1.5	101	*133	7.8	1.9	101	*177	7.0	2.6	90
ABC SUNDAY NIGHT MOVIE	A	13690	836	15.2	6.1	98	185	14.5	1.4	94	285	16.8	2.1	108	366	14.4	2.7	93
ABC WORLD NEWS TONIGHT	A	6589	356	6.5	5.4	87	*101	7.9	1.5	107	*138	8.1	2.1	109	116	4.6	1.8	61
AFTERMASH	C	6391	*405	7.4	6.3	102	**73	5.7	1.1	79	**173	10.2	2.7	141	**159	6.3	2.5	87
ALICE	C	10273	643	11.7	6.3	100	*163	12.8	1.6	110	*204	12.0	2.0	103	275	10.8	2.7	93
AMERICAN PARADE	C	7130	350	6.4	4.9	79	**82	6.4	1.2	80	*103	6.1	1.4	75	*166	6.5	2.3	81
BENSON	A	11665	781	14.2	6.7	107	*188	14.8	1.6	112	244	14.3	2.1	109	349	13.8	3.0	104
BLUE THUNDER	A	5442	453	8.2	8.3	134	**125	9.8	2.3	160	*122	7.2	2.2	117	*206	8.1	3.8	132
CAGNEY & LACEY	C	10565	511	9.3	4.8	78	*149	11.7	1.4	98	*168	9.9	1.6	83	*193	7.6	1.8	64
CBS EVENING NEWS-DEAN	C	3668	*210	3.8	5.7	92	**83	6.5	2.3	157	**57	3.4	1.6	81	**70	2.8	1.9	67
CBS EVENING NEWS-RATHER	C	7561	356	6.5	4.7	76	*49	3.8	0.6	45	120	7.1	1.6	83	186	7.3	2.5	86
CBS SAT. NEWS-SCHIEFFER	C	3948	200	3.6	5.1	81	**62	4.9	1.6	109	*33	1.9	0.8	43	*105	4.1	2.7	93
CBS SATURDAY NIGHT MOVIE	C	5966	311	5.6	5.2	84	*57	4.5	1.0	66	82	4.8	1.4	71	172	6.8	2.9	101
CBS WEDNESDAY NIGHT MOVIE	C	6529	337	6.1	5.2	83	*113	8.9	1.7	120	*100	5.9	1.5	80	*124	4.9	1.9	66
CHEERS	N	9842	349	6.3	3.5	57	*79	6.2	0.8	56	145	8.5	1.5	77	125	4.9	1.3	44
DALLAS	C	23935	1362	24.7	5.7	91	*377	29.6	1.6	109	406	23.9	1.7	88	579	22.8	2.4	84
DIFF'RENT STROKES	N	7574	498	9.0	6.6	106	**80	6.3	1.1	73	*214	12.6	2.8	147	*204	8.0	2.7	94
DOUBLE TROUBLE	N	7786	575	10.4	7.4	119	**157	12.3	2.0	140	*164	9.6	2.1	110	*254	10.0	3.3	114
DUCK FACTORY	N	6290	276	5.0	4.4	70	**58	4.6	0.9	64	**109	6.4	1.7	90	*109	4.3	1.7	60
DUKES OF HAZZARD	C	6402	396	7.2	6.2	99	**75	5.9	1.2	81	*135	7.9	2.1	110	*186	7.3	2.9	101
DYNASTY	A	21955	1816	33.0	8.3	133	520	40.8	2.4	165	570	33.5	2.6	135	727	28.7	3.3	116
FACTS OF LIFE	N	8898	563	10.2	6.3	102	**189	14.8	2.1	148	*186	10.9	2.1	109	*188	7.4	2.1	74
FALCON CREST	C	21877	1369	24.8	6.3	100	*355	27.9	1.6	113	464	27.3	2.1	110	550	21.7	2.5	88
FALL GUY	A	10045	923	16.8	9.2	148	*272	21.4	2.7	188	210	12.3	2.1	109	441	17.4	4.4	153
FAMILY TIES	N	8922	451	8.2	5.1	81	**104	8.2	1.2	81	*130	7.6	1.5	76	*216	8.5	2.4	84
FANTASY ISLAND	A	8288	586	10.6	7.1	114	*177	13.9	2.1	148	*185	10.9	2.2	116	*224	8.8	2.7	94
FOULUPS,BLEEPS & BLUNDERS	A	9891	643	11.7	6.5	104	*164	12.9	1.7	115	*233	13.7	2.4	123	*246	9.7	2.5	87
FOUR SEASONS	C	5429	*321	5.8	5.9	95	**91	7.1	1.7	116	**111	6.5	2.0	106	**119	4.7	2.2	76
GIMME A BREAK	N	9646	621	11.3	6.4	103	*190	14.9	2.0	137	*139	8.2	1.4	75	*293	11.6	3.0	106
HART TO HART	A	9983	785	14.2	7.9	126	*136	10.7	1.4	95	*190	11.2	1.9	99	459	18.1	4.6	160
HILL STREET BLUES	N	9688	520	9.4	5.4	86	*128	10.1	1.3	92	*158	9.3	1.6	85	*234	9.2	2.4	84
HOTEL	A	15435	1093	19.8	7.1	114	297	23.3	1.9	134	440	25.9	2.9	148	355	14.0	2.3	80
JEFFERSONS	C	10031	780	14.2	7.8	125	*192	15.1	1.9	133	344	20.2	3.4	178	*244	9.6	2.4	85
JENNIFER SLEPT HERE	N	6376	288	5.2	4.5	73	**57	4.5	0.9	62	*119	7.0	1.9	97	**112	4.4	1.8	61
KATE & ALLIE	C	9951	498	9.0	5.0	80	*135	10.6	1.4	94	*202	11.9	2.0	106	*161	6.4	1.6	56
KNIGHT RIDER	N	7908	590	10.7	7.5	120	**119	9.3	1.5	105	*149	8.8	1.9	98	*322	12.7	4.1	142
LOVE BOAT	A	13226	924	16.8	7.0	112	*205	16.1	1.5	108	341	20.0	2.6	134	379	15.0	2.9	100
MAGNUM PI	C	12105	729	13.2	6.0	97	*159	12.5	1.3	91	202	11.9	1.7	87	369	14.6	3.0	106
MAMA'S FAMILY	N	6364	389	7.1	6.1	98	**69	5.4	1.1	75	**130	7.6	2.0	106	*190	7.5	3.0	104
MASTER, THE	N	3955	372	6.8	9.4	151	**78	6.1	2.0	137	**99	5.8	2.5	130	*195	7.7	4.9	172
MATT HOUSTON	A	6903	591	10.7	8.6	137	*152	11.9	2.2	153	*146	8.6	2.1	110	*293	11.6	4.2	148
NBC MONDAY NIGHT MOVIE	N	13443	870	15.8	6.5	104	*198	15.6	1.5	102	241	14.2	1.8	93	431	17.0	3.2	112
NBC NIGHTLY NEWS	N	5585	259	4.7	4.6	74	**56	4.4	1.0	70	*67	3.9	1.2	62	136	5.4	2.4	85
NBC NIGHTLY NEWS-SAT	N	3688	*205	3.7	5.6	89	**61	4.8	1.7	115	**78	4.6	2.1	110	**66	2.6	1.8	62
NBC NIGHTLY NEWS-SUN	N	3310	*212	3.8	6.4	103	**109	8.6	3.3	229	**54	3.2	1.6	85	**49	1.9	1.5	52
NBC SUNDAY NIGHT MOVIE	N	9238	757	13.7	8.2	132	*206	16.2	2.2	155	*174	10.2	1.9	98	*377	14.9	4.1	142
NEWHART	C	9876	512	9.3	5.2	83	*123	9.7	1.2	87	*225	13.2	2.3	118	*165	6.5	1.7	58
ONE DAY AT A TIME	C	7954	439	8.0	5.5	89	**98	7.7	1.2	86	*186	10.9	2.3	122	*155	6.1	1.9	68
PEOPLE ARE FUNNY	N	5182	265	4.8	5.1	82	**27	2.1	0.5	36	**90	5.3	1.7	90	*148	5.8	2.9	100
REAL PEOPLE	N	9674	536	9.7	5.5	89	**150	11.8	1.6	108	*169	9.9	1.7	91	*217	8.6	2.2	78
REMINGTON STEELE	N	8511	566	10.3	6.7	107	*126	9.9	1.5	103	*184	10.8	2.2	112	*255	10.1	3.0	105
RIPLEY'S BELIEVE IT - NOT	A	5656	324	5.9	5.7	92	**33	2.6	0.6	41	**112	6.6	2.0	103	*179	7.1	3.2	110
RIPTIDE	N	7718	472	8.6	6.1	98	**95	7.5	1.2	86	*177	10.4	2.3	119	*201	7.9	2.6	91
SCARECROW & MRS. KING	C	11058	591	10.7	5.3	86	*117	9.2	1.1	74	*136	8.0	1.2	64	337	13.3	3.0	106
SIMON & SIMON	C	11615	815	14.8	7.0	113	*221	17.4	1.9	132	240	14.1	2.1	107	354	14.0	3.0	106
60 MINUTES	C	14326	845	15.3	5.9	95	*136	10.7	0.9	66	352	20.7	2.5	128	356	14.0	2.5	87
ST. ELSEWHERE	N	7670	374	6.8	4.9	78	**89	7.0	1.2	81	*124	7.3	1.6	84	*161	6.4	2.1	73
THREE'S COMPANY	A	12068	955	17.3	7.9	127	*242	19.0	2.0	139	249	14.6	2.1	107	465	18.3	3.9	134
T.J. HOOKER	A	9735	813	14.8	8.4	134	*133	10.4	1.4	95	240	14.1	2.5	128	441	17.4	4.5	158
TONIGHT SHOW	N	2531	114	2.1	4.5	72	**34	2.7	1.3	93	*23	1.4	0.9	47	*57	2.2	2.3	79
TRAPPER JOHN, M.D.	C	10374	599	10.9	5.8	93	*162	12.7	1.6	109	247	14.5	2.4	124	*190	7.5	1.8	64
TV BLOOPERS & PRAC. JOKES	N	9795	543	9.9	5.5	89	*158	12.4	1.6	112	*187	11.0	1.9	99	*197	7.8	2.0	70
20/20	A	10009	565	10.3	5.6	91	**68	5.3	0.7	47	*206	12.1	2.1	107	*291	11.5	2.9	101
WEBSTER	A	11934	817	14.8	6.8	110	*221	17.4	1.9	129	260	15.3	2.2	113	335	13.2	2.8	98
WORLD NEWS - SUN	A	3291	*211	3.8	6.4	103	**45	3.5	1.4	95	**76	4.5	2.3	120	**90	3.6	2.7	95
YELLOW ROSE	N	5196	291	5.3	5.6	90	**56	4.4	1.1	75	*96	5.6	1.8	96	*139	5.5	2.7	93
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	682	12.4	7.1	115	**120	9.4	1.3	87	*284	16.7	3.0	155	**278	11.0	2.9	102
BASKETBALL - COLLEGE GAMES		4414	*411	7.5	9.3	149	**81	6.4	1.8	128	**99	5.8	2.2	117	**230	9.1	5.2	182
BASKETBALL - PRO GAMES		3876	*478	8.7	12.3	198	**119	9.3	3.1	213	**179	10.5	4.6	240	**181	7.1	4.7	163
BOWLING		4056	*354	6.4	8.7	140	**95	7.5	2.3	163	**65	3.8	1.6	83	**194	7.7	4.8	167
BOXING		4154	*397	7.2	9.6	153	**73	5.7	1.8	122	**126	7.4	3.0	158	**198	7.8	4.8	166
FOOTBALL - COLLEGE GAMES		6754	583	10.6	8.6	139	**166	13.0	2.5	171	**187	11.0	2.8	144	**230	9.1	3.4	119
FOOTBALL - PRO GAMES		12364	790	14.3	6.4	103	**135	10.6	1.1	76	**307	18.0	2.5	129	*349	13.8	2.8	99
GOLF		3615	**188	3.4	5.2	83	**46	3.6	1.3	88	**25	1.5	0.7	36	**117	4.6	3.2	113
POST-SEASON COLL. FOOTBALL		5296	*280	5.1	5.3	85	**57	4.5	1.1	75	**125	7.3	2.4	123	**98	3.9	1.9	65
POST-SEASON PRO FOOTBALL		6693	*429	7.8	6.4	103	**96	7.5	1.4	100	**203	11.9	3.0	158	**130	5.1	1.9	68
TENNIS		3281	**246	4.5	7.5	120	**27	2.1	0.8	57	**99	5.8	3.0	157	**120	4.7	3.7	128
WRESTLING - PROFESSIONAL		3672	583	10.6	15.9	255	**207	16.3	5.6	392	**162	9.5	4.4	229	**214	8.4	5.8	203

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: BRANDS
(ADULTS)

	TOTAL U.S.	COLT 45				SCHLITZ MALT LIQUOR											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4034	100.0	2.4	100	5212	100.0	3.1	100								
MALES	79263	2686	66.6	3.4	141	3113	59.7	3.9	126								
FEMALES	88464	1349	33.4	1.5	63	2098	40.3	2.4	76								
18 - 24	28671	1538	38.1	5.4	223	2135	41.0	7.4	240								
25 - 34	39536	1117	27.7	2.8	117	1471	28.2	3.7	120								
35 - 44	28978	534	13.2	1.8	77	778	14.9	2.7	86								
45 - 54	22345	*320	7.9	1.4	60	*354	6.8	1.6	51								
55 - 64	22224	*320	7.9	1.4	60	*248	4.8	1.1	36								
65 OR OLDER	25973	*205	5.1	0.8	33	*225	4.3	0.9	28								
18 - 34	68207	2655	65.8	3.9	162	3606	69.2	5.3	170								
18 - 49	108058	3380	83.8	3.1	130	4572	87.7	4.2	136								
25 - 54	90859	1971	48.9	2.2	90	2603	49.9	2.9	92								
35 - 49	39851	725	18.0	1.8	76	966	18.5	2.4	78								
50 OR OLDER	59669	654	16.2	1.1	46	640	12.3	1.1	35								
GRADUATED COLLEGE	28091	*267	6.6	1.0	40	*456	8.7	1.6	52								
ATTENDED COLLEGE	28938	615	15.2	2.1	88	1053	20.2	3.6	117								
GRADUATED HIGH SCHOOL	65503	1709	42.4	2.6	108	2231	42.8	3.4	110								
DID NOT GRADUATE HIGH SCHOOL	45195	1444	35.8	3.2	133	1472	28.2	3.3	105								
EMPLOYED MALES	56429	1646	40.8	2.9	121	2094	40.2	3.7	119								
EMPLOYED FEMALES	43971	*418	10.4	1.0	40	991	19.0	2.3	73								
EMPLOYED FULL-TIME	87773	1803	44.7	2.1	85	2580	49.5	2.9	95								
EMPLOYED PART-TIME	12627	**261	6.5	2.1	86	*506	9.7	4.0	129								
NOT EMPLOYED	67327	1971	48.9	2.9	122	2126	40.8	3.2	102								
PROFESSIONAL/MANAGER	25845	*250	6.2	1.0	40	*444	8.5	1.7	55								
TECH/CLERICAL/SALES	30895	*418	10.4	1.4	56	736	14.1	2.4	77								
PRECISION/CRAFT	12629	*481	11.9	3.8	158	651	12.5	5.2	166								
OTHER EMPLOYED	31031	915	22.7	2.9	123	1254	24.1	4.0	130								
SINGLE	35557	1963	48.7	5.5	230	2268	43.5	6.4	205								
MARRIED	103585	1461	36.2	1.4	59	2026	38.9	2.0	63								
DIVORCED/SEPARATED/WIDOWED	28585	611	15.1	2.1	89	918	17.6	3.2	103								
PARENTS	59295	1344	33.3	2.3	94	1725	33.1	2.9	94								
WHITE	146081	2365	58.6	1.6	67	3453	66.3	2.4	76								
BLACK	17974	1628	40.4	9.1	377	1651	31.7	9.2	296								
OTHER	3672	**41	1.0	1.1	46	**108	2.1	2.9	95								
NORTHEAST-CENSUS	37005	831	20.6	2.2	93	*563	10.8	1.5	49								
NORTH CENTRAL	42642	1105	27.4	2.6	108	1256	24.1	2.9	95								
SOUTH	56777	1424	35.3	2.5	104	2104	40.4	3.7	119								
WEST	31303	674	16.7	2.2	90	1289	24.7	4.1	133								
NORTHEAST-MKTG.	38125	912	22.6	2.4	99	566	10.9	1.5	48								
EAST CENTRAL	24794	792	19.6	3.2	133	546	10.5	2.2	71								
WEST CENTRAL	28511	639	15.8	2.2	93	1010	19.4	3.5	114								
SOUTH	48953	1100	27.3	2.2	93	1885	36.2	3.9	124								
PACIFIC	27344	592	14.7	2.2	90	1204	23.1	4.4	142								
COUNTY SIZE A	69301	1995	49.5	2.9	120	2446	46.9	3.5	114								
COUNTY SIZE B	50633	1217	30.2	2.4	100	1606	30.8	3.2	102								
COUNTY SIZE C	26259	*497	12.3	1.9	79	*583	11.2	2.2	71								
COUNTY SIZE D	21534	*325	8.1	1.5	63	*576	11.1	2.7	86								
METRO CENTRAL CITY	50014	1829	45.3	3.7	152	2260	43.4	4.5	145								
METRO SUBURBAN	76832	1401	34.7	1.8	76	1894	36.3	2.5	79								
NON METRO	40881	805	20.0	2.0	82	1058	20.3	2.6	83								
TOP 5 ADI'S	39550	1164	28.9	2.9	122	1277	24.5	3.2	104								
TOP 10 ADI'S	54877	1551	38.4	2.8	118	1690	32.4	3.1	99								
TOP 20 ADI'S	77516	1976	49.0	2.5	106	2641	50.7	3.4	110								
HSHLD INC. $50,000 OR MORE	17257	**137	3.4	0.8	33	**193	3.7	1.1	36								
$40,000 OR MORE	33235	*459	11.4	1.4	57	*613	11.8	1.8	59								
$30,000 OR MORE	59693	761	18.9	1.3	53	1420	27.2	2.4	77								
$25,000 OR MORE	76275	1017	25.2	1.3	55	1862	35.7	2.4	79								
$20,000 - $24,999	18607	*550	13.6	3.0	123	*647	12.4	3.5	112								
$15,000 - $19,999	17175	*448	11.1	2.6	108	*496	9.5	2.9	93								
$10,000 - $14,999	24569	687	17.0	2.8	116	891	17.1	3.6	117								
UNDER $10,000	31101	1332	33.0	4.3	178	1316	25.2	4.2	136								
HOUSEHOLD OF 1 PERSON	19441	444	11.0	2.3	95	486	9.3	2.5	80								
2 PEOPLE	51803	885	21.9	1.7	71	1091	20.9	2.1	68								
3 OR 4 PEOPLE	66933	1508	37.4	2.3	94	2237	42.9	3.3	108								
5 OR MORE PEOPLE	29550	1198	29.7	4.1	169	1397	26.8	4.7	152								
NO CHILD IN HSHLD	96587	1960	48.6	2.0	84	2615	50.2	2.7	87								
CHILD(REN) UNDER 2 YRS	10844	*437	10.8	4.0	168	*522	10.0	4.8	155								
2 - 5 YEARS	26358	685	17.0	2.6	108	991	19.0	3.8	121								
6 - 11 YEARS	30453	892	22.1	2.9	122	965	18.5	3.2	102								
12 - 17 YEARS	36575	1292	32.0	3.5	147	1411	27.1	3.9	124								
RESIDENCE OWNED	117770	1916	47.5	1.6	68	2630	50.5	2.2	72								
VALUE: $50,000 OR MORE	70166	826	20.5	1.2	49	1256	24.1	1.8	58								
VALUE: UNDER $50,000	47604	1090	27.0	2.3	95	1374	26.4	2.9	93								

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MALT LIQUOR: BRANDS
(ADULTS)

			COLT 45				SCHLITZ MALT LIQUOR											
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	4034	100.0	2.4	100	5212	100.0	3.1	100								
MAGAZINES	QUINTILE 1	34022	1142	28.3	3.4	140	1539	29.5	4.5	146								
	QUINTILE 2	34800	1026	25.4	2.9	123	1158	22.2	3.3	107								
	QUINTILE 3	30514	543	13.5	1.8	74	740	14.2	2.4	78								
	QUINTILE 4	33324	665	16.5	2.0	83	1030	19.8	3.1	99								
	QUINTILE 5	35066	659	16.3	1.9	78	745	14.3	2.1	68								
NEWSPAPERS	QUINTILE 1	29107	664	16.5	2.3	95	781	15.0	2.7	86								
	QUINTILE 2	49095	891	22.1	1.8	75	926	17.8	1.9	61								
	QUINTILE 3	23107	544	13.5	2.4	98	974	18.7	4.2	136								
	QUINTILE 4	33556	925	22.9	2.8	115	1177	22.6	3.5	113								
	QUINTILE 5	32863	1011	25.1	3.1	128	1355	26.0	4.1	133								
OUTDOOR	QUINTILE 1	33431	748	18.5	2.2	93	1157	22.2	3.5	111								
	QUINTILE 2	33478	841	20.8	2.5	104	985	18.9	2.9	95								
	QUINTILE 3	33574	898	22.3	2.7	111	1085	20.8	3.2	104								
	QUINTILE 4	33935	621	15.4	1.8	76	1038	19.9	3.1	98								
	QUINTILE 5	33310	926	23.0	2.8	116	947	18.2	2.8	91								
RADIO-DRIVE TIME	QUINTILE 1	33136	908	22.5	2.7	114	960	18.4	2.9	93								
	QUINTILE 2	31658	914	22.7	2.9	120	960	18.4	3.0	98								
	QUINTILE 3	32541	924	22.9	2.8	118	1128	21.6	3.5	112								
	QUINTILE 4	34247	616	15.3	1.8	75	1279	24.5	3.7	120								
	QUINTILE 5	36144	673	16.7	1.9	77	885	17.0	2.4	79								
RADIO-MID-DAY	TERCILE 1	45037	1255	31.1	2.8	116	1346	25.8	3.0	96								
	TERCILE 2	44819	1000	24.8	2.2	93	1424	27.3	3.2	102								
	TERCILE 3	77872	1780	44.1	2.3	95	2442	46.9	3.1	101								
RADIO-TOTAL	QUINTILE 1	33763	1109	27.5	3.3	137	1106	21.2	3.3	105								
	QUINTILE 2	33240	865	21.4	2.6	108	1092	21.0	3.3	106								
	QUINTILE 3	33408	690	17.1	2.1	86	1109	21.3	3.3	107								
	QUINTILE 4	34792	855	21.2	2.5	102	1147	22.0	3.3	106								
	QUINTILE 5	32524	516	12.8	1.6	66	757	14.5	2.3	75								
TV-PRIME TIME	QUINTILE 1	33090	881	21.8	2.7	111	1140	21.9	3.4	111								
	QUINTILE 2	33357	812	20.1	2.4	101	761	14.6	2.3	73								
	QUINTILE 3	33980	733	18.2	2.2	90	1007	19.3	3.0	95								
	QUINTILE 4	33854	860	21.3	2.5	106	1102	21.1	3.3	105								
	QUINTILE 5	33444	749	18.6	2.2	93	1203	23.1	3.6	116								
TV-DAYTIME	TERCILE 1	49121	1492	37.0	3.0	126	1921	36.9	3.9	126								
	TERCILE 2	48823	1151	28.5	2.4	98	1509	29.0	3.1	99								
	TERCILE 3	69782	1392	34.5	2.0	83	1782	34.2	2.6	82								
TV-TOTAL	QUINTILE 1	33584	1185	29.4	3.5	147	1479	28.4	4.4	142								
	QUINTILE 2	33441	757	18.8	2.3	94	1067	20.5	3.2	103								
	QUINTILE 3	33505	714	17.7	2.1	89	707	13.6	2.1	68								
	QUINTILE 4	33466	539	13.4	1.6	67	807	15.5	2.4	78								
	QUINTILE 5	33731	840	20.8	2.5	104	1151	22.1	3.4	110								
MAGAZINES-NEWSPAPERS: DUAL		44503	1136	28.2	2.6	106	1261	24.2	2.8	91								
MAGAZINE IMPERATIVE		39363	1388	34.4	3.5	147	1887	36.2	4.8	154								
NEWSPAPER IMPERATIVE		46441	655	16.2	1.4	59	844	16.2	1.8	58								
MAGAZINES-OUTDOOR: DUAL		33726	924	22.9	2.7	114	1335	25.6	4.0	127								
MAGAZINE IMPERATIVE		52846	1545	38.3	2.9	122	1826	35.0	3.5	111								
OUTDOOR IMPERATIVE		52140	986	24.4	1.9	79	1361	26.1	2.6	84								
MAGAZINES-RADIO: DUAL		37081	1135	28.1	3.1	127	1203	23.1	3.2	104								
MAGAZINE IMPERATIVE		49747	1255	31.1	2.5	105	1786	34.3	3.6	116								
RADIO IMPERATIVE		49208	1167	28.9	2.4	99	1425	27.3	2.9	93								
MAGAZINES-TELEVISION: DUAL		33103	1087	26.9	3.3	137	1408	27.0	4.3	137								
MAGAZINE IMPERATIVE		54575	1387	34.4	2.5	106	1714	32.9	3.1	101								
TELEVISION IMPERATIVE		53249	1080	26.8	2.0	84	1391	26.7	2.6	84								
NEWSPAPERS-OUTDOOR: DUAL		36255	682	16.9	1.9	78	937	18.0	2.6	83								
NEWSPAPER IMPERATIVE		55591	1186	29.4	2.1	89	1311	25.2	2.4	76								
OUTDOOR IMPERATIVE		48319	1379	34.2	2.9	119	1953	37.5	4.0	130								
NEWSPAPERS-RADIO: DUAL		37242	851	21.1	2.3	95	921	17.7	2.5	80								
NEWSPAPER IMPERATIVE		54423	959	23.8	1.8	73	1324	25.4	2.4	78								
RADIO IMPERATIVE		46650	1567	38.8	3.4	140	1906	36.6	4.1	131								
NEWSPAPERS-TELEVISION: DUAL		35974	834	20.7	2.3	96	1053	20.2	2.9	94								
NEWSPAPER IMPERATIVE		56095	1000	24.8	1.8	74	1140	21.9	2.0	65								
TELEVISION IMPERATIVE		47170	1480	36.7	3.1	130	1991	38.2	4.2	136								
OUTDOOR-RADIO: DUAL		33748	808	20.0	2.4	100	936	18.0	2.8	89								
OUTDOOR IMPERATIVE		52785	1106	27.4	2.1	87	1789	34.3	3.4	109								
RADIO IMPERATIVE		52882	1551	38.4	2.9	122	1829	35.1	3.5	111								
OUTDOOR-TELEVISION: DUAL		32030	914	22.7	2.9	119	1251	24.0	3.9	126								
OUTDOOR IMPERATIVE		54626	1147	28.4	2.1	87	1480	28.4	2.7	87								
TELEVISION IMPERATIVE		54874	1429	35.4	2.6	108	1704	32.7	3.1	100								
RADIO-TELEVISION: DUAL		33386	1080	26.8	3.2	135	1242	23.8	3.7	120								
RADIO IMPERATIVE		53810	1216	30.1	2.3	94	1471	28.2	2.7	88								
TELEVISION IMPERATIVE		54023	1274	31.6	2.4	98	1728	33.2	3.2	103								

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MALT LIQUOR: BRANDS
(ADULTS)

	TOTAL U.S. '000	COLT 45				SCHLITZ MALT LIQUOR											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4034	100.0	2.4	100	5212	100.0	3.1	100								
ATLANTIC MONTHLY	867	**5	0.1	0.6	24	**38	0.7	4.4	141								
BARRON'S	1580	**47	1.2	3.0	124	**29	0.6	1.8	59								
BETTER HOMES & GARDENS	22203	463	11.5	2.1	87	511	9.8	2.3	74								
BON APPETIT	3810	**99	2.5	2.6	108	**81	1.6	2.1	68								
BUSINESS WEEK	4663	*135	3.3	2.9	120	*159	3.1	3.4	110								
CAR AND DRIVER	3102	**112	2.8	3.6	150	**160	3.1	5.2	166								
CBS MAGAZINE NETWORK (GROSS)	7311	409	10.1	5.6	233	391	7.5	5.3	172								
CHANGING TIMES	3400	**83	2.1	2.4	101	**112	2.1	3.3	106								
COLONIAL HOMES	1796	**68	1.7	3.8	157	**90	1.7	5.0	161								
CONDE NAST MAG. PKG. (GROSS)	19924	537	13.3	2.7	112	1029	19.7	5.2	166								
CONSUMERS DIGEST	3125	**91	2.3	2.9	121	**137	2.6	4.4	141								
COSMOPOLITAN	10577	256	6.3	2.4	101	438	8.4	4.1	133								
COUNTRY LIVING	3746	**87	2.2	2.3	97	**77	1.5	2.1	66								
CUISINE	2214	**40	1.0	1.8	75	**86	1.7	3.9	125								
CYCLE WORLD	2394	**117	2.9	4.9	203	**62	1.2	2.6	83								
DCI:CREATIVE IDEAS FOR LIV	3068	**138	3.4	4.5	187	**80	1.5	2.6	84								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*273	6.8	2.9	119	*153	2.9	1.6	52								
DISCOVER	2277	**126	3.1	5.5	230	**148	2.8	6.5	209								
EBONY	7187	752	18.6	10.5	435	771	14.8	10.7	345								
ESQUIRE	2560	**131	3.2	5.1	213	**110	2.1	4.3	138								
ESSENCE	3242	339	8.4	10.5	435	337	6.5	10.4	335								
FAMILY CIRCLE	19639	308	7.6	1.6	65	410	7.9	2.1	67								
THE FAMILY HANDYMAN	3540	**142	3.5	4.0	167	**82	1.6	2.3	75								
FAMILY WEEKLY	23924	500	12.4	2.1	87	530	10.2	2.2	71								
FIELD & STREAM	9883	321	8.0	3.2	135	273	5.2	2.8	89								
FOOD & WINE	1030	**56	1.4	5.4	226	**37	0.7	3.6	116								
FORBES	2679	**44	1.1	1.6	68	**41	0.8	1.5	49								
FORTUNE	2931	**88	2.2	3.0	125	**96	1.8	3.3	105								
GENTLEMEN'S QUARTERLY	3481	*287	7.1	8.2	343	588	11.3	16.9	544								
GLAMOUR	7163	*190	4.7	2.7	110	*257	4.9	3.6	115								
GOLF DIGEST	2355	**51	1.3	2.2	90	**54	1.0	2.3	74								
GOLF DIGEST/TENNIS (GROSS)	3610	**96	2.4	2.7	111	**107	2.1	3.0	95								
GOLF MAGAZINE	2046	**42	1.0	2.1	85	**33	0.6	1.6	52								
GOLF MAGAZINE/SKI (GROSS)	3547	**95	2.4	2.7	111	**111	2.1	3.1	101								
GOOD HOUSEKEEPING	20353	373	9.2	1.8	76	426	8.2	2.1	67								
HARPER'S BAZAAR	3362	**136	3.4	4.0	168	*237	4.5	7.0	227								
HEALTH	2987	**113	2.8	3.8	157	*167	3.2	5.6	180								
HEARST MAG CORP. BUY (GROSS)	67928	1724	42.7	2.5	106	2244	43.1	3.3	106								
HEARST MAN POWER (GROSS)	11282	349	8.7	3.1	129	441	8.5	3.9	126								
HEARST WOMAN POWER (GROSS)	40514	809	20.1	2.0	83	1154	22.1	2.8	92								
HOUSE BEAUTIFUL	4885	**179	4.4	3.7	152	**121	2.3	2.5	80								
INC.	1308	**53	1.3	4.1	168	**67	1.3	5.1	165								
JET	6498	773	19.2	11.9	495	794	15.2	12.2	393								
LADIES' HOME JOURNAL	14797	349	8.7	2.4	98	299	5.7	2.0	65								
LHJ FAMILY GRP COMBO(GROSS)	21743	567	14.1	2.6	108	583	11.2	2.7	86								
LIFE	9881	442	11.0	4.5	186	539	10.3	5.5	176								
L.A. TIMES HOME MAGAZINE	2775	**38	0.9	1.4	57	**111	2.1	4.0	129								
MADEMOISELLE	4219	**100	2.5	2.4	99	*305	5.9	7.2	233								
MC CALL'S	16422	337	8.4	2.1	85	455	8.7	2.8	89								
MC CALL'S/WRK MOTHER (GROSS)	17919	394	9.8	2.2	91	520	10.0	2.9	93								
MECHANIX ILLUSTRATED	4433	*165	4.1	3.7	155	*162	3.1	3.7	118								
METROPOLITAN HOME	1504	**58	1.4	3.9	160	**99	1.9	6.6	212								
MONEY	4723	*241	6.0	5.1	212	*243	4.7	5.1	166								
MOTHER EARTH NEWS	2325	**44	1.1	1.9	79	**15	0.3	0.6	21								
MS.	1189	**98	2.4	8.2	343	**98	1.9	8.2	265								
NATIONAL ENQUIRER	18892	680	16.9	3.6	150	843	16.2	4.5	144								
NATIONAL GEOGRAPHIC	22129	563	14.0	2.5	106	709	13.6	3.2	103								
NATIONAL SUNDAY MAGAZINE PKG	103750	2378	58.9	2.3	95	2921	56.0	2.8	91								
NATURAL HISTORY	1379	**98	2.4	7.1	295	**76	1.5	5.5	177								
NEW WOMAN	2289	**74	1.8	3.2	134	**109	2.1	4.8	153								
NEW YORK INCLUDING CUE	1088	**37	0.9	3.4	141	**5	0.1	0.5	15								
THE NEW YORKER	2459	**57	1.4	2.3	96	**48	0.9	2.0	63								
NEWSWEEK	16527	456	11.3	2.8	115	523	10.0	3.2	102								
THE N.Y. TIMES DAILY EDITION	2739	**53	1.3	1.9	80	**36	0.7	1.3	42								
THE N.Y. TIMES MAGAZINE	4443	**99	2.5	2.2	93	**69	1.3	1.6	50								
OMNI	2799	**127	3.1	4.5	189	**220	4.2	7.9	253								
ON CABLE	2209	**68	1.7	3.1	128	**73	1.4	3.3	106								
1001 HOME IDEAS	3959	**106	2.6	2.7	111	**117	2.2	3.0	95								
ORGANIC GARDENING	3111	**73	1.8	2.3	98	**38	0.7	1.2	39								
OUTDOOR LIFE	5024	*150	3.7	3.0	124	*222	4.3	4.4	142								
PARADE MAGAZINE	51292	1259	31.2	2.5	102	1416	27.2	2.8	89								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MALT LIQUOR: BRANDS
(ADULTS)

	TOTAL U.S. '000	COLT 45 A '000	COLT 45 B % DOWN	COLT 45 C % ACROSS	COLT 45 D INDX	SCHLITZ MALT LIQUOR A '000	SCHLITZ MALT LIQUOR B % DOWN	SCHLITZ MALT LIQUOR C % ACROSS	SCHLITZ MALT LIQUOR D INDX
TOTAL ADULTS	167727	4034	100.0	2.4	100	5212	100.0	3.1	100
PARENTS	5298	*145	3.6	2.7	114	*236	4.5	4.5	143
PENTHOUSE	5129	447	11.1	8.7	362	495	9.5	9.7	311
PEOPLE	21070	622	15.4	3.0	123	925	17.7	4.4	141
PLAYBOY	10562	549	13.6	5.2	216	780	15.0	7.4	238
POPULAR HOT RODDING	2498	**124	3.1	5.0	206	**168	3.2	6.7	216
POPULAR MECHANICS	5887	*159	3.9	2.7	112	*209	4.0	3.6	114
POPULAR SCIENCE	4317	*123	3.0	2.8	118	*195	3.7	4.5	145
PREVENTION	5792	**75	1.9	1.3	54	**57	1.1	1.0	32
PSYCHOLOGY TODAY	3284	**73	1.8	2.2	92	**89	1.7	2.7	87
READER'S DIGEST	40046	789	19.6	2.0	82	1209	23.2	3.0	97
REDBOOK	9584	*180	4.5	1.9	78	*290	5.6	3.0	97
ROAD & TRACK	2590	*112	2.8	4.3	180	**163	3.1	6.3	203
ROLLING STONE	3302	*234	5.8	7.1	295	*398	7.6	12.1	388
RUNNER'S WORLD	1229	**10	0.2	0.8	34	**21	0.4	1.7	55
SATURDAY EVENING POST	2110	**96	2.4	4.5	189	**101	1.9	4.8	154
SCIENCE 84	1543	**44	1.1	2.9	119	**21	0.4	1.4	44
SCIENCE DIGEST	1747	**47	1.2	2.7	112	**62	1.2	3.5	114
SCIENTIFIC AMERICAN	1994	**38	0.9	1.9	79	**76	1.5	3.8	123
SELF	3119	**89	2.2	2.9	119	*156	3.0	5.0	161
SEVENTEEN	3923	**149	3.7	3.8	158	*275	5.3	7.0	226
SKI	1501	**53	1.3	3.5	147	**78	1.5	5.2	167
SMITHSONIAN	5976	**73	1.8	1.2	51	**153	2.9	2.6	82
SOAP OPERA DIGEST	4228	*245	6.1	5.8	241	*257	4.9	6.1	196
SOUTHERN LIVING	6488	**136	3.4	2.1	87	**73	1.4	1.1	36
SPORT	3500	*214	5.3	6.1	254	*206	4.0	5.9	189
THE SPORTING NEWS	2456	**117	2.9	4.8	198	**114	2.2	4.6	149
SPORTS AFIELD	3648	**142	3.5	3.9	162	*170	3.3	4.7	150
SPORTS ILLUSTRATED	14484	516	12.8	3.6	148	504	9.7	3.5	112
STAR	12661	363	9.0	2.9	119	513	9.8	4.1	130
SUNDAY	52799	1226	30.4	2.3	97	1442	27.7	2.7	88
SUNSET	3513	**47	1.2	1.3	56	**107	2.1	3.0	98
TV GUIDE	42766	1289	32.0	3.0	125	1613	30.9	3.8	121
TENNIS	1254	**46	1.1	3.7	153	**53	1.0	4.2	136
TIME	22054	644	16.0	2.9	121	830	15.9	3.8	121
TOWN & COUNTRY	1555	**71	1.8	4.6	190	**72	1.4	4.6	149
TRAVEL & LEISURE	2173	**47	1.2	2.2	90	**43	0.8	2.0	64
TRUE STORY	4636	*225	5.6	4.9	202	*296	5.7	6.4	205
U.S.NEWS & WORLD REPORT	10353	*193	4.8	1.9	78	312	6.0	3.0	97
USA TODAY	4994	*112	2.8	2.2	93	*223	4.3	4.5	144
US	3528	**151	3.7	4.3	178	**205	3.9	5.8	187
VOGUE	5424	*159	3.9	2.9	122	*310	5.9	5.7	184
WALL STREET JOURNAL	6292	*137	3.4	2.2	91	*137	2.6	2.2	70
WEIGHT WATCHERS	2762	**55	1.4	2.0	83	**40	0.8	1.4	47
WOMAN'S DAY	16320	*231	5.7	1.4	59	322	6.2	2.0	63
WORKING MOTHER	1496	**57	1.4	3.8	158	**65	1.2	4.3	140
WORKING WOMAN	1851	**53	1.3	2.9	119	**48	0.9	2.6	83
WORLD TENNIS	580	**29	0.7	5.0	208	**22	0.4	3.8	122
ZIFF-DAVIS MAG NETWK (GROSS)	12412	579	14.4	4.7	194	617	11.8	5.0	160
BLAIR INSERTS	91671	2130	52.8	2.3	97	2645	50.7	2.9	93
DAILY NEWSPAPERS									
READ ANY	109190	2300	57.0	2.1	88	2943	56.5	2.7	87
READ ONE	89587	1853	45.9	2.1	86	2542	48.8	2.8	91
READ TWO OR MORE	19602	448	11.1	2.3	95	401	7.7	2.0	66
WEEKEND/SUNDAY NEWSPAPERS									
READ ANY	109661	2488	61.7	2.3	94	3062	58.7	2.8	90
READ ONE	95074	2153	53.4	2.3	94	2688	51.6	2.8	91
READ TWO OR MORE	14588	335	8.3	2.3	95	374	7.2	2.6	83
OUTDOOR									
100 SHWG - 30 DAY AV FREQ	28.80	28.62				30.67			
30 DAY REACH	149706	3417	84.7	2.3	95	4657	89.4	3.1	100
50 SHWG - 30 DAY AV FREQ	15.16	14.81				16.02			
30 DAY REACH	142406	3313	82.1	2.3	97	4449	85.4	3.1	101
25 SHWG - 30 DAY AV FREQ	8.23	8.05				8.76			
30 DAY REACH	131152	3059	75.8	2.3	97	4057	77.8	3.1	100
CABLE TV: HOME WIRED	66879	1317	32.6	2.0	82	2086	40.0	3.1	100
HOME NOT WIRED	100848	2718	67.4	2.7	112	3125	60.0	3.1	100
HAVE PAY CABLE	35024	712	17.6	2.0	85	1125	21.6	3.2	103

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MALT LIQUOR: BRANDS
(ADULTS)

		TOTAL U.S. '000	COLT 45				SCHLITZ MALT LIQUOR											
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	4034	100.0	2.4	100	5212	100.0	3.1	100								
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	2231	55.3	2.3	97	2872	55.1	3.0	97								
10:00 AM - 3:00 PM		63599	1549	38.4	2.4	101	1947	37.4	3.1	99								
3:00 PM - 7:00 PM		72097	1924	47.7	2.7	111	2237	42.9	3.1	100								
7:00 PM - MIDNIGHT		36670	1257	31.2	3.4	143	1614	31.0	4.4	142								
MIDNIGHT - 6:00 AM		21908	678	16.8	3.1	129	960	18.4	4.4	141								
6:00 AM - MIDNIGHT		127571	3218	79.8	2.5	105	4116	79.0	3.2	104								
ENTIRE DAY		129239	3296	81.7	2.6	106	4168	80.0	3.2	104								
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	820	20.3	2.4	100	946	18.2	2.8	90								
ALL NEWS		6062	*111	2.8	1.8	76	**91	1.7	1.5	48								
AOR/PROGRESSIVE		11884	396	9.8	3.3	139	553	10.6	4.7	150								
BEAUTIFUL MUSIC		11180	*145	3.6	1.3	54	*221	4.2	2.0	64								
BLACK		4538	368	9.1	8.1	337	377	7.2	8.3	267								
CLASSICAL		3857	**110	2.7	2.9	119	**92	1.8	2.4	77								
CHR/ROCK		21946	677	16.8	3.1	128	897	17.2	4.1	132								
COUNTRY		27262	531	13.2	1.9	81	718	13.8	2.6	85								
GOLDEN OLDIES		3339	**92	2.3	2.8	115	**128	2.5	3.8	123								
MOR/NOSTALGIA		10346	*233	5.8	2.3	94	272	5.2	2.6	85								
NEWS/TALK		8929	*148	3.7	1.7	69	*144	2.8	1.6	52								
RELIGIOUS		5488	*138	3.4	2.5	105	*208	4.0	3.8	122								
SOFT ROCK		1232	**69	1.7	5.6	233	**64	1.2	5.2	167								
URBAN CONTEMPORARY		3184	*273	6.8	8.6	356	*232	4.5	7.3	234								
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	*250	6.2	3.6	150	*215	4.1	3.1	100								
ABC DIRECTION		5212	*129	3.2	2.5	103	*193	3.7	3.7	119								
ABC ENTERTAINMENT		10385	*200	5.0	1.9	80	*236	4.5	2.3	73								
ABC FM		4762	*186	4.6	3.9	162	*181	3.5	3.8	122								
ABC INFORMATION		11339	*238	5.9	2.1	87	*248	4.8	2.2	70								
ABC ROCK		4878	*194	4.8	4.0	165	*310	5.9	6.4	205								
CBS		10709	*250	6.2	2.3	97	*261	5.0	2.4	78								
MUTUAL		10251	283	7.0	2.8	115	252	4.8	2.5	79								
NBC		12243	207	5.1	1.7	70	286	5.5	2.3	75								
RADIORADIO		4606	*137	3.4	3.0	124	*112	2.1	2.4	78								
RKO ONE		5148	*149	3.7	2.9	120	*190	3.6	3.7	119								
RKO TWO		7313	**97	2.4	1.3	55	*111	2.1	1.5	49								
THE SOURCE		5981	*177	4.4	3.0	123	*281	5.4	4.7	151								
NON-WIRED : BLAIR		19329	507	12.6	2.6	109	554	10.6	2.9	92								
INTERNET		27139	818	20.3	3.0	125	1009	19.4	3.7	120								
KATZ RADIO GROUP		36319	885	21.9	2.4	101	899	17.2	2.5	80								
SUPERNET		22361	725	18.0	3.2	135	947	18.2	4.2	136								
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	313	7.8	2.2	90	444	8.5	3.1	98								
WKDAY 9:00 AM - 1:00 PM		18688	579	14.4	3.1	129	722	13.9	3.9	124								
WKDAY 1:00 PM - 4:30 PM		24061	698	17.3	2.9	121	976	18.7	4.1	131								
WKDAY 4:30 PM - 7:30 PM		44079	1149	28.5	2.6	108	1431	27.5	3.2	104								
WKDAY 7:30 PM - 8:00 PM		61979	1463	36.3	2.4	98	1843	35.4	3.0	96								
WKDAY 11:00 PM - 11:30 PM		49084	1346	33.4	2.7	114	1644	31.5	3.3	108								
WKDAY 11:30 PM - 1:00 AM		16560	576	14.3	3.5	145	625	12.0	3.8	121								
M-SAT 8-11 PM+SUN 7-11 PM		66967	1609	39.9	2.4	100	1991	38.2	3.0	96								
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	354	8.8	3.8	159	380	7.3	4.1	132								
ANOTHER WORLD	N	6138	120	3.0	2.0	81	194	3.7	3.2	102								
AS THE WORLD TURNS	C	7707	113	2.8	1.5	61	356	6.8	4.6	149								
CAPITOL	C	4688	*105	2.6	2.2	93	*284	5.4	6.1	195								
CBS MORN. NEWS 1	C	2792	*59	1.5	2.1	88	*62	1.2	2.2	71								
CBS MORN. NEWS 2	C	2071	*50	1.2	2.4	100	*39	0.7	1.9	61								
DAYS OF OUR LIVES	N	8018	197	4.9	2.5	102	238	4.6	3.0	96								
FACTS OF LIFE - DAYTIME	N	3487	150	3.7	4.3	179	119	2.3	3.4	110								
FAMILY FEUD	A	4817	169	4.2	3.5	146	267	5.1	5.5	178								
GENERAL HOSPITAL	A	8333	328	8.1	3.9	164	331	6.4	4.0	128								
GOOD MORNING, AMERICA-730	A	5472	*96	2.4	1.8	73	144	2.8	2.6	85								
GOOD MORNING, AMERICA-830	A	3965	*66	1.6	1.7	69	*97	1.9	2.4	79								
GUIDING LIGHT	C	7542	106	2.6	1.4	58	356	6.8	4.7	152								
ONE LIFE TO LIVE	A	6018	285	7.1	4.7	197	239	4.6	4.0	128								
PRESS YOUR LUCK	C	3589	*117	2.9	3.3	136	*107	2.1	3.0	96								
PRICE IS RIGHT 1	C	7418	197	4.9	2.7	110	251	4.8	3.4	109								
PRICE IS RIGHT 2	C	8276	206	5.1	2.5	103	327	6.3	4.0	127								
RYAN'S HOPE	A	4358	178	4.4	4.1	170	182	3.5	4.2	134								
SALE OF THE CENTURY	N	3749	*89	2.2	2.4	99	*105	2.0	2.8	90								
SEARCH FOR TOMORROW	N	2884	**54	1.3	1.9	78	**82	1.6	2.8	91								
TODAY SHOW 1	N	4869	*83	2.1	1.7	71	*106	2.0	2.2	70								
TODAY SHOW 2	N	4135	*60	1.5	1.5	60	*143	2.7	3.5	111								
$25,000 PYRAMID	C	4361	*78	1.9	1.8	74	*123	2.4	2.8	91								
WHEEL OF FORTUNE	N	6187	138	3.4	2.2	93	200	3.8	3.2	104								
YOUNG AND THE RESTLESS	C	8186	231	5.7	2.8	117	428	8.2	5.2	168								
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	*146	3.6	3.1	128	*158	3.0	3.3	108								
NBA PLAYOFF GAME -1	C	5127	216	5.4	4.2	175	262	5.0	5.1	164								
NBC MAJOR LEAGUE PRE-GAME	N	3945	*160	4.0	4.1	169	**112	2.1	2.8	91								
SPORTSWORLD - SUN	N	3370	**64	1.6	1.9	79	**94	1.8	2.8	90								
SUNDAY MORNING	C	4200	*81	2.0	1.9	80	*165	3.2	3.9	126								

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(ADULTS)

		TOTAL U.S. '000	COLT 45 A '000	COLT 45 B % DOWN	COLT 45 C % ACROSS	COLT 45 D INDX	SCHLITZ MALT LIQUOR A '000	SCHLITZ MALT LIQUOR B % DOWN	SCHLITZ MALT LIQUOR C % ACROSS	SCHLITZ MALT LIQUOR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	4034	100.0	2.4	100	5212	100.0	3.1	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1188	29.4	2.3	94	1387	26.6	2.7	85								
NETWORK AFFILIATES - LATE		39164	989	24.5	2.5	105	1285	24.7	3.3	106								
INDEPENDENTS - LATE		5133	163	4.0	3.2	132	132	2.5	2.6	83								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	608	15.1	2.7	111	842	16.2	3.7	119								
ABC MONDAY NIGHT MOVIE	A	11258	241	6.0	2.1	89	300	5.8	2.7	86								
ABC SUNDAY NIGHT MOVIE	A	23600	625	15.5	2.6	110	671	12.9	2.8	91								
ABC WORLD NEWS TONIGHT	A	12801	333	8.3	2.6	108	431	8.3	3.4	108								
AFTERMASH	C	10966	*213	5.3	1.9	81	*384	7.4	3.5	113								
ALICE	C	17050	413	10.2	2.4	101	426	8.2	2.5	80								
AMERICAN PARADE	C	11998	*158	3.9	1.3	55	231	4.4	1.9	62								
BENSON	A	19258	428	10.6	2.2	92	562	10.8	2.9	94								
BLUE THUNDER	A	11478	287	7.1	2.5	104	472	9.1	4.1	132								
CAGNEY & LACEY	C	18263	495	12.3	2.7	113	510	9.8	2.8	90								
CBS EVENING NEWS-DEAN	C	7733	*221	5.5	2.9	119	*213	4.1	2.8	89								
CBS EVENING NEWS-RATHER	C	15653	387	9.6	2.5	103	321	6.2	2.1	66								
CBS SAT. NEWS-SCHIEFFER	C	8744	*176	4.4	2.0	84	212	4.1	2.4	78								
CBS SATURDAY NIGHT MOVIE	C	12000	281	7.0	2.3	97	389	7.5	3.2	104								
CBS WEDNESDAY NIGHT MOVIE	C	11522	316	7.8	2.7	114	290	5.6	2.5	81								
CHEERS	N	16818	360	8.9	2.1	89	369	7.1	2.2	71								
DALLAS	C	37510	724	17.9	1.9	80	961	18.4	2.6	82								
DIFF'RENT STROKES	N	11258	248	6.1	2.2	92	331	6.4	2.9	95								
DOUBLE TROUBLE	N	12248	326	8.1	2.7	111	437	8.4	3.6	115								
DUCK FACTORY	N	11100	297	7.4	2.7	111	254	4.9	2.3	74								
DUKES OF HAZZARD	C	12353	307	7.6	2.5	103	275	5.3	2.2	72								
DYNASTY	A	33279	779	19.3	2.3	97	1134	21.8	3.4	110								
FACTS OF LIFE	N	13410	274	6.8	2.0	85	372	7.1	2.8	89								
FALCON CREST	C	31093	743	18.4	2.4	99	805	15.4	2.6	83								
FALL GUY	A	18649	626	15.5	3.4	140	843	16.2	4.5	145								
FAMILY TIES	N	13101	279	6.9	2.1	89	357	6.8	2.7	88								
FANTASY ISLAND	A	13069	362	9.0	2.8	115	385	7.4	2.9	95								
FOULUPS,BLEEPS & BLUNDERS	A	16588	447	11.1	2.7	112	570	10.9	3.4	111								
FOUR SEASONS	C	9302	*217	5.4	2.3	97	*317	6.1	3.4	110								
GIMME A BREAK	N	13955	389	9.6	2.8	116	496	9.5	3.6	114								
HART TO HART	A	15735	344	8.5	2.2	91	558	10.7	3.5	114								
HILL STREET BLUES	N	18257	482	11.9	2.6	110	352	6.8	1.9	62								
HOTEL	A	24236	611	15.1	2.5	105	690	13.2	2.8	92								
JEFFERSONS	C	17010	454	11.3	2.7	111	541	10.4	3.2	102								
JENNIFER SLEPT HERE	N	9397	*199	4.9	2.1	88	*283	5.4	3.0	97								
KATE & ALLIE	C	16762	344	8.5	2.1	85	350	6.7	2.1	67								
KNIGHT RIDER	N	13164	329	8.2	2.5	104	511	9.8	3.9	125								
LOVE BOAT	A	20400	398	9.9	2.0	81	633	12.1	3.1	100								
MAGNUM PI	C	22543	562	13.9	2.5	104	713	13.7	3.2	102								
MAMA'S FAMILY	N	9852	*272	6.7	2.8	115	*245	4.7	2.5	80								
MASTER, THE	N	8082	216	5.4	2.7	111	393	7.5	4.9	156								
MATT HOUSTON	A	12881	337	8.4	2.6	109	512	9.8	4.0	128								
NBC MONDAY NIGHT MOVIE	N	23889	651	16.1	2.7	113	775	14.9	3.2	104								
NBC NIGHTLY NEWS	N	11156	247	6.1	2.2	92	304	5.8	2.7	88								
NBC NIGHTLY NEWS-SAT	N	7363	**126	3.1	1.7	71	**121	2.3	1.6	53								
NBC NIGHTLY NEWS-SUN	N	6214	*112	2.8	1.8	75	**133	2.6	2.1	69								
NBC SUNDAY NIGHT MOVIE	N	17590	633	15.7	3.6	150	728	14.0	4.1	133								
NEWHART	C	16740	448	11.1	2.7	111	367	7.0	2.2	71								
ONE DAY AT A TIME	C	11820	302	7.5	2.6	106	333	6.4	2.8	91								
PEOPLE ARE FUNNY	N	9138	*266	6.6	2.9	121	*184	3.5	2.0	65								
REAL PEOPLE	N	15979	237	5.9	1.5	62	268	5.1	1.7	54								
REMINGTON STEELE	N	14395	408	10.1	2.8	118	421	8.1	2.9	94								
RIPLEY'S BELIEVE IT - NOT	A	11362	275	6.8	2.4	101	268	5.1	2.4	76								
RIPTIDE	N	13920	286	7.1	2.1	85	428	8.2	3.1	99								
SCARECROW & MRS. KING	C	17571	404	10.0	2.3	96	573	11.0	3.3	105								
SIMON & SIMON	C	20208	555	13.8	2.7	114	755	14.5	3.7	120								
60 MINUTES	C	27668	617	15.3	2.2	93	693	13.3	2.5	81								
ST. ELSEWHERE	N	13699	376	9.3	2.7	114	346	6.6	2.5	81								
THREE'S COMPANY	A	20632	473	11.7	2.3	95	597	11.5	2.9	93								
T.J. HOOKER	A	17136	444	11.0	2.6	108	620	11.9	3.6	116								
TONIGHT SHOW	N	4963	128	3.2	2.6	107	140	2.7	2.8	91								
TRAPPER JOHN, M.D.	C	16332	360	8.9	2.2	92	440	8.4	2.7	87								
TV BLOOPERS & PRAC. JOKES	N	18881	351	8.7	1.9	77	515	9.9	2.7	88								
20/20	A	18315	335	8.3	1.8	76	375	7.2	2.0	66								
WEBSTER	A	18722	461	11.4	2.5	102	595	11.4	3.2	102								
WORLD NEWS - SUN	A	5327	*143	3.5	2.7	112	*198	3.8	3.7	120								
YELLOW ROSE	N	8370	230	5.7	2.7	114	*185	3.5	2.2	71								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	678	16.8	2.6	109	893	17.1	3.5	111								
BASKETBALL - COLLEGE GAMES		14468	619	15.3	4.3	178	714	13.7	4.9	159								
BASKETBALL - PRO GAMES		12124	609	15.1	5.0	209	767	14.7	6.3	204								
BOWLING		9412	*291	7.2	3.1	129	*321	6.2	3.4	110								
BOXING		15409	808	20.0	5.2	218	763	14.6	5.0	159								
FOOTBALL - COLLEGE GAMES		21400	619	15.3	2.9	120	821	15.8	3.8	123								
FOOTBALL - PRO GAMES		35944	1184	29.4	3.3	137	1491	28.6	4.1	133								
GOLF		9759	**207	5.1	2.1	88	*362	6.9	3.7	119								
POST-SEASON COLL. FOOTBALL		18123	684	17.0	3.8	157	776	14.9	4.3	138								
POST-SEASON PRO FOOTBALL		22091	803	19.9	3.6	151	906	17.4	4.1	132								
TENNIS		6764	**249	6.2	3.7	153	**204	3.9	3.0	97								
WRESTLING - PROFESSIONAL		9695	612	15.2	6.3	262	712	13.7	7.3	236								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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4A. DO YOU YOURSELF DRINK THEM?

	'000	%	UNWEIGHTED
YES	9541	5.7	1147
NO	158186	94.3	17963

IF YOU DO

4B. WHICH BRANDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
CAMPARI	1362	.8	579	.3	472	.3	310	.2	186
CHERRY KIJAFA	1963	1.2	1125	.7	650	.4	188	.1	212
DUBONNET	2476	1.5	1680	1.0	525	.3	271	.2	327
PERNOD	975	.6	347	.2	427	.3	201	.1	103
OTHER BRANDS	4713	2.8	3928	2.3	507	.3	278	.2	545
DO NOT KNOW	183	.1							25

4C. ABOUT HOW MANY DRINKS OR GLASSES OF APERITIF OR SPECIALTY WINES DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
8 OR MORE	H	208	.1	26
7	H	236	.1	32
5 - 6	H	321	.2	43
3 - 4	H	884	.5	104
2	H	1197	.7	137
1	H	1615	1.0	177
NONE	L	5079	3.0	628

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
8 OR MORE	592	.4	65
7	305	.2	45
5 - 6	789	.5	88
3 - 4	1224	.7	150
2	1441	.9	176
1	1644	1.0	194
NONE	3547	2.1	429

APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	9541	100.0	5.7	100	4462	100.0	2.7	100	5079	100.0	3.0	100				
MALES	79263	4033	42.3	5.1	89	1864	41.8	2.4	88	2169	42.7	2.7	90				
FEMALES	88464	5508	57.7	6.2	109	2597	58.2	2.9	110	2911	57.3	3.3	109				
18 - 24	28671	1630	17.1	5.7	100	896	20.1	3.1	117	735	14.5	2.6	85				
25 - 34	39536	2469	25.9	6.2	110	1173	26.3	3.0	112	1296	25.5	3.3	108				
35 - 44	28978	2042	21.4	7.0	124	985	22.1	3.4	128	1057	20.8	3.6	120				
45 - 54	22345	1254	13.1	5.6	99	528	11.8	2.4	89	727	14.3	3.3	107				
55 - 64	22224	1148	12.0	5.2	91	*421	9.4	1.9	71	727	14.3	3.3	108				
65 OR OLDER	25973	998	10.5	3.8	68	460	10.3	1.8	67	539	10.6	2.1	69				
18 - 34	68207	4099	43.0	6.0	106	2069	46.4	3.0	114	2030	40.0	3.0	98				
18 - 49	108058	6726	70.5	6.2	109	3362	75.3	3.1	117	3364	66.2	3.1	103				
25 - 54	90859	5765	60.4	6.3	112	2686	60.2	3.0	111	3079	60.6	3.4	112				
35 - 49	39851	2627	27.5	6.6	116	1293	29.0	3.2	122	1334	26.3	3.3	111				
50 OR OLDER	59669	2815	29.5	4.7	83	1100	24.7	1.8	69	1716	33.8	2.9	95				
GRADUATED COLLEGE	28091	2888	30.3	10.3	181	1237	27.7	4.4	166	1650	32.5	5.9	194				
ATTENDED COLLEGE	28938	2155	22.6	7.4	131	758	17.0	2.6	98	1397	27.5	4.8	159				
GRADUATED HIGH SCHOOL	65503	2841	29.8	4.3	76	1343	30.1	2.1	77	1498	29.5	2.3	76				
DID NOT GRADUATE HIGH SCHOOL	45195	1658	17.4	3.7	64	1123	25.2	2.5	93	*534	10.5	1.2	39				
EMPLOYED MALES	56429	3121	32.7	5.5	97	1348	30.2	2.4	90	1773	34.9	3.1	104				
EMPLOYED FEMALES	43971	3473	36.4	7.9	139	1426	32.0	3.2	122	2047	40.3	4.7	154				
EMPLOYED FULL-TIME	87773	5750	60.3	6.6	115	2448	54.9	2.8	105	3303	65.0	3.8	124				
EMPLOYED PART-TIME	12627	843	8.8	6.7	117	*327	7.3	2.6	97	*517	10.2	4.1	135				
NOT EMPLOYED	67327	2948	30.9	4.4	77	1687	37.8	2.5	94	1260	24.8	1.9	62				
PROFESSIONAL/MANAGER	25845	2618	27.4	10.1	178	1049	23.5	4.1	153	1569	30.9	6.1	200				
TECH/CLERICAL/SALES	30895	1958	20.5	6.3	111	714	16.0	2.3	87	1245	24.5	4.0	133				
PRECISION/CRAFT	12629	605	6.3	4.8	84	**244	5.5	1.9	73	*361	7.1	2.9	94				
OTHER EMPLOYED	31031	1413	14.8	4.6	80	768	17.2	2.5	93	645	12.7	2.1	69				
SINGLE	35557	2212	23.2	6.2	109	1213	27.2	3.4	128	999	19.7	2.8	93				
MARRIED	103585	5843	61.2	5.6	99	2472	55.4	2.4	90	3371	66.4	3.3	107				
DIVORCED/SEPARATED/WIDOWED	28585	1486	15.6	5.2	91	777	17.4	2.7	102	709	14.0	2.5	82				
PARENTS	59295	3341	35.0	5.6	99	1676	37.6	2.8	106	1665	32.8	2.8	93				
WHITE	146081	8165	85.6	5.6	98	3613	81.0	2.5	93	4552	89.6	3.1	103				
BLACK	17974	1120	11.7	6.2	110	720	16.1	4.0	151	*400	7.9	2.2	73				
OTHER	3672	**256	2.7	7.0	123	**128	2.9	3.5	131	**127	2.5	3.5	114				
NORTHEAST-CENSUS	37005	3104	32.5	8.4	147	1339	30.0	3.6	136	1765	34.8	4.8	158				
NORTH CENTRAL	42642	1343	14.1	3.1	55	584	13.1	1.4	51	759	14.9	1.8	59				
SOUTH	56777	2792	29.3	4.9	86	1503	33.7	2.6	100	1289	25.4	2.3	75				
WEST	31303	2302	24.1	7.4	129	1036	23.2	3.3	124	1266	24.9	4.0	134				
NORTHEAST-MKTG.	38125	3366	35.3	8.8	155	1559	34.9	4.1	154	1807	35.6	4.7	157				
EAST CENTRAL	24794	821	8.6	3.3	58	*378	8.5	1.5	57	443	8.7	1.8	59				
WEST CENTRAL	28511	969	10.2	3.4	60	*417	9.3	1.5	55	552	10.9	1.9	64				
SOUTH	48953	2223	23.3	4.5	80	1108	24.8	2.3	85	1114	21.9	2.3	75				
PACIFIC	27344	2163	22.7	7.9	139	999	22.4	3.7	137	1163	22.9	4.3	140				
COUNTY SIZE A	69301	5371	56.3	7.8	136	2588	58.0	3.7	140	2783	54.8	4.0	133				
COUNTY SIZE B	50633	2500	26.2	4.9	87	1039	23.3	2.1	77	1461	28.8	2.9	95				
COUNTY SIZE C	26259	1074	11.3	4.1	72	*525	11.8	2.0	75	*550	10.8	2.1	69				
COUNTY SIZE D	21534	*596	6.2	2.8	49	*310	6.9	1.4	54	**286	5.6	1.3	44				
METRO CENTRAL CITY	50014	3924	41.1	7.8	138	1935	43.4	3.9	145	1989	39.2	4.0	131				
METRO SUBURBAN	76832	4234	44.4	5.5	97	1876	42.0	2.4	92	2358	46.4	3.1	101				
NON METRO	40881	1383	14.5	3.4	59	*650	14.6	1.6	60	733	14.4	1.8	59				
TOP 5 ADI'S	39550	3638	38.1	9.2	162	1733	38.8	4.4	165	1905	37.5	4.8	159				
TOP 10 ADI'S	54877	4499	47.2	8.2	144	2226	49.9	4.1	152	2273	44.8	4.1	137				
TOP 20 ADI'S	77516	5765	60.4	7.4	131	2761	61.9	3.6	134	3004	59.1	3.9	128				
HSHLD INC. $50,000 OR MORE	17257	1759	18.4	10.2	179	752	16.9	4.4	164	1007	19.8	5.8	193				
$40,000 OR MORE	33235	3085	32.3	9.3	163	1298	29.1	3.9	147	1788	35.2	5.4	178				
$30,000 OR MORE	59693	4783	50.1	8.0	141	2063	46.2	3.5	130	2720	53.6	4.6	150				
$25,000 OR MORE	76275	5655	59.3	7.4	130	2346	52.6	3.1	116	3309	65.2	4.3	143				
$20,000 - $24,999	18607	975	10.2	5.2	92	*459	10.3	2.5	93	516	10.2	2.8	92				
$15,000 - $19,999	17175	692	7.3	4.0	71	*262	5.9	1.5	57	*430	8.5	2.5	83				
$10,000 - $14,999	24569	978	10.3	4.0	70	544	12.2	2.2	83	*433	8.5	1.8	58				
UNDER $10,000	31101	1242	13.0	4.0	70	850	19.0	2.7	103	*392	7.7	1.3	42				
HOUSEHOLD OF 1 PERSON	19441	980	10.3	5.0	89	442	9.9	2.3	85	538	10.6	2.8	91				
2 PEOPLE	51803	3079	32.3	5.9	104	1421	31.8	2.7	103	1658	32.6	3.2	106				
3 OR 4 PEOPLE	66933	4002	41.9	6.0	105	1755	39.3	2.6	99	2247	44.2	3.4	111				
5 OR MORE PEOPLE	29550	1481	15.5	5.0	88	844	18.9	2.9	107	*637	12.5	2.2	71				
NO CHILD IN HSHLD	96587	5592	58.6	5.8	102	2383	53.4	2.5	93	3209	63.2	3.3	110				
CHILD(REN) UNDER 2 YRS	10844	*558	5.8	5.1	90	**275	6.2	2.5	95	**283	5.6	2.6	86				
2 - 5 YEARS	26358	1277	13.4	4.8	85	709	15.9	2.7	101	567	11.2	2.2	71				
6 - 11 YEARS	30453	1611	16.9	5.3	93	851	19.1	2.8	105	760	15.0	2.5	82				
12 - 17 YEARS	36575	2146	22.5	5.9	103	1247	27.9	3.4	128	899	17.7	2.5	81				
RESIDENCE OWNED	117770	6318	66.2	5.4	94	2770	62.1	2.4	88	3549	69.9	3.0	100				
VALUE: $50,000 OR MORE	70166	4694	49.2	6.7	118	1909	42.8	2.7	102	2786	54.9	4.0	131				
VALUE: UNDER $50,000	47604	1624	17.0	3.4	60	861	19.3	1.8	68	763	15.0	1.6	53				

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	9541	100.0	5.7	100	4462	100.0	2.7	100	5079	100.0	3.0	100				
MAGAZINES	QUINTILE 1	34022	2951	30.9	8.7	152	1178	26.4	3.5	130	1772	34.9	5.2	172				
	QUINTILE 2	34800	2211	23.2	6.4	112	1036	23.2	3.0	112	1176	23.2	3.4	112				
	QUINTILE 3	30514	1480	15.5	4.9	85	755	16.9	2.5	93	725	14.3	2.4	78				
	QUINTILE 4	33324	1436	15.1	4.3	76	714	16.0	2.1	81	721	14.2	2.2	71				
	QUINTILE 5	35066	1463	15.3	4.2	73	778	17.4	2.2	83	685	13.5	2.0	65				
NEWSPAPERS	QUINTILE 1	29107	2404	25.2	8.3	145	992	22.2	3.4	128	1412	27.8	4.9	160				
	QUINTILE 2	49095	2694	28.2	5.5	96	1108	24.8	2.3	85	1586	31.2	3.2	107				
	QUINTILE 3	23107	1299	13.6	5.6	99	599	13.4	2.6	97	699	13.8	3.0	100				
	QUINTILE 4	33556	1783	18.7	5.3	93	915	20.5	2.7	102	868	17.1	2.6	85				
	QUINTILE 5	32863	1361	14.3	4.1	73	848	19.0	2.6	97	514	10.1	1.6	52				
OUTDOOR	QUINTILE 1	33431	2055	21.5	6.1	108	792	17.7	2.4	89	1263	24.9	3.8	125				
	QUINTILE 2	33478	2121	22.2	6.3	111	1050	23.5	3.1	118	1071	21.1	3.2	106				
	QUINTILE 3	33574	1936	20.3	5.8	101	796	17.8	2.4	89	1141	22.5	3.4	112				
	QUINTILE 4	33935	1942	20.4	5.7	101	983	22.0	2.9	109	960	18.9	2.8	93				
	QUINTILE 5	33310	1486	15.6	4.5	78	841	18.8	2.5	95	645	12.7	1.9	64				
RADIO-DRIVE TIME	QUINTILE 1	33136	2002	21.0	6.0	106	1070	24.0	3.2	121	933	18.4	2.8	93				
	QUINTILE 2	31658	1786	18.7	5.6	99	741	16.6	2.3	88	1045	20.6	3.3	109				
	QUINTILE 3	32541	2096	22.0	6.4	113	963	21.6	3.0	111	1133	22.3	3.5	115				
	QUINTILE 4	34247	2087	21.9	6.1	107	1054	23.6	3.1	116	1033	20.3	3.0	100				
	QUINTILE 5	36144	1570	16.5	4.3	76	634	14.2	1.8	66	936	18.4	2.6	86				
RADIO-MID-DAY	TERCILE 1	45037	2453	25.7	5.4	96	1192	26.7	2.6	99	1261	24.8	2.8	92				
	TERCILE 2	44819	2686	28.2	6.0	105	1242	27.8	2.8	104	1445	28.5	3.2	106				
	TERCILE 3	77872	4402	46.1	5.7	99	2028	45.5	2.6	98	2374	46.7	3.0	101				
RADIO-TOTAL	QUINTILE 1	33763	1814	19.0	5.4	94	1006	22.5	3.0	112	808	15.9	2.4	79				
	QUINTILE 2	33240	2198	23.0	6.6	116	899	20.1	2.7	102	1299	25.6	3.9	129				
	QUINTILE 3	33408	1921	20.1	5.8	101	828	18.6	2.5	93	1093	21.5	3.3	108				
	QUINTILE 4	34792	2217	23.2	6.4	112	1135	25.4	3.3	123	1082	21.3	3.1	103				
	QUINTILE 5	32524	1391	14.6	4.3	75	594	13.3	1.8	69	797	15.7	2.5	81				
TV-PRIME TIME	QUINTILE 1	33090	1834	19.2	5.5	97	867	19.4	2.6	98	967	19.0	2.9	97				
	QUINTILE 2	33357	1816	19.0	5.4	96	754	16.9	2.3	85	1062	20.9	3.2	105				
	QUINTILE 3	33980	2031	21.3	6.0	105	971	21.8	2.9	107	1060	20.9	3.1	103				
	QUINTILE 4	33854	1993	20.9	5.9	103	1014	22.7	3.0	113	979	19.3	2.9	95				
	QUINTILE 5	33444	1867	19.6	5.6	98	856	19.2	2.6	96	1011	19.9	3.0	100				
TV-DAYTIME	TERCILE 1	49121	2342	24.5	4.8	84	1193	26.7	2.4	91	1149	22.6	2.3	77				
	TERCILE 2	48823	2789	29.2	5.7	100	1311	29.4	2.7	101	1478	29.1	3.0	100				
	TERCILE 3	69782	4410	46.2	6.3	111	1957	43.9	2.8	105	2452	48.3	3.5	116				
TV-TOTAL	QUINTILE 1	33584	1746	18.3	5.2	91	891	20.0	2.7	100	856	16.9	2.5	84				
	QUINTILE 2	33441	1787	18.7	5.3	94	758	17.0	2.3	85	1028	20.2	3.1	102				
	QUINTILE 3	33505	1894	19.9	5.7	99	890	19.9	2.7	100	1004	19.8	3.0	99				
	QUINTILE 4	33466	1893	19.8	5.7	99	855	19.2	2.6	96	1039	20.5	3.1	103				
	QUINTILE 5	33731	2221	23.3	6.6	116	1068	23.9	3.2	119	1153	22.7	3.4	113				
MAGAZINES-NEWSPAPERS: DUAL		44503	3498	36.7	7.9	138	1498	33.6	3.4	127	2000	39.4	4.5	148				
MAGAZINE IMPERATIVE		39363	2432	25.5	6.2	109	1160	26.0	2.9	111	1272	25.0	3.2	107				
NEWSPAPER IMPERATIVE		46441	2125	22.3	4.6	80	904	20.3	1.9	73	1221	24.0	2.6	87				
MAGAZINES-OUTDOOR: DUAL		33726	2557	26.8	7.6	133	982	22.0	2.9	109	1575	31.0	4.7	154				
MAGAZINE IMPERATIVE		52846	3499	36.7	6.6	116	1673	37.5	3.2	119	1826	36.0	3.5	114				
OUTDOOR IMPERATIVE		52140	2515	26.4	4.8	85	1307	29.3	2.5	94	1208	23.8	2.3	77				
MAGAZINES-RADIO: DUAL		37081	2704	28.3	7.3	128	1278	28.6	3.4	130	1426	28.1	3.8	127				
MAGAZINE IMPERATIVE		49747	3380	35.4	6.8	119	1412	31.6	2.8	107	1968	38.7	4.0	131				
RADIO IMPERATIVE		49208	2294	24.0	4.7	82	1085	24.3	2.2	83	1209	23.8	2.5	81				
MAGAZINES-TELEVISION: DUAL		33103	2133	22.4	6.4	113	972	21.8	2.9	110	1160	22.8	3.5	116				
MAGAZINE IMPERATIVE		54575	3953	41.4	7.2	127	1711	38.3	3.1	118	2243	44.2	4.1	136				
TELEVISION IMPERATIVE		53249	2271	23.8	4.3	75	1155	25.9	2.2	82	1116	22.0	2.1	69				
NEWSPAPERS-OUTDOOR: DUAL		36255	2530	26.5	7.0	123	1065	23.9	2.9	110	1464	28.8	4.0	133				
NEWSPAPER IMPERATIVE		55591	3287	34.5	5.9	104	1390	31.2	2.5	94	1897	37.3	3.4	113				
OUTDOOR IMPERATIVE		48319	2532	26.5	5.2	92	1238	27.7	2.6	96	1295	25.5	2.7	89				
NEWSPAPERS-RADIO: DUAL		37242	2355	24.7	6.3	111	1110	24.9	3.0	112	1245	24.5	3.3	110				
NEWSPAPER IMPERATIVE		54423	3448	36.1	6.3	111	1327	29.7	2.4	92	2121	41.8	3.9	129				
RADIO IMPERATIVE		46650	2456	25.7	5.3	93	1199	26.9	2.6	97	1257	24.7	2.7	89				
NEWSPAPERS-TELEVISION: DUAL		35974	2017	21.1	5.6	99	853	19.1	2.4	89	1164	22.9	3.2	107				
NEWSPAPER IMPERATIVE		56095	3872	40.6	6.9	121	1614	36.2	2.9	108	2257	44.4	4.0	133				
TELEVISION IMPERATIVE		47170	2324	24.4	4.9	87	1304	29.2	2.8	104	1020	20.1	2.2	71				
OUTDOOR-RADIO: DUAL		33748	2001	21.0	5.9	104	844	18.9	2.5	94	1156	22.8	3.4	113				
OUTDOOR IMPERATIVE		52785	3229	33.8	6.1	108	1464	32.8	2.8	104	1765	34.8	3.3	110				
RADIO IMPERATIVE		52882	2994	31.4	5.7	100	1502	33.7	2.8	107	1492	29.4	2.8	93				
OUTDOOR-TELEVISION: DUAL		32030	1961	20.6	6.1	108	888	19.9	2.8	104	1073	21.1	3.3	111				
OUTDOOR IMPERATIVE		54626	3472	36.4	6.4	112	1515	34.0	2.8	104	1957	38.5	3.6	118				
TELEVISION IMPERATIVE		54874	2543	26.7	4.6	81	1225	27.5	2.2	84	1318	25.9	2.4	79				
RADIO-TELEVISION: DUAL		33386	1859	19.5	5.6	98	815	18.3	2.4	92	1044	20.6	3.1	103				
RADIO IMPERATIVE		53810	3372	35.3	6.3	110	1618	36.3	3.0	113	1754	34.5	3.3	108				
TELEVISION IMPERATIVE		54023	2777	29.1	5.1	90	1389	31.1	2.6	97	1387	27.3	2.6	85				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	9541	100.0	5.7	100	4462	100.0	2.7	100	5079	100.0	3.0	100				
ATLANTIC MONTHLY	867	**66	0.7	7.6	134	**33	0.7	3.8	143	**33	0.6	3.8	126				
BARRON'S	1580	294	3.1	18.6	327	**74	1.7	4.7	176	*220	4.3	13.9	460				
BETTER HOMES & GARDENS	22203	1538	16.1	6.9	122	730	16.4	3.3	124	808	15.9	3.6	120				
BON APPETIT	3810	586	6.1	15.4	270	*308	6.9	8.1	304	278	5.5	7.3	241				
BUSINESS WEEK	4663	600	6.3	12.9	226	*265	5.9	5.7	214	335	6.6	7.2	237				
CAR AND DRIVER	3102	*293	3.1	9.4	166	**135	3.0	4.4	164	*158	3.1	5.1	168				
CBS MAGAZINE NETWORK (GROSS)	7311	697	7.3	9.5	168	*309	6.9	4.2	159	388	7.6	5.3	175				
CHANGING TIMES	3400	247	2.6	7.3	128	**87	1.9	2.6	96	*160	3.2	4.7	155				
COLONIAL HOMES	1796	*214	2.2	11.9	209	**83	1.9	4.6	174	**131	2.6	7.3	241				
CONDE NAST MAG. PKG. (GROSS)	19924	1953	20.5	9.8	172	937	21.0	4.7	177	1016	20.0	5.1	168				
CONSUMERS DIGEST	3125	*300	3.1	9.6	169	**100	2.2	3.2	120	*199	3.9	6.4	210				
COSMOPOLITAN	10577	781	8.2	7.4	130	357	8.0	3.4	127	424	8.3	4.0	132				
COUNTRY LIVING	3746	*288	3.0	7.7	135	**88	2.0	2.3	88	**200	3.9	5.3	176				
CUISINE	2214	325	3.4	14.7	258	*128	2.9	5.8	217	*197	3.9	8.9	294				
CYCLE WORLD	2394	**158	1.7	6.6	116	**96	2.2	4.0	151	**62	1.2	2.6	86				
DCI:CREATIVE IDEAS FOR LIV	3068	*218	2.3	7.1	125	*117	2.6	3.8	143	**101	2.0	3.3	109				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	597	6.3	6.2	110	*257	5.8	2.7	101	340	6.7	3.6	117				
DISCOVER	2277	*183	1.9	8.0	141	**96	2.2	4.2	158	**87	1.7	3.8	126				
EBONY	7187	592	6.2	8.2	145	251	5.6	3.5	131	341	6.7	4.7	157				
ESQUIRE	2560	*178	1.9	7.0	122	**49	1.1	1.9	72	*129	2.5	5.0	166				
ESSENCE	3242	235	2.5	7.2	127	*126	2.8	3.9	146	**109	2.1	3.4	111				
FAMILY CIRCLE	19639	1285	13.5	6.5	115	577	12.9	2.9	110	708	13.9	3.6	119				
THE FAMILY HANDYMAN	3540	295	3.1	8.3	146	**105	2.4	3.0	111	*189	3.7	5.3	176				
FAMILY WEEKLY	23924	1044	10.9	4.4	77	375	8.4	1.6	59	668	13.2	2.8	92				
FIELD & STREAM	9883	460	4.8	4.7	82	*188	4.2	1.9	72	*272	5.4	2.8	91				
FOOD & WINE	1030	*112	1.2	10.9	191	**43	1.0	4.2	157	**70	1.4	6.8	224				
FORBES	2679	417	4.4	15.6	274	*115	2.6	4.3	161	302	5.9	11.3	372				
FORTUNE	2931	513	5.4	17.5	308	*149	3.3	5.1	191	363	7.1	12.4	409				
GENTLEMEN'S QUARTERLY	3481	367	3.8	10.5	185	*138	3.1	4.0	149	*229	4.5	6.6	217				
GLAMOUR	7163	632	6.6	8.8	155	324	7.3	4.5	170	307	6.0	4.3	142				
GOLF DIGEST	2355	306	3.2	13.0	228	**116	2.6	4.9	185	*191	3.8	8.1	268				
GOLF DIGEST/TENNIS (GROSS)	3610	425	4.5	11.8	207	*148	3.3	4.1	154	*278	5.5	7.7	254				
GOLF MAGAZINE	2046	*245	2.6	12.0	211	**108	2.4	5.3	198	**137	2.7	6.7	221				
GOLF MAGAZINE/SKI (GROSS)	3547	315	3.3	8.9	156	**133	3.0	3.7	141	*182	3.6	5.1	169				
GOOD HOUSEKEEPING	20353	1262	13.2	6.2	109	598	13.4	2.9	110	664	13.1	3.3	108				
HARPER'S BAZAAR	3362	358	3.8	10.6	187	*107	2.4	3.2	120	*251	4.9	7.5	247				
HEALTH	2987	*248	2.6	8.3	146	**70	1.6	2.3	88	*178	3.5	6.0	197				
HEARST MAG CORP. BUY (GROSS)	67928	5164	54.1	7.6	134	2165	48.5	3.2	120	2999	59.0	4.4	146				
HEARST MAN POWER (GROSS)	11282	778	8.2	6.9	121	348	7.8	3.1	116	430	8.5	3.8	126				
HEARST WOMAN POWER (GROSS)	40514	2672	28.0	6.6	116	1226	27.5	3.0	114	1447	28.5	3.6	118				
HOUSE BEAUTIFUL	4885	539	5.6	11.0	194	223	5.0	4.6	172	315	6.2	6.4	213				
INC.	1308	*197	2.1	15.1	265	**69	1.5	5.3	198	*127	2.5	9.7	321				
JET	6498	501	5.3	7.7	136	297	6.7	4.6	172	*204	4.0	3.1	104				
LADIES' HOME JOURNAL	14797	921	9.7	6.2	109	433	9.7	2.9	110	488	9.6	3.3	109				
LHJ FAMILY GRP COMBO(GROSS)	21743	1441	15.1	6.6	117	588	13.2	2.7	102	854	16.8	3.9	130				
LIFE	9881	777	8.1	7.9	138	320	7.2	3.2	122	458	9.0	4.6	153				
L.A. TIMES HOME MAGAZINE	2775	449	4.7	16.2	284	*219	4.9	7.9	297	230	4.5	8.3	274				
MADEMOISELLE	4219	337	3.5	8.0	140	**136	3.0	3.2	121	*201	4.0	4.8	157				
MC CALL'S	16422	1043	10.9	6.4	112	453	10.2	2.8	104	590	11.6	3.6	119				
MC CALL'S/WRK MOTHER (GROSS)	17919	1154	12.1	6.4	113	482	10.8	2.7	101	672	13.2	3.8	124				
MECHANIX ILLUSTRATED	4433	369	3.9	8.3	146	*129	2.9	2.9	109	*240	4.7	5.4	179				
METROPOLITAN HOME	1504	*245	2.6	16.3	286	**76	1.7	5.1	190	*169	3.3	11.2	371				
MONEY	4723	572	6.0	12.1	213	*183	4.1	3.9	146	389	7.7	8.2	272				
MOTHER EARTH NEWS	2325	*183	1.9	7.9	138	**103	2.3	4.4	167	**80	1.6	3.4	114				
MS.	1189	*188	2.0	15.8	278	**104	2.3	8.7	329	**84	1.7	7.1	233				
NATIONAL ENQUIRER	18892	863	9.0	4.6	80	495	11.1	2.6	98	368	7.2	1.9	64				
NATIONAL GEOGRAPHIC	22129	1974	20.7	8.9	157	710	15.9	3.2	121	1264	24.9	5.7	189				
NATIONAL SUNDAY MAGAZINE PKG	103750	6495	68.1	6.3	110	2813	63.0	2.7	102	3682	72.5	3.5	117				
NATURAL HISTORY	1379	*211	2.2	15.3	269	**100	2.2	7.3	273	*112	2.2	8.1	268				
NEW WOMAN	2289	*244	2.6	10.7	187	**147	3.3	6.4	241	**97	1.9	4.2	140				
NEW YORK INCLUDING CUE	1088	222	2.3	20.4	359	**82	1.8	7.5	283	*140	2.8	12.9	425				
THE NEW YORKER	2459	553	5.8	22.5	395	*239	5.4	9.7	365	313	6.2	12.7	420				
NEWSWEEK	16527	1506	15.8	9.1	160	652	14.6	3.9	148	854	16.8	5.2	171				
THE N.Y. TIMES DAILY EDITION	2739	515	5.4	18.8	331	*216	4.8	7.9	296	299	5.9	10.9	360				
THE N.Y. TIMES MAGAZINE	4443	785	8.2	17.7	311	342	7.7	7.7	289	443	8.7	10.0	329				
OMNI	2799	274	2.9	9.8	172	**120	2.7	4.3	161	*155	3.1	5.5	183				
ON CABLE	2209	*121	1.3	5.5	96	**100	2.2	4.5	170	**21	0.4	1.0	31				
1001 HOME IDEAS	3959	272	2.9	6.9	121	**84	1.9	2.1	80	*188	3.7	4.7	157				
ORGANIC GARDENING	3111	*290	3.0	9.3	164	**139	3.1	4.5	168	**150	3.0	4.8	159				
OUTDOOR LIFE	5024	*220	2.3	4.4	77	**84	1.9	1.7	63	*136	2.7	2.7	89				
PARADE MAGAZINE	51292	3520	36.9	6.9	121	1623	36.4	3.2	119	1897	37.3	3.7	122				

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	9541	100.0	5.7	100	4462	100.0	2.7	100	5079	100.0	3.0	100				
PARENTS	5298	359	3.8	6.8	119	*150	3.4	2.8	106	*209	4.1	3.9	130				
PENTHOUSE	5129	323	3.4	6.3	111	*182	4.1	3.5	133	*142	2.8	2.8	91				
PEOPLE	21070	1386	14.5	6.6	116	636	14.3	3.0	113	750	14.8	3.6	118				
PLAYBOY	10562	806	8.4	7.6	134	371	8.3	3.5	132	435	8.6	4.1	136				
POPULAR HOT RODDING	2498	**114	1.2	4.6	80	**68	1.5	2.7	102	**46	0.9	1.8	61				
POPULAR MECHANICS	5887	314	3.3	5.3	94	*100	2.2	1.7	64	*214	4.2	3.6	120				
POPULAR SCIENCE	4317	454	4.8	10.5	185	*164	3.7	3.8	143	*290	5.7	6.7	222				
PREVENTION	5792	535	5.6	9.2	162	*184	4.1	3.2	119	350	6.9	6.0	200				
PSYCHOLOGY TODAY	3284	314	3.3	9.6	168	**107	2.4	3.3	122	207	4.1	6.3	208				
READER'S DIGEST	40046	2376	24.9	5.9	104	1069	24.0	2.7	100	1307	25.7	3.3	108				
REDBOOK	9584	629	6.6	6.6	115	271	6.1	2.8	106	359	7.1	3.7	124				
ROAD & TRACK	2590	*191	2.0	7.4	130	**115	2.6	4.4	167	**76	1.5	2.9	97				
ROLLING STONE	3302	*280	2.9	8.5	149	*201	4.5	6.1	229	**79	1.6	2.4	79				
RUNNER'S WORLD	1229	**48	0.5	3.9	69	**11	0.2	0.9	34	**37	0.7	3.0	99				
SATURDAY EVENING POST	2110	*146	1.5	6.9	122	**84	1.9	4.0	150	**62	1.2	2.9	97				
SCIENCE 84	1543	*177	1.9	11.5	202	**96	2.2	6.2	234	**81	1.6	5.2	173				
SCIENCE DIGEST	1747	*207	2.2	11.8	208	**123	2.8	7.0	265	**84	1.7	4.8	159				
SCIENTIFIC AMERICAN	1994	363	3.8	18.2	320	**118	2.6	5.9	222	*245	4.8	12.3	406				
SELF	3119	303	3.2	9.7	171	*145	3.2	4.6	175	**158	3.1	5.1	167				
SEVENTEEN	3923	*284	3.0	7.2	127	**147	3.3	3.7	141	**138	2.7	3.5	116				
SKI	1501	**70	0.7	4.7	82	**25	0.6	1.7	63	**45	0.9	3.0	99				
SMITHSONIAN	5976	814	8.5	13.6	239	410	9.2	6.9	258	404	8.0	6.8	223				
SOAP OPERA DIGEST	4228	*199	2.1	4.7	83	*130	2.9	3.1	116	**69	1.4	1.6	54				
SOUTHERN LIVING	6488	379	4.0	5.8	103	**140	3.1	2.2	81	*239	4.7	3.7	122				
SPORT	3500	*268	2.8	7.7	135	**139	3.1	4.0	149	**129	2.5	3.7	122				
THE SPORTING NEWS	2456	*170	1.8	6.9	122	**103	2.3	4.2	158	**66	1.3	2.7	89				
SPORTS AFIELD	3648	*258	2.7	7.1	124	**125	2.8	3.4	129	**132	2.6	3.6	119				
SPORTS ILLUSTRATED	14484	1038	10.9	7.2	126	475	10.6	3.3	123	563	11.1	3.9	128				
STAR	12661	602	6.3	4.8	84	298	6.7	2.4	88	303	6.0	2.4	79				
SUNDAY	52799	3522	36.9	6.7	117	1655	37.1	3.1	118	1868	36.8	3.5	117				
SUNSET	3513	420	4.4	12.0	210	*129	2.9	3.7	138	*291	5.7	8.3	274				
TV GUIDE	42766	2273	23.8	5.3	93	1050	23.5	2.5	92	1223	24.1	2.9	94				
TENNIS	1254	**119	1.2	9.5	167	**32	0.7	2.6	96	**87	1.7	6.9	229				
TIME	22054	2149	22.5	9.7	171	960	21.5	4.4	164	1189	23.4	5.4	178				
TOWN & COUNTRY	1555	234	2.5	15.0	265	**67	1.5	4.3	162	*167	3.3	10.7	355				
TRAVEL & LEISURE	2173	331	3.5	15.2	268	*108	2.4	5.0	187	*224	4.4	10.3	340				
TRUE STORY	4636	*195	2.0	4.2	74	**104	2.3	2.2	84	**91	1.8	2.0	65				
U.S.NEWS & WORLD REPORT	10353	729	7.6	7.0	124	342	7.7	3.3	124	387	7.6	3.7	123				
USA TODAY	4994	434	4.5	8.7	153	*184	4.1	3.7	138	250	4.9	5.0	165				
US	3528	*156	1.6	4.4	78	**63	1.4	1.8	67	**93	1.8	2.6	87				
VOGUE	5424	682	7.1	12.6	221	332	7.4	6.1	230	350	6.9	6.5	213				
WALL STREET JOURNAL	6292	742	7.8	11.8	207	301	6.7	4.8	180	441	8.7	7.0	231				
WEIGHT WATCHERS	2762	*158	1.7	5.7	101	**97	2.2	3.5	132	**61	1.2	2.2	73				
WOMAN'S DAY	16320	1086	11.4	6.7	117	509	11.4	3.1	117	577	11.4	3.5	117				
WORKING MOTHER	1496	**111	1.2	7.4	130	**29	0.6	1.9	73	**82	1.6	5.5	181				
WORKING WOMAN	1851	*225	2.4	12.2	214	**92	2.1	5.0	187	**133	2.6	7.2	237				
WORLD TENNIS	580	**79	0.8	13.6	239	**38	0.9	6.6	246	**41	0.8	7.1	233				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	952	10.0	7.7	135	328	7.4	2.6	99	624	12.3	5.0	166				
BLAIR INSERTS	91671	6300	66.0	6.9	121	2723	61.0	3.0	112	3577	70.4	3.9	129				
DAILY NEWSPAPERS																	
READ ANY	109190	6542	68.6	6.0	105	2848	63.8	2.6	98	3693	72.7	3.4	112				
READ ONE	89587	5034	52.8	5.6	99	2251	50.4	2.5	94	2783	54.8	3.1	103				
READ TWO OR MORE	19602	1507	15.8	7.7	135	597	13.4	3.0	114	910	17.9	4.6	153				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	7022	73.6	6.4	113	3068	68.8	2.8	105	3953	77.8	3.6	119				
READ ONE	95074	5796	60.7	6.1	107	2476	55.5	2.6	98	3320	65.4	3.5	115				
READ TWO OR MORE	14588	1226	12.8	8.4	148	592	13.3	4.1	153	634	12.5	4.3	144				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.95				27.12				32.37							
30 DAY REACH	149706	8703	91.2	5.8	102	4017	90.0	2.7	101	4686	92.3	3.1	103				
50 SHWG - 30 DAY AV FREQ	15.16	15.44				14.02				16.66							
30 DAY REACH	142406	8439	88.4	5.9	104	3879	86.9	2.7	102	4560	89.8	3.2	106				
25 SHWG - 30 DAY AV FREQ	8.23	8.34				7.72				8.87							
30 DAY REACH	131152	7828	82.0	6.0	105	3551	79.6	2.7	102	4277	84.2	3.3	108				
CABLE TV: HOME WIRED	66879	3844	40.3	5.7	101	1534	34.4	2.3	86	2311	45.5	3.5	114				
HOME NOT WIRED	100848	5697	59.7	5.6	99	2928	65.6	2.9	109	2769	54.5	2.7	91				
HAVE PAY CABLE	35024	2203	23.1	6.3	111	844	18.9	2.4	91	1359	26.8	3.9	128				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	9541	100.0	5.7	100	4462	100.0	2.7	100	5079	100.0	3.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5703	59.8	6.0	105	2604	58.4	2.7	102	3099	61.0	3.2	107				
10:00 AM - 3:00 PM	63599	3513	36.8	5.5	97	1668	37.4	2.6	99	1845	36.3	2.9	96				
3:00 PM - 7:00 PM	72097	4509	47.3	6.3	110	2123	47.6	2.9	111	2387	47.0	3.3	109				
7:00 PM - MIDNIGHT	36670	2036	21.3	5.6	98	936	21.0	2.6	96	1100	21.7	3.0	99				
MIDNIGHT - 6:00 AM	21908	1413	14.8	6.4	113	587	13.2	2.7	101	827	16.3	3.8	125				
6:00 AM - MIDNIGHT	127571	7654	80.2	6.0	105	3590	80.5	2.8	106	4065	80.0	3.2	105				
ENTIRE DAY	129239	7736	81.1	6.0	105	3614	81.0	2.8	105	4123	81.2	3.2	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2089	21.9	6.1	108	913	20.5	2.7	101	1176	23.2	3.5	114				
ALL NEWS	6062	566	5.9	9.3	164	282	6.3	4.7	175	285	5.6	4.7	155				
AOR/PROGRESSIVE	11884	744	7.8	6.3	110	343	7.7	2.9	108	401	7.9	3.4	111				
BEAUTIFUL MUSIC	11180	707	7.4	6.3	111	*242	5.4	2.2	81	465	9.2	4.2	137				
BLACK	4538	290	3.0	6.4	112	*190	4.3	4.2	157	**100	2.0	2.2	73				
CLASSICAL	3857	469	4.9	12.2	214	*198	4.4	5.1	193	270	5.3	7.0	231				
CHR/ROCK	21946	1434	15.0	6.5	115	757	17.0	3.4	130	677	13.3	3.1	102				
COUNTRY	27262	1286	13.5	4.7	83	691	15.5	2.5	95	595	11.7	2.2	72				
GOLDEN OLDIES	3339	*195	2.0	5.8	103	*114	2.6	3.4	128	**81	1.6	2.4	80				
MOR/NOSTALGIA	10346	771	8.1	7.5	131	304	6.8	2.9	110	467	9.2	4.5	149				
NEWS/TALK	8929	605	6.3	6.8	119	*178	4.0	2.0	75	427	8.4	4.8	158				
RELIGIOUS	5488	*215	2.3	3.9	69	**106	2.4	1.9	73	**109	2.1	2.0	66				
SOFT ROCK	1232	**95	1.0	7.7	136	**57	1.3	4.6	174	**37	0.7	3.0	99				
URBAN CONTEMPORARY	3184	341	3.6	10.7	188	245	5.5	7.7	289	**95	1.9	3.0	99				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	509	5.3	7.4	129	*292	6.5	4.2	159	*217	4.3	3.1	104				
ABC DIRECTION	5212	378	4.0	7.3	127	*144	3.2	2.8	104	234	4.6	4.5	148				
ABC ENTERTAINMENT	10385	579	6.1	5.6	98	*280	6.3	2.7	101	299	5.9	2.9	95				
ABC FM	4762	266	2.8	5.6	98	*122	2.7	2.6	96	*144	2.8	3.0	100				
ABC INFORMATION	11339	738	7.7	6.5	114	315	7.1	2.8	104	423	8.3	3.7	123				
ABC ROCK	4878	366	3.8	7.5	132	*219	4.9	4.5	169	*147	2.9	3.0	100				
CBS	10709	728	7.6	6.8	120	295	6.6	2.8	104	433	8.5	4.0	134				
MUTUAL	10251	619	6.5	6.0	106	263	5.9	2.6	96	355	7.0	3.5	114				
NBC	12243	638	6.7	5.2	92	246	5.5	2.0	76	392	7.7	3.2	106				
RADIORADIO	4606	226	2.4	4.9	86	**111	2.5	2.4	91	*115	2.3	2.5	82				
RKO ONE	5148	325	3.4	6.3	111	*156	3.5	3.0	114	*169	3.3	3.3	108				
RKO TWO	7313	362	3.8	5.0	87	*160	3.6	2.2	82	*202	4.0	2.8	91				
THE SOURCE	5981	353	3.7	5.9	104	*167	3.7	2.8	105	*187	3.7	3.1	103				
NON-WIRED : BLAIR	19329	1268	13.3	6.6	115	527	11.8	2.7	102	741	14.6	3.8	127				
INTERNET	27139	2019	21.2	7.4	131	949	21.3	3.5	131	1069	21.0	3.9	130				
KATZ RADIO GROUP	36319	2390	25.0	6.6	116	1088	24.4	3.0	113	1302	25.6	3.6	118				
SUPERNET	22361	1382	14.5	6.2	109	711	15.9	3.2	120	671	13.2	3.0	99				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	791	8.3	5.4	96	390	8.7	2.7	101	401	7.9	2.8	91				
WKDAY 9:00 AM - 1:00 PM	18688	945	9.9	5.1	89	477	10.7	2.6	96	468	9.2	2.5	83				
WKDAY 1:00 PM - 4:30 PM	24061	1184	12.4	4.9	87	639	14.3	2.7	100	545	10.7	2.3	75				
WKDAY 4:30 PM - 7:30 PM	44079	2362	24.8	5.4	94	1135	25.4	2.6	97	1227	24.2	2.8	92				
WKDAY 7:30 PM - 8:00 PM	61979	3337	35.0	5.4	95	1598	35.8	2.6	97	1739	34.2	2.8	93				
WKDAY 11:00 PM - 11:30 PM	49084	2643	27.7	5.4	95	1246	27.9	2.5	95	1397	27.5	2.8	94				
WKDAY 11:30 PM - 1:00 AM	16560	967	10.1	5.8	103	478	10.7	2.9	109	489	9.6	3.0	98				
M-SAT 8-11 PM+SUN 7-11 PM	66967	3774	39.6	5.6	99	1740	39.0	2.6	98	2034	40.0	3.0	100				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	635	6.7	6.9	120	321	7.2	3.5	130	314	6.2	3.4	112				
ANOTHER WORLD N	6138	219	2.3	3.6	63	*115	2.6	1.9	70	*104	2.0	1.7	56				
AS THE WORLD TURNS C	7707	314	3.3	4.1	72	169	3.8	2.2	82	*145	2.9	1.9	62				
CAPITOL C	4688	244	2.6	5.2	91	114	2.6	2.4	91	*130	2.6	2.8	92				
CBS MORN. NEWS 1 C	2792	144	1.5	5.2	91	*58	1.3	2.1	78	*86	1.7	3.1	102				
CBS MORN. NEWS 2 C	2071	*80	0.8	3.9	68	*40	0.9	1.9	73	**41	0.8	2.0	65				
DAYS OF OUR LIVES N	8018	317	3.3	4.0	70	164	3.7	2.0	77	153	3.0	1.9	63				
FACTS OF LIFE - DAYTIME N	3487	194	2.0	5.6	98	*105	2.4	3.0	113	**89	1.8	2.6	84				
FAMILY FEUD A	4817	363	3.8	7.5	132	194	4.3	4.0	151	169	3.3	3.5	116				
GENERAL HOSPITAL A	8333	427	4.5	5.1	90	242	5.4	2.9	109	185	3.6	2.2	73				
GOOD MORNING, AMERICA-730 A	5472	267	2.8	4.9	86	131	2.9	2.4	90	136	2.7	2.5	82				
GOOD MORNING, AMERICA-830 A	3965	163	1.7	4.1	72	*57	1.3	1.4	54	106	2.1	2.7	88				
GUIDING LIGHT C	7542	360	3.8	4.8	84	168	3.8	2.2	84	*193	3.8	2.6	85				
ONE LIFE TO LIVE A	6018	345	3.6	5.7	101	193	4.3	3.2	121	152	3.0	2.5	83				
PRESS YOUR LUCK C	3589	149	1.6	4.2	73	*92	2.1	2.6	96	*57	1.1	1.6	52				
PRICE IS RIGHT 1 C	7418	218	2.3	2.9	52	100	2.2	1.3	51	118	2.3	1.6	53				
PRICE IS RIGHT 2 C	8276	246	2.6	3.0	52	113	2.5	1.4	51	133	2.6	1.6	53				
RYAN'S HOPE A	4358	360	3.8	8.3	145	183	4.1	4.2	158	176	3.5	4.0	133				
SALE OF THE CENTURY N	3749	137	1.4	3.7	64	*99	2.2	2.6	99	**39	0.8	1.0	34				
SEARCH FOR TOMORROW N	2884	198	2.1	6.9	121	*112	2.5	3.9	146	**86	1.7	3.0	98				
TODAY SHOW 1 N	4869	330	3.5	6.8	119	142	3.2	2.9	110	189	3.7	3.9	128				
TODAY SHOW 2 N	4135	204	2.1	4.9	87	*108	2.4	2.6	98	*96	1.9	2.3	77				
$25,000 PYRAMID C	4361	221	2.3	5.1	89	118	2.6	2.7	102	*103	2.0	2.4	78				
WHEEL OF FORTUNE N	6187	236	2.5	3.8	67	127	2.8	2.1	77	*110	2.2	1.8	59				
YOUNG AND THE RESTLESS C	8186	272	2.9	3.3	58	114	2.6	1.4	52	157	3.1	1.9	63				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	187	2.0	4.0	70	*104	2.3	2.2	83	*83	1.6	1.8	58				
NBA PLAYOFF GAME -1 C	5127	230	2.4	4.5	79	107	2.4	2.1	78	124	2.4	2.4	80				
NBC MAJOR LEAGUE PRE-GAME N	3945	*154	1.6	3.9	69	**93	2.1	2.4	89	**61	1.2	1.5	51				
SPORTSWORLD - SUN N	3370	145	1.5	4.3	76	**72	1.6	2.1	80	*73	1.4	2.2	72				
SUNDAY MORNING C	4200	318	3.3	7.6	133	*134	3.0	3.2	120	*184	3.6	4.4	145				

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

			ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	9541	100.0	5.7	100	4462	100.0	2.7	100	5079	100.0	3.0	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2581	27.1	4.9	87	1227	27.5	2.3	88	1354	26.7	2.6	86				
NETWORK AFFILIATES - LATE		39164	2015	21.1	5.1	90	939	21.0	2.4	90	1075	21.2	2.7	91				
INDEPENDENTS - LATE		5133	370	3.9	7.2	127	190	4.3	3.7	139	179	3.5	3.5	115				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1149	12.0	5.0	88	605	13.6	2.7	100	545	10.7	2.4	79				
ABC MONDAY NIGHT MOVIE	A	11258	677	7.1	6.0	106	301	6.7	2.7	101	376	7.4	3.3	110				
ABC SUNDAY NIGHT MOVIE	A	23600	1370	14.4	5.8	102	654	14.7	2.8	104	716	14.1	3.0	100				
ABC WORLD NEWS TONIGHT	A	12801	655	6.9	5.1	90	252	5.6	2.0	74	404	8.0	3.2	104				
AFTERMASH	C	10966	500	5.2	4.6	80	*196	4.4	1.8	67	*304	6.0	2.8	92				
ALICE	C	17050	877	9.2	5.1	90	396	8.9	2.3	87	481	9.5	2.8	93				
AMERICAN PARADE	C	11998	635	6.7	5.3	93	311	7.0	2.6	97	324	6.4	2.7	89				
BENSON	A	19258	1109	11.6	5.8	101	519	11.6	2.7	101	590	11.6	3.1	101				
BLUE THUNDER	A	11478	572	6.0	5.0	88	258	5.8	2.2	84	314	6.2	2.7	90				
CAGNEY & LACEY	C	18263	935	9.8	5.1	90	394	8.8	2.2	81	542	10.7	3.0	98				
CBS EVENING NEWS-DEAN	C	7733	410	4.3	5.3	93	*187	4.2	2.4	91	*223	4.4	2.9	95				
CBS EVENING NEWS-RATHER	C	15653	729	7.6	4.7	82	341	7.6	2.2	82	388	7.6	2.5	82				
CBS SAT. NEWS-SCHIEFFER	C	8744	428	4.5	4.9	86	236	5.3	2.7	101	192	3.8	2.2	73				
CBS SATURDAY NIGHT MOVIE	C	12000	721	7.6	6.0	106	315	7.1	2.6	99	406	8.0	3.4	112				
CBS WEDNESDAY NIGHT MOVIE	C	11522	621	6.5	5.4	95	288	6.5	2.5	94	333	6.6	2.9	95				
CHEERS	N	16818	1207	12.7	7.2	126	553	12.4	3.3	124	654	12.9	3.9	128				
DALLAS	C	37510	1948	20.4	5.2	91	708	15.9	1.9	71	1240	24.4	3.3	109				
DIFF'RENT STROKES	N	11258	461	4.8	4.1	72	270	6.1	2.4	90	190	3.7	1.7	56				
DOUBLE TROUBLE	N	12248	731	7.7	6.0	105	353	7.9	2.9	108	378	7.4	3.1	102				
DUCK FACTORY	N	11100	643	6.7	5.8	102	318	7.1	2.9	108	326	6.4	2.9	97				
DUKES OF HAZZARD	C	12353	540	5.7	4.4	77	262	5.9	2.1	80	278	5.5	2.3	74				
DYNASTY	A	33279	1908	20.0	5.7	101	886	19.9	2.7	100	1022	20.1	3.1	101				
FACTS OF LIFE	N	13410	712	7.5	5.3	93	408	9.1	3.0	114	304	6.0	2.3	75				
FALCON CREST	C	31093	1523	16.0	4.9	86	553	12.4	1.8	67	970	19.1	3.1	103				
FALL GUY	A	18649	921	9.7	4.9	87	441	9.9	2.4	89	480	9.5	2.6	85				
FAMILY TIES	N	13101	683	7.2	5.2	92	375	8.4	2.9	108	308	6.1	2.4	78				
FANTASY ISLAND	A	13069	879	9.2	6.7	118	437	9.8	3.3	126	442	8.7	3.4	112				
FOULUPS, BLEEPS & BLUNDERS	A	16588	976	10.2	5.9	103	446	10.0	2.7	101	530	10.4	3.2	106				
FOUR SEASONS	C	9302	504	5.3	5.4	95	*207	4.6	2.2	84	*297	5.8	3.2	105				
GIMME A BREAK	N	13955	677	7.1	4.9	85	381	8.5	2.7	103	296	5.8	2.1	70				
HART TO HART	A	15735	843	8.8	5.4	94	391	8.8	2.5	93	452	8.9	2.9	95				
HILL STREET BLUES	N	18257	1302	13.6	7.1	125	532	11.9	2.9	110	769	15.1	4.2	139				
HOTEL	A	24236	1275	13.4	5.3	92	566	12.7	2.3	88	708	13.9	2.9	96				
JEFFERSONS	C	17010	840	8.8	4.9	87	426	9.5	2.5	94	414	8.2	2.4	80				
JENNIFER SLEPT HERE	N	9397	442	4.6	4.7	83	260	5.8	2.8	104	*182	3.6	1.9	64				
KATE & ALLIE	C	16762	825	8.6	4.9	87	357	8.0	2.1	80	467	9.2	2.8	92				
KNIGHT RIDER	N	13164	820	8.6	6.2	110	418	9.4	3.2	119	402	7.9	3.1	101				
LOVE BOAT	A	20400	1212	12.7	5.9	104	574	12.9	2.8	106	638	12.6	3.1	103				
MAGNUM PI	C	22543	1066	11.2	4.7	83	454	10.2	2.0	76	612	12.0	2.7	90				
MAMA'S FAMILY	N	9852	509	5.3	5.2	91	*197	4.4	2.0	75	313	6.2	3.2	105				
MASTER, THE	N	8082	386	4.0	4.8	84	*226	5.1	2.8	105	*160	3.2	2.0	65				
MATT HOUSTON	A	12881	700	7.3	5.4	96	308	6.9	2.4	90	392	7.7	3.0	100				
NBC MONDAY NIGHT MOVIE	N	23889	1363	14.3	5.7	100	673	15.1	2.8	106	690	13.6	2.9	95				
NBC NIGHTLY NEWS	N	11156	490	5.1	4.4	77	199	4.5	1.8	67	291	5.7	2.6	86				
NBC NIGHTLY NEWS-SAT	N	7363	370	3.9	5.0	88	*165	3.7	2.2	84	*205	4.0	2.8	92				
NBC NIGHTLY NEWS-SUN	N	6214	364	3.8	5.9	103	*160	3.6	2.6	97	*204	4.0	3.3	108				
NBC SUNDAY NIGHT MOVIE	N	17590	1083	11.4	6.2	108	524	11.7	3.0	112	559	11.0	3.2	105				
NEWHART	C	16740	852	8.9	5.1	89	393	8.8	2.3	88	460	9.1	2.7	91				
ONE DAY AT A TIME	C	11820	623	6.5	5.3	93	320	7.2	2.7	102	303	6.0	2.6	85				
PEOPLE ARE FUNNY	N	9138	479	5.0	5.2	92	207	4.6	2.3	85	272	5.4	3.0	98				
REAL PEOPLE	N	15979	711	7.5	4.4	78	352	7.9	2.2	83	358	7.0	2.2	74				
REMINGTON STEELE	N	14395	789	8.3	5.5	96	397	8.9	2.8	104	392	7.7	2.7	90				
RIPLEY'S BELIEVE IT - NOT	A	11362	610	6.4	5.4	94	266	6.0	2.3	88	344	6.8	3.0	100				
RIPTIDE	N	13920	671	7.0	4.8	85	336	7.5	2.4	91	335	6.6	2.4	79				
SCARECROW & MRS. KING	C	17571	801	8.4	4.6	80	441	9.9	2.5	94	359	7.1	2.0	67				
SIMON & SIMON	C	20208	852	8.9	4.2	74	415	9.3	2.1	77	437	8.6	2.2	71				
60 MINUTES	C	27668	1500	15.7	5.4	95	588	13.2	2.1	80	913	18.0	3.3	109				
ST. ELSEWHERE	N	13699	884	9.3	6.5	113	415	9.3	3.0	114	470	9.3	3.4	113				
THREE'S COMPANY	A	20632	1189	12.5	5.8	101	639	14.3	3.1	116	550	10.8	2.7	88				
T.J. HOOKER	A	17136	939	9.8	5.5	96	459	10.3	2.7	101	480	9.5	2.8	93				
TONIGHT SHOW	N	4963	310	3.2	6.2	110	140	3.1	2.8	106	170	3.3	3.4	113				
TRAPPER JOHN, M.D.	C	16332	755	7.9	4.6	81	311	7.0	1.9	72	444	8.7	2.7	90				
TV BLOOPERS & PRAC. JOKES	N	18881	861	9.0	4.6	80	363	8.1	1.9	72	498	9.8	2.6	87				
20/20	A	18315	952	10.0	5.2	91	412	9.2	2.2	85	540	10.6	2.9	97				
WEBSTER	A	18722	1114	11.7	6.0	105	580	13.0	3.1	116	533	10.5	2.8	94				
WORLD NEWS - SUN	A	5327	274	2.9	5.1	90	**80	1.8	1.5	56	*194	3.8	3.6	120				
YELLOW ROSE	N	8370	321	3.4	3.8	67	*140	3.1	1.7	63	*181	3.6	2.2	71				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1493	15.6	5.8	101	733	16.4	2.8	107	760	15.0	2.9	97				
BASKETBALL - COLLEGE GAMES		14468	767	8.0	5.3	93	*426	9.5	2.9	111	*341	6.7	2.4	78				
BASKETBALL - PRO GAMES		12124	636	6.7	5.2	92	*372	8.3	3.1	115	**264	5.2	2.2	72				
BOWLING		9412	*524	5.5	5.6	98	*337	7.6	3.6	135	**188	3.7	2.0	66				
BOXING		15409	975	10.2	6.3	111	568	12.7	3.7	139	*407	8.0	2.6	87				
FOOTBALL - COLLEGE GAMES		21400	1223	12.8	5.7	100	536	12.0	2.5	94	687	13.5	3.2	106				
FOOTBALL - PRO GAMES		35944	1797	18.8	5.0	88	875	19.6	2.4	92	922	18.2	2.6	85				
GOLF		9759	836	8.8	8.6	151	*489	11.0	5.0	188	*347	6.8	3.6	117				
POST-SEASON COLL. FOOTBALL		18123	1100	11.5	6.1	107	*481	10.8	2.7	100	620	12.2	3.4	113				
POST-SEASON PRO FOOTBALL		22091	1232	12.9	5.6	98	563	12.6	2.5	96	668	13.2	3.0	100				
TENNIS		6764	674	7.1	10.0	175	*341	7.6	5.0	190	*334	6.6	4.9	163				
WRESTLING - PROFESSIONAL		9695	*571	6.0	5.9	104	*360	8.1	3.7	140	**211	4.2	2.2	72				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES	79263	4033	100.0	5.1	100	1864	100.0	2.4	100	2169	100.0	2.7	100				
HOUSEHOLD HEADS	66405	3370	83.6	5.1	100	1486	79.7	2.2	95	1884	86.9	2.8	104				
18 - 24	13945	726	18.0	5.2	102	**376	20.2	2.7	115	*350	16.1	2.5	92				
25 - 34	19334	921	22.8	4.8	94	*482	25.9	2.5	106	439	20.2	2.3	83				
35 - 44	14196	890	22.1	6.3	123	*437	23.4	3.1	131	452	20.8	3.2	116				
45 - 54	10896	661	16.4	6.1	119	*304	16.3	2.8	119	*357	16.5	3.3	120				
55 - 64	10378	492	12.2	4.7	93	**103	5.5	1.0	42	*389	17.9	3.7	137				
65 OR OLDER	10514	*345	8.6	3.3	64	**163	8.7	1.6	66	**182	8.4	1.7	63				
18 - 34	33279	1646	40.8	4.9	97	858	46.0	2.6	110	788	36.3	2.4	87				
18 - 49	52904	2865	71.0	5.4	106	1477	79.2	2.8	119	1388	64.0	2.6	96				
25 - 54	44426	2471	61.3	5.6	109	1223	65.6	2.8	117	1248	57.5	2.8	103				
35 - 49	19625	1219	30.2	6.2	122	619	33.2	3.2	134	600	27.7	3.1	112				
50 OR OLDER	26359	1168	29.0	4.4	87	387	20.8	1.5	62	781	36.0	3.0	108				
GRADUATED COLLEGE	15982	1365	33.8	8.5	168	536	28.8	3.4	143	830	38.3	5.2	190				
ATTENDED COLLEGE	13629	891	22.1	6.5	128	*304	16.3	2.2	95	587	27.1	4.3	157				
GRADUATED HIGH SCHOOL	28591	960	23.8	3.4	66	*496	26.6	1.7	74	464	21.4	1.6	59				
DID NOT GRADUATE HIGH SCHOOL	21061	817	20.3	3.9	76	*529	28.4	2.5	107	*289	13.3	1.4	50				
EMPLOYED FULL-TIME	52316	2850	70.7	5.4	107	1231	66.0	2.4	100	1619	74.6	3.1	113				
EMPLOYED PART-TIME	4113	**270	6.7	6.6	129	**117	6.3	2.8	121	**154	7.1	3.7	137				
NOT EMPLOYED	22834	913	22.6	4.0	79	*516	27.7	2.3	96	*396	18.3	1.7	63				
PROFESSIONAL/MANAGER	15034	1246	30.9	8.3	163	508	27.3	3.4	144	737	34.0	4.9	179				
TECH/CLERICAL/SALES	11255	650	16.1	5.8	114	**213	11.4	1.9	80	*437	20.1	3.9	142				
PRECISION/CRAFT	11607	558	13.8	4.8	94	**237	12.7	2.0	87	*321	14.8	2.8	101				
OTHER EMPLOYED	18534	668	16.6	3.6	71	*391	21.0	2.1	90	*277	12.8	1.5	55				
SINGLE	19562	1183	29.3	6.0	119	642	34.4	3.3	140	541	24.9	2.8	101				
MARRIED	51896	2386	59.2	4.6	90	959	51.4	1.8	79	1427	65.8	2.7	100				
DIVORCED/SEPARATED/WIDOWED	7804	465	11.5	6.0	117	**263	14.1	3.4	143	*201	9.3	2.6	94				
PARENTS	25372	1242	30.8	4.9	96	561	30.1	2.2	94	681	31.4	2.7	98				
WHITE	69658	3448	85.5	4.9	97	1503	80.6	2.2	92	1945	89.7	2.8	102				
BLACK	7909	479	11.9	6.1	119	*308	16.5	3.9	166	**172	7.9	2.2	79				
OTHER	1696	**106	2.6	6.3	123	**54	2.9	3.2	135	**52	2.4	3.1	112				
NORTHEAST-CENSUS	17202	1258	31.2	7.3	144	470	25.2	2.7	116	789	36.4	4.6	168				
NORTH CENTRAL	20461	618	15.3	3.0	59	*218	11.7	1.1	45	400	18.4	2.0	71				
SOUTH	26695	1271	31.5	4.8	94	714	38.3	2.7	114	557	25.7	2.1	76				
WEST	14906	886	22.0	5.9	117	*463	24.8	3.1	132	*423	19.5	2.8	104				
NORTHEAST-MKTG.	17962	1351	33.5	7.5	148	535	28.7	3.0	127	816	37.6	4.5	166				
EAST CENTRAL	11741	*318	7.9	2.7	53	**156	8.4	1.3	56	*161	7.4	1.4	50				
WEST CENTRAL	13518	*458	11.4	3.4	67	**151	8.1	1.1	47	*307	14.2	2.3	83				
SOUTH	23168	1048	26.0	4.5	89	*559	30.0	2.4	103	*489	22.5	2.1	77				
PACIFIC	12874	859	21.3	6.7	131	*463	24.8	3.6	153	*396	18.3	3.1	112				
COUNTY SIZE A	32596	2189	54.3	6.7	132	1043	56.0	3.2	136	1146	52.8	3.5	128				
COUNTY SIZE B	23814	1132	28.1	4.8	93	*461	24.7	1.9	82	671	30.9	2.8	103				
COUNTY SIZE C	12663	*435	10.8	3.4	68	**212	11.4	1.7	71	**223	10.3	1.8	64				
COUNTY SIZE D	10190	**277	6.9	2.7	53	**149	8.0	1.5	62	**128	5.9	1.3	46				
METRO CENTRAL CITY	23190	1841	45.6	7.9	156	902	48.4	3.9	165	939	43.3	4.0	148				
METRO SUBURBAN	36920	1601	39.7	4.3	85	694	37.2	1.9	80	907	41.8	2.5	90				
NON METRO	19152	*591	14.7	3.1	61	**268	14.4	1.4	60	*322	14.8	1.7	61				
TOP 5 ADI'S	18703	1456	36.1	7.8	153	718	38.5	3.8	163	738	34.0	3.9	144				
TOP 10 ADI'S	26158	1832	45.4	7.0	138	955	51.2	3.7	155	877	40.4	3.4	123				
TOP 20 ADI'S	36612	2290	56.8	6.3	123	1139	61.1	3.1	132	1152	53.1	3.1	115				
HSHLD INC. $50,000 OR MORE	9326	758	18.8	8.1	160	*284	15.2	3.0	129	474	21.9	5.1	186				
$40,000 OR MORE	18002	1350	33.5	7.5	147	546	29.3	3.0	129	805	37.1	4.5	163				
$30,000 OR MORE	31361	2080	51.6	6.6	130	908	48.7	2.9	123	1172	54.0	3.7	137				
$25,000 OR MORE	39858	2511	62.3	6.3	124	1054	56.5	2.6	112	1457	67.2	3.7	134				
$20,000 - $24,999	8664	*352	8.7	4.1	80	**196	10.5	2.3	96	**157	7.2	1.8	66				
$15,000 - $19,999	7964	**217	5.4	2.7	54	**39	2.1	0.5	21	**178	8.2	2.2	82				
$10,000 - $14,999	11093	483	12.0	4.4	86	*286	15.3	2.6	110	**197	9.1	1.8	65				
UNDER $10,000	11683	*469	11.6	4.0	79	**289	15.5	2.5	105	**181	8.3	1.5	57				
HOUSEHOLD OF 1 PERSON	7453	323	8.0	4.3	85	*147	7.9	2.0	84	*176	8.1	2.4	86				
2 PEOPLE	24757	1308	32.4	5.3	104	646	34.7	2.6	111	662	30.5	2.7	98				
3 OR 4 PEOPLE	32682	1741	43.2	5.3	105	728	39.1	2.2	95	1013	46.7	3.1	113				
5 OR MORE PEOPLE	14370	*662	16.4	4.6	91	**343	18.4	2.4	101	*319	14.7	2.2	81				
NO CHILD IN HSHLD	46768	2383	59.1	5.1	100	1035	55.5	2.2	94	1348	62.1	2.9	105				
CHILD(REN) UNDER 2 YRS	4799	**193	4.8	4.0	79	**80	4.3	1.7	71	**113	5.2	2.4	86				
2 - 5 YEARS	11125	*412	10.2	3.7	73	**142	7.6	1.3	54	*270	12.4	2.4	89				
6 - 11 YEARS	14193	713	17.7	5.0	99	*380	20.4	2.7	114	*332	15.3	2.3	85				
12 - 17 YEARS	17402	947	23.5	5.4	107	*566	30.4	3.3	138	*381	17.6	2.2	80				
RESIDENCE OWNED	56398	2603	64.5	4.6	91	1096	58.8	1.9	83	1507	69.5	2.7	98				
VALUE: $50,000 OR MORE	34811	1857	46.0	5.3	105	741	39.8	2.1	91	1116	51.5	3.2	117				
VALUE: UNDER $50,000	21587	746	18.5	3.5	68	**355	19.0	1.6	70	*391	18.0	1.8	66				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	4033	100.0	5.1	100	1864	100.0	2.4	100	2169	100.0	2.7	100				
MAGAZINES	QUINTILE 1	16033	1182	29.3	7.4	145	*417	22.4	2.6	111	765	35.3	4.8	174				
	QUINTILE 2	15354	789	19.6	5.1	101	*312	16.7	2.0	86	477	22.0	3.1	114				
	QUINTILE 3	15888	701	17.4	4.4	87	*349	18.7	2.2	93	*353	16.3	2.2	81				
	QUINTILE 4	17310	792	19.6	4.6	90	*453	24.3	2.6	111	*340	15.7	2.0	72				
	QUINTILE 5	14677	570	14.1	3.9	76	*335	18.0	2.3	97	**234	10.8	1.6	58				
NEWSPAPERS	QUINTILE 1	15277	1050	26.0	6.9	135	*373	20.0	2.4	104	677	31.2	4.4	162				
	QUINTILE 2	22745	1061	26.3	4.7	92	419	22.5	1.8	78	642	29.6	2.8	103				
	QUINTILE 3	10692	539	13.4	5.0	99	**257	13.8	2.4	102	*283	13.0	2.6	97				
	QUINTILE 4	11646	611	15.2	5.2	103	**340	18.2	2.9	124	*271	12.5	2.3	85				
	QUINTILE 5	18903	772	19.1	4.1	80	*475	25.5	2.5	107	*297	13.7	1.6	57				
OUTDOOR	QUINTILE 1	16620	894	22.2	5.4	106	*303	16.3	1.8	78	591	27.2	3.6	130				
	QUINTILE 2	16377	882	21.9	5.4	106	*376	20.2	2.3	98	506	23.3	3.1	113				
	QUINTILE 3	15995	772	19.1	4.8	95	*403	21.6	2.5	107	*369	17.0	2.3	84				
	QUINTILE 4	15592	814	20.2	5.2	103	*392	21.0	2.5	107	*423	19.5	2.7	99				
	QUINTILE 5	14679	671	16.6	4.6	90	*391	21.0	2.7	113	*280	12.9	1.9	70				
RADIO-DRIVE TIME	QUINTILE 1	15746	817	20.3	5.2	102	*500	26.8	3.2	135	*316	14.6	2.0	73				
	QUINTILE 2	15067	691	17.1	4.6	90	*267	14.3	1.8	75	424	19.5	2.8	103				
	QUINTILE 3	15631	905	22.4	5.8	114	*437	23.4	2.8	119	468	21.6	3.0	109				
	QUINTILE 4	16245	812	20.1	5.0	98	*353	18.9	2.2	92	458	21.1	2.8	103				
	QUINTILE 5	16573	809	20.1	4.9	96	*307	16.5	1.9	79	*502	23.1	3.0	111				
RADIO-MID-DAY	TERCILE 1	21788	1041	25.8	4.8	94	491	26.3	2.3	96	550	25.4	2.5	92				
	TERCILE 2	21151	1182	29.3	5.6	110	*544	29.2	2.6	109	639	29.5	3.0	110				
	TERCILE 3	36323	1810	44.9	5.0	98	830	44.5	2.3	97	980	45.2	2.7	99				
RADIO-TOTAL	QUINTILE 1	15977	681	16.9	4.3	84	*383	20.5	2.4	102	*298	13.7	1.9	68				
	QUINTILE 2	15923	931	23.1	5.8	115	*369	19.8	2.3	99	562	25.9	3.5	129				
	QUINTILE 3	14980	773	19.2	5.2	101	*303	16.3	2.0	86	470	21.7	3.1	115				
	QUINTILE 4	17123	961	23.8	5.6	110	*555	29.8	3.2	138	406	18.7	2.4	87				
	QUINTILE 5	15260	688	17.1	4.5	89	*256	13.7	1.7	71	*432	19.9	2.8	103				
TV-PRIME TIME	QUINTILE 1	15674	753	18.7	4.8	94	*350	18.8	2.2	95	*403	18.6	2.6	94				
	QUINTILE 2	15944	780	19.3	4.9	96	*245	13.1	1.5	65	535	24.7	3.4	123				
	QUINTILE 3	16037	904	22.4	5.6	111	*462	24.8	2.9	123	*442	20.4	2.8	101				
	QUINTILE 4	15412	837	20.8	5.4	107	*427	22.9	2.8	118	*410	18.9	2.7	97				
	QUINTILE 5	16194	758	18.8	4.7	92	*380	20.4	2.3	100	*379	17.5	2.3	86				
TV-DAYTIME	TERCILE 1	19156	784	19.4	4.1	80	*372	20.0	1.9	83	*413	19.0	2.2	79				
	TERCILE 2	19343	883	21.9	4.6	90	*380	20.4	2.0	84	503	23.2	2.6	95				
	TERCILE 3	40764	2367	58.7	5.8	114	1113	59.7	2.7	116	1254	57.8	3.1	112				
TV-TOTAL	QUINTILE 1	15844	705	17.5	4.4	87	*323	17.3	2.0	87	*382	17.6	2.4	88				
	QUINTILE 2	15767	758	18.8	4.8	94	*312	16.7	2.0	84	446	20.6	2.8	103				
	QUINTILE 3	15775	868	21.5	5.5	108	*412	22.1	2.6	111	456	21.0	2.9	106				
	QUINTILE 4	15903	855	21.2	5.4	106	*371	19.9	2.3	99	484	22.3	3.0	111				
	QUINTILE 5	15974	847	21.0	5.3	104	*446	23.9	2.8	119	401	18.5	2.5	92				
MAGAZINES-NEWSPAPERS: DUAL		21225	1357	33.6	6.4	126	491	26.3	2.3	98	866	39.9	4.1	149				
MAGAZINE IMPERATIVE		17728	972	24.1	5.5	108	*443	23.8	2.5	106	529	24.4	3.0	109				
NEWSPAPER IMPERATIVE		22987	940	23.3	4.1	80	437	23.4	1.9	81	503	23.2	2.2	80				
MAGAZINES-OUTDOOR: DUAL		16244	988	24.5	6.1	120	*293	15.7	1.8	77	696	32.1	4.3	157				
MAGAZINE IMPERATIVE		24016	1395	34.6	5.8	114	658	35.3	2.7	117	737	34.0	3.1	112				
OUTDOOR IMPERATIVE		26020	1239	30.7	4.8	94	689	37.0	2.6	113	550	25.4	2.1	77				
MAGAZINES-RADIO: DUAL		16918	1059	26.3	6.3	123	*463	24.8	2.7	116	596	27.5	3.5	129				
MAGAZINE IMPERATIVE		23456	1374	34.1	5.9	115	499	26.8	2.1	90	875	40.3	3.7	136				
RADIO IMPERATIVE		23900	1018	25.2	4.3	84	*516	27.7	2.2	92	502	23.1	2.1	77				
MAGAZINES-TELEVISION: DUAL		15791	830	20.6	5.3	103	*297	15.9	1.9	80	533	24.6	3.4	123				
MAGAZINE IMPERATIVE		25476	1571	39.0	6.2	121	643	34.5	2.5	107	927	42.7	3.6	133				
TELEVISION IMPERATIVE		25744	1069	26.5	4.2	82	582	31.2	2.3	96	487	22.5	1.9	69				
NEWSPAPERS-OUTDOOR: DUAL		17628	1017	25.2	5.8	113	*361	19.4	2.0	87	657	30.3	3.7	136				
NEWSPAPER IMPERATIVE		26414	1357	33.6	5.1	101	563	30.2	2.1	91	794	36.6	3.0	110				
OUTDOOR IMPERATIVE		23059	1093	27.1	4.7	93	*581	31.2	2.5	107	512	23.6	2.2	81				
NEWSPAPERS-RADIO: DUAL		17996	975	24.2	5.4	106	*424	22.7	2.4	100	551	25.4	3.1	112				
NEWSPAPER IMPERATIVE		26269	1475	36.6	5.6	110	548	29.4	2.1	89	927	42.7	3.5	129				
RADIO IMPERATIVE		21342	928	23.0	4.3	85	*459	24.6	2.2	91	469	21.6	2.2	80				
NEWSPAPERS-TELEVISION: DUAL		17359	824	20.4	4.7	93	*271	14.5	1.6	66	554	25.5	3.2	117				
NEWSPAPER IMPERATIVE		26889	1616	40.1	6.0	118	661	35.5	2.5	105	955	44.0	3.6	130				
TELEVISION IMPERATIVE		21698	1002	24.8	4.6	91	*573	30.7	2.6	112	*429	19.8	2.0	72				
OUTDOOR-RADIO: DUAL		16456	803	19.9	4.9	96	*299	16.0	1.8	77	505	23.3	3.1	112				
OUTDOOR IMPERATIVE		25870	1447	35.9	5.6	110	634	34.0	2.5	104	813	37.5	3.1	115				
RADIO IMPERATIVE		23943	1165	28.9	4.9	96	617	33.1	2.6	110	547	25.2	2.3	83				
OUTDOOR-TELEVISION: DUAL		15918	847	21.0	5.3	105	*329	17.7	2.1	88	518	23.9	3.3	119				
OUTDOOR IMPERATIVE		26398	1454	36.1	5.5	108	662	35.5	2.5	107	791	36.5	3.0	110				
TELEVISION IMPERATIVE		24851	1082	26.8	4.4	86	552	29.6	2.2	94	530	24.4	2.1	78				
RADIO-TELEVISION: DUAL		15584	693	17.2	4.4	87	*252	13.5	1.6	69	*442	20.4	2.8	104				
RADIO IMPERATIVE		25472	1406	34.9	5.5	108	702	37.7	2.8	117	705	32.5	2.8	101				
TELEVISION IMPERATIVE		25578	1279	31.7	5.0	98	669	35.9	2.6	111	610	28.1	2.4	87				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE-BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	4033	100.0	5.1	100	1864	100.0	2.4	100	2169	100.0	2.7	100				
ATLANTIC MONTHLY	452	**31	0.8	6.9	135	**12	0.6	2.7	113	**20	0.9	4.4	162				
BARRON'S	1058	*105	2.6	9.9	195	**8	0.4	0.8	32	**96	4.4	9.1	332				
BETTER HOMES & GARDENS	4773	319	7.9	6.7	131	**145	7.8	3.0	129	*174	8.0	3.6	133				
BON APPETIT	1037	*116	2.9	11.2	220	**25	1.3	2.4	103	*92	4.2	8.9	324				
BUSINESS WEEK	3193	295	7.3	9.2	182	**149	8.0	4.7	198	*146	6.7	4.6	167				
CAR AND DRIVER	2705	*236	5.9	8.7	171	**97	5.2	3.6	152	**139	6.4	5.1	188				
CBS MAGAZINE NETWORK (GROSS)	5678	376	9.3	6.6	130	**191	10.2	3.4	143	*185	8.5	3.3	119				
CHANGING TIMES	1847	**105	2.6	5.7	112	**13	0.7	0.7	30	**92	4.2	5.0	182				
COLONIAL HOMES	492	**45	1.1	9.1	180	**11	0.6	2.2	95	**35	1.6	7.1	260				
CONDE NAST MAG. PKG. (GROSS)	2066	*189	4.7	9.1	180	**109	5.8	5.3	224	**80	3.7	3.9	142				
CONSUMERS DIGEST	1719	**103	2.6	6.0	118	**27	1.4	1.6	67	**76	3.5	4.4	162				
COSMOPOLITAN	1762	*151	3.7	8.6	168	**88	4.7	5.0	212	**63	2.9	3.6	131				
COUNTRY LIVING	1110	**85	2.1	7.7	151	**23	1.2	2.1	88	**62	2.9	5.6	204				
CUISINE	660	*91	2.3	13.8	271	**28	1.5	4.2	180	**63	2.9	9.5	349				
CYCLE WORLD	1924	**90	2.2	4.7	92	**62	3.3	3.2	137	**28	1.3	1.5	53				
DCI:CREATIVE IDEAS FOR LIV	437	**24	0.6	5.5	108	**14	0.8	3.2	136	**9	0.4	2.1	75				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*185	4.6	7.4	146	**73	3.9	2.9	125	**112	5.2	4.5	164				
DISCOVER	1279	**55	1.4	4.3	85	**27	1.4	2.1	90	**28	1.3	2.2	80				
EBONY	2898	*216	5.4	7.5	146	**79	4.2	2.7	116	*136	6.3	4.7	171				
ESQUIRE	1384	**83	2.1	6.0	118	**31	1.7	2.2	95	**52	2.4	3.8	137				
ESSENCE	850	**70	1.7	8.2	162	**30	1.6	3.5	150	**40	1.8	4.7	172				
FAMILY CIRCLE	2430	*216	5.4	8.9	175	**59	3.2	2.4	103	*156	7.2	6.4	235				
THE FAMILY HANDYMAN	2356	*121	3.0	5.1	101	**31	1.7	1.3	56	**90	4.1	3.8	140				
FAMILY WEEKLY	11533	423	10.5	3.7	72	*146	7.8	1.3	54	276	12.7	2.4	87				
FIELD & STREAM	7444	*289	7.2	3.9	76	**137	7.3	1.8	78	**152	7.0	2.0	75				
FOOD & WINE	416	**38	0.9	9.1	180	**14	0.8	3.4	143	**23	1.1	5.5	202				
FORBES	1865	*185	4.6	9.9	195	**50	2.7	2.7	114	*134	6.2	7.2	263				
FORTUNE	1849	213	5.3	11.5	226	**73	3.9	3.9	168	*140	6.5	7.6	277				
GENTLEMEN'S QUARTERLY	2284	*221	5.5	9.7	190	**97	5.2	4.2	181	*124	5.7	5.4	198				
GLAMOUR	538	**63	1.6	11.7	230	**47	2.5	8.7	371	**16	0.7	3.0	109				
GOLF DIGEST	1649	*181	4.5	11.0	216	**91	4.9	5.5	235	**91	4.2	5.5	202				
GOLF DIGEST/TENNIS (GROSS)	2294	*205	5.1	8.9	176	**92	4.9	4.0	171	**113	5.2	4.9	180				
GOLF MAGAZINE	1577	*154	3.8	9.8	192	**73	3.9	4.6	197	**80	3.7	5.1	185				
GOLF MAGAZINE/SKI (GROSS)	2487	*171	4.2	6.9	135	**73	3.9	2.9	125	*98	4.5	3.9	144				
GOOD HOUSEKEEPING	2569	*212	5.3	8.3	162	**86	4.6	3.3	142	*125	5.8	4.9	178				
HARPER'S BAZAAR	431	**36	0.9	8.4	164	**2	0.1	0.5	20	**33	1.5	7.7	280				
HEALTH	788	**46	1.1	5.8	115	**11	0.6	1.4	59	**35	1.6	4.4	162				
HEARST MAG CORP. BUY (GROSS)	18781	1387	34.4	7.4	145	578	31.0	3.1	131	809	37.3	4.3	157				
HEARST MAN POWER (GROSS)	9169	546	13.5	6.0	117	*266	14.3	2.9	123	281	13.0	3.1	112				
HEARST WOMAN POWER (GROSS)	5452	391	9.7	7.2	141	*180	9.7	3.3	140	*211	9.7	3.9	141				
HOUSE BEAUTIFUL	1020	*161	4.0	15.8	310	**59	3.2	5.8	246	**102	4.7	10.0	365				
INC.	993	**103	2.6	10.4	204	**30	1.6	3.0	128	**72	3.3	7.3	265				
JET	2808	*238	5.9	8.5	167	**134	7.2	4.8	203	**105	4.8	3.7	137				
LADIES' HOME JOURNAL	1868	**84	2.1	4.5	88	**37	2.0	2.0	84	**47	2.2	2.5	92				
LHJ FAMILY GRP COMBO(GROSS)	3582	*190	4.7	5.3	104	**72	3.9	2.0	85	**119	5.5	3.3	121				
LIFE	4817	284	7.0	5.9	116	**100	5.4	2.1	88	*184	8.5	3.8	140				
L.A. TIMES HOME MAGAZINE	1465	*135	3.3	9.2	181	**72	3.9	4.9	209	**64	3.0	4.4	160				
MADEMOISELLE	460	**61	1.5	13.3	261	**43	2.3	9.3	397	**18	0.8	3.9	143				
MC CALL'S	1764	*124	3.1	7.0	138	**28	1.5	1.6	67	**96	4.4	5.4	199				
MC CALL'S/WRK MOTHER (GROSS)	2062	*153	3.8	7.4	146	**36	1.9	1.7	74	**117	5.4	5.7	207				
MECHANIX ILLUSTRATED	3625	*208	5.2	5.7	113	**92	4.9	2.5	108	**116	5.3	3.2	117				
METROPOLITAN HOME	495	**39	1.0	7.9	155	**23	1.2	4.6	198	**16	0.7	3.2	118				
MONEY	3017	310	7.7	10.3	202	**99	5.3	3.3	140	*211	9.7	7.0	256				
MOTHER EARTH NEWS	1203	**119	3.0	9.9	194	**61	3.3	5.1	216	**57	2.6	4.7	173				
MS.	*257	**87	2.2	33.9	665	**64	3.4	24.9	+++	**24	1.1	9.3	341				
NATIONAL ENQUIRER	6921	334	8.3	4.8	95	*180	9.7	2.6	111	*155	7.1	2.2	82				
NATIONAL GEOGRAPHIC	11626	906	22.5	7.8	153	340	18.2	2.9	124	566	26.1	4.9	178				
NATIONAL SUNDAY MAGAZINE PKG	49424	2761	68.5	5.6	110	1195	64.1	2.4	103	1566	72.2	3.2	116				
NATURAL HISTORY	753	**106	2.6	14.1	277	**71	3.8	9.4	401	**36	1.7	4.8	175				
NEW WOMAN	*296	**60	1.5	20.3	398	**46	2.5	15.5	661	**14	0.6	4.7	173				
NEW YORK INCLUDING CUE	541	**64	1.6	11.8	233	**8	0.4	1.5	63	**56	2.6	10.4	378				
THE NEW YORKER	1078	*189	4.7	17.5	345	**55	3.0	5.1	217	*134	6.2	12.4	454				
NEWSWEEK	9602	636	15.8	6.6	130	256	13.7	2.7	113	380	17.5	4.0	145				
THE N.Y. TIMES DAILY EDITION	1376	221	5.5	16.1	316	**84	4.5	6.1	260	*137	6.3	10.0	364				
THE N.Y. TIMES MAGAZINE	2110	303	7.5	14.4	282	**76	4.1	3.6	153	226	10.4	10.7	391				
OMNI	1927	*157	3.9	8.1	160	**69	3.7	3.6	152	*88	4.1	4.6	167				
ON CABLE	911	**34	0.8	3.7	73	**16	0.9	1.8	75	**18	0.8	2.0	72				
1001 HOME IDEAS	927	**60	1.5	6.5	127	**24	1.3	2.6	110	**37	1.7	4.0	146				
ORGANIC GARDENING	1430	**146	3.6	10.2	201	**63	3.4	4.4	187	**83	3.8	5.8	212				
OUTDOOR LIFE	4064	*154	3.8	3.8	74	**40	2.1	1.0	42	**113	5.2	2.8	102				
PARADE MAGAZINE	24538	1619	40.1	6.6	130	768	41.2	3.1	133	851	39.2	3.5	127				

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	4033	100.0	5.1	100	1864	100.0	2.4	100	2169	100.0	2.7	100				
PARENTS	1126	**91	2.3	8.1	159	**29	1.6	2.6	110	**62	2.9	5.5	201				
PENTHOUSE	4157	253	6.3	6.1	120	*144	7.7	3.5	147	**108	5.0	2.6	95				
PEOPLE	7591	396	9.8	5.2	103	*188	10.1	2.5	105	*207	9.5	2.7	100				
PLAYBOY	8379	622	15.4	7.4	146	295	15.8	3.5	150	328	15.1	3.9	143				
POPULAR HOT RODDING	2110	**100	2.5	4.7	93	**68	3.6	3.2	137	**32	1.5	1.5	55				
POPULAR MECHANICS	4850	243	6.0	5.0	98	**92	4.9	1.9	81	*150	6.9	3.1	113				
POPULAR SCIENCE	3397	315	7.8	9.3	182	**108	5.8	3.2	135	*207	9.5	6.1	223				
PREVENTION	1720	*90	2.2	5.2	103	**10	0.5	0.6	25	**80	3.7	4.7	170				
PSYCHOLOGY TODAY	1344	*128	3.2	9.5	187	**25	1.3	1.9	79	*104	4.8	7.7	283				
READER'S DIGEST	16016	840	20.8	5.2	103	295	15.8	1.8	78	545	25.1	3.4	124				
REDBOOK	1121	**29	0.7	2.6	51	**5	0.3	0.4	19	**24	1.1	2.1	78				
ROAD & TRACK	2161	**144	3.6	6.7	131	**73	3.9	3.4	144	**71	3.3	3.3	120				
ROLLING STONE	1948	**92	2.3	4.7	93	**39	2.1	2.0	85	**53	2.4	2.7	99				
RUNNER'S WORLD	899	**22	0.5	2.4	48	**2	0.1	0.2	9	**20	0.9	2.2	81				
SATURDAY EVENING POST	841	**23	0.6	2.7	54	**6	0.3	0.7	30	**16	0.7	1.9	70				
SCIENCE 84	841	**64	1.6	7.6	150	**31	1.7	3.7	157	**33	1.5	3.9	143				
SCIENCE DIGEST	1194	**104	2.6	8.7	171	**74	4.0	6.2	264	**30	1.4	2.5	92				
SCIENTIFIC AMERICAN	1379	*180	4.5	13.1	257	**61	3.3	4.4	188	*119	5.5	8.6	315				
SELF	436	**22	0.5	5.0	99	**14	0.8	3.2	137	**8	0.4	1.8	67				
SEVENTEEN	614	**55	1.4	9.0	176	**55	3.0	9.0	381	**0	0.0	0.0	0				
SKI	910	**17	0.4	1.9	37	**0	0.0	0.0	0	**17	0.8	1.9	68				
SMITHSONIAN	2937	283	7.0	9.6	189	*92	4.9	3.1	133	191	8.8	6.5	238				
SOAP OPERA DIGEST	545	**2	0.0	0.4	7	**2	0.1	0.4	16	**0	0.0	0.0	0				
SOUTHERN LIVING	2054	**161	4.0	7.8	154	**59	3.2	2.9	122	**102	4.7	5.0	181				
SPORT	2799	*182	4.5	6.5	128	**111	6.0	4.0	169	**71	3.3	2.5	93				
THE SPORTING NEWS	1938	**89	2.2	4.6	90	**30	1.6	1.5	66	**59	2.7	3.0	111				
SPORTS AFIELD	3125	*200	5.0	6.4	126	**100	5.4	3.2	136	**100	4.6	3.2	117				
SPORTS ILLUSTRATED	11159	644	16.0	5.8	113	264	14.2	2.4	101	380	17.5	3.4	124				
STAR	4095	*250	6.2	6.1	120	**112	6.0	2.7	116	*137	6.3	3.3	122				
SUNDAY	25169	1471	36.5	5.8	115	667	35.8	2.7	113	804	37.1	3.2	117				
SUNSET	1294	*167	4.1	12.9	254	**42	2.3	3.2	138	**125	5.8	9.7	353				
TV GUIDE	18508	846	21.0	4.6	90	426	22.9	2.3	98	421	19.4	2.3	83				
TENNIS	645	**24	0.6	3.7	73	**2	0.1	0.3	13	**22	1.0	3.4	125				
TIME	12124	942	23.4	7.8	153	383	20.5	3.2	134	559	25.8	4.6	168				
TOWN & COUNTRY	493	**72	1.8	14.6	287	**14	0.8	2.8	121	**58	2.7	11.8	430				
TRAVEL & LEISURE	1122	*147	3.6	13.1	257	**45	2.4	4.0	171	**102	4.7	9.1	332				
TRUE STORY	690	**42	1.0	6.1	120	**10	0.5	1.4	62	**32	1.5	4.6	169				
U.S.NEWS & WORLD REPORT	6571	395	9.8	6.0	118	*144	7.7	2.2	93	252	11.6	3.8	140				
USA TODAY	3120	225	5.6	7.2	142	**100	5.4	3.2	136	*125	5.8	4.0	146				
US	1315	**63	1.6	4.8	94	**14	0.8	1.1	45	**49	2.3	3.7	136				
VOGUE	632	**43	1.1	6.8	134	**5	0.3	0.8	34	**38	1.8	6.0	220				
WALL STREET JOURNAL	4247	355	8.8	8.4	164	*137	7.3	3.2	137	218	10.1	5.1	188				
WEIGHT WATCHERS	398	**10	0.2	2.5	49	**4	0.2	1.0	43	**6	0.3	1.5	55				
WOMAN'S DAY	1139	**88	2.2	7.7	152	**19	1.0	1.7	71	**69	3.2	6.1	221				
WORKING MOTHER	*298	**29	0.7	9.7	191	**8	0.4	2.7	114	**21	1.0	7.0	258				
WORKING WOMAN	327	**32	0.8	9.8	192	**0	0.0	0.0	0	**32	1.5	9.8	358				
WORLD TENNIS	397	**38	0.9	9.6	188	**19	1.0	4.8	204	**19	0.9	4.8	175				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	675	16.7	7.0	138	*202	10.8	2.1	89	473	21.8	4.9	179				
BLAIR INSERTS	43762	2620	65.0	6.0	118	1104	59.2	2.5	107	1516	69.9	3.5	127				
DAILY NEWSPAPERS																	
READ ANY	52459	2755	68.3	5.3	103	1138	61.1	2.2	92	1617	74.6	3.1	113				
READ ONE	41891	2057	51.0	4.9	97	893	47.9	2.1	91	1164	53.7	2.8	102				
READ TWO OR MORE	10568	698	17.3	6.6	130	245	13.1	2.3	99	453	20.9	4.3	157				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	2887	71.6	5.6	109	1229	65.9	2.4	101	1659	76.5	3.2	117				
READ ONE	44561	2375	58.9	5.3	105	1023	54.9	2.3	98	1351	62.3	3.0	111				
READ TWO OR MORE	7368	513	12.7	7.0	137	*205	11.0	2.8	118	307	14.2	4.2	152				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.77				25.14				35.40							
30 DAY REACH	71522	3681	91.3	5.1	101	1663	89.2	2.3	99	2019	93.1	2.8	103				
50 SHWG - 30 DAY AV FREQ	15.55	15.92				13.06				18.23							
30 DAY REACH	68168	3557	88.2	5.2	103	1589	85.2	2.3	99	1968	90.7	2.9	106				
25 SHWG - 30 DAY AV FREQ	8.43	8.59				7.15				9.74							
30 DAY REACH	62898	3285	81.5	5.2	103	1454	78.0	2.3	98	1831	84.4	2.9	106				
CABLE TV: HOME WIRED	31664	1613	40.0	5.1	100	*630	33.8	2.0	85	983	45.3	3.1	113				
HOME NOT WIRED	47599	2420	60.0	5.1	100	1234	66.2	2.6	110	1186	54.7	2.5	91				
HAVE PAY CABLE	17139	920	22.8	5.4	105	*361	19.4	2.1	90	560	25.8	3.3	119				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	4033	100.0	5.1	100	1864	100.0	2.4	100	2169	100.0	2.7	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	2472	61.3	5.2	102	1120	60.1	2.4	100	1352	62.3	2.8	104				
10:00 AM - 3:00 PM	29926	1483	36.8	5.0	97	693	37.2	2.3	98	790	36.4	2.6	96				
3:00 PM - 7:00 PM	37666	1951	48.4	5.2	102	959	51.4	2.5	108	992	45.7	2.6	96				
7:00 PM - MIDNIGHT	18909	913	22.6	4.8	95	406	21.8	2.1	91	507	23.4	2.7	98				
MIDNIGHT - 6:00 AM	11822	600	14.9	5.1	100	*248	13.3	2.1	89	352	16.2	3.0	109				
6:00 AM - MIDNIGHT	63254	3392	84.1	5.4	105	1608	86.3	2.5	108	1784	82.2	2.8	103				
ENTIRE DAY	64057	3410	84.6	5.3	105	1611	86.4	2.5	107	1799	82.9	2.8	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	960	23.8	5.8	114	456	24.5	2.7	117	504	23.2	3.0	111				
ALL NEWS	3542	310	7.7	8.8	172	*150	8.0	4.2	180	*160	7.4	4.5	165				
AOR/PROGRESSIVE	7465	319	7.9	4.3	84	*136	7.3	1.8	77	*183	8.4	2.5	90				
BEAUTIFUL MUSIC	5061	346	8.6	6.8	134	**119	6.4	2.4	100	227	10.5	4.5	164				
BLACK	1914	**108	2.7	5.6	111	**66	3.5	3.4	147	**42	1.9	2.2	80				
CLASSICAL	2304	261	6.5	11.3	223	**128	6.9	5.6	236	*134	6.2	5.8	213				
CHR/ROCK	10663	612	15.2	5.7	113	378	20.3	3.5	151	234	10.8	2.2	80				
COUNTRY	13919	648	16.1	4.7	91	400	21.5	2.9	122	248	11.4	1.8	65				
GOLDEN OLDIES	2040	*137	3.4	6.7	132	**74	4.0	3.6	154	**63	2.9	3.1	113				
MOR/NOSTALGIA	5105	285	7.1	5.6	110	*161	8.6	3.2	134	*124	5.7	2.4	89				
NEWS/TALK	4764	224	5.6	4.7	92	**67	3.6	1.4	60	*157	7.2	3.3	120				
RELIGIOUS	2164	**106	2.6	4.9	96	**58	3.1	2.7	114	**48	2.2	2.2	81				
SOFT ROCK	623	**74	1.8	11.9	233	**43	2.3	6.9	293	**30	1.4	4.8	176				
URBAN CONTEMPORARY	1331	**110	2.7	8.3	162	**66	3.5	5.0	211	**44	2.0	3.3	121				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	**212	5.3	6.7	131	**130	7.0	4.1	174	**83	3.8	2.6	95				
ABC DIRECTION	2724	161	4.0	5.9	116	**78	4.2	2.9	122	*83	3.8	3.0	111				
ABC ENTERTAINMENT	5256	287	7.1	5.5	107	**153	8.2	2.9	124	*134	6.2	2.5	93				
ABC FM	2263	*146	3.6	6.5	127	**48	2.6	2.1	90	**98	4.5	4.3	158				
ABC INFORMATION	5618	307	7.6	5.5	107	**128	6.9	2.3	97	*179	8.3	3.2	116				
ABC ROCK	2857	*187	4.6	6.5	129	**134	7.2	4.7	199	**53	2.4	1.9	68				
CBS	5953	457	11.3	7.7	151	*181	9.7	3.0	129	277	12.8	4.7	170				
MUTUAL	4979	221	5.5	4.4	87	**95	5.1	1.9	81	*126	5.8	2.5	92				
NBC	7279	315	7.8	4.3	85	*174	9.3	2.4	102	*141	6.5	1.9	71				
RADIORADIO	2389	*122	3.0	5.1	100	**43	2.3	1.8	77	**79	3.6	3.3	121				
RKO ONE	2583	*145	3.6	5.6	110	**66	3.5	2.6	109	**79	3.6	3.1	112				
RKO TWO	3674	*180	4.5	4.9	96	**85	4.6	2.3	98	*95	4.4	2.6	94				
THE SOURCE	3514	*183	4.5	5.2	102	**66	3.5	1.9	80	**117	5.4	3.3	122				
NON-WIRED : BLAIR	9864	554	13.7	5.6	110	*284	15.2	2.9	122	270	12.4	2.7	100				
INTERNET	13522	943	23.4	7.0	137	515	27.6	3.8	162	428	19.7	3.2	116				
KATZ RADIO GROUP	19321	1049	26.0	5.4	107	482	25.9	2.5	106	568	26.2	2.9	107				
SUPERNET	10739	507	12.6	4.7	93	297	15.9	2.8	118	210	9.7	2.0	71				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	260	6.4	5.1	100	126	6.8	2.5	105	135	6.2	2.6	97				
WKDAY 9:00 AM - 1:00 PM	5383	241	6.0	4.5	88	104	5.6	1.9	82	136	6.3	2.5	92				
WKDAY 1:00 PM - 4:30 PM	6469	270	6.7	4.2	82	134	7.2	2.1	88	135	6.2	2.1	76				
WKDAY 4:30 PM - 7:30 PM	19661	861	21.3	4.4	86	405	21.7	2.1	88	456	21.0	2.3	85				
WKDAY 7:30 PM - 8:00 PM	27579	1261	31.3	4.6	90	592	31.8	2.1	91	669	30.8	2.4	89				
WKDAY 11:00 PM - 11:30 PM	22964	1177	29.2	5.1	101	546	29.3	2.4	101	630	29.0	2.7	100				
WKDAY 11:30 PM - 1:00 AM	8158	460	11.4	5.6	111	223	12.0	2.7	116	237	10.9	2.9	106				
M-SAT 8-11 PM+SUN 7-11 PM	30140	1506	37.3	5.0	98	665	35.7	2.2	94	841	38.8	2.8	102				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	*79	2.0	3.9	76	**46	2.5	2.2	96	**33	1.5	1.6	59				
ANOTHER WORLD N	1214	**32	0.8	2.6	52	**26	1.4	2.1	91	**6	0.3	0.5	18				
AS THE WORLD TURNS C	1740	**89	2.2	5.1	101	**30	1.6	1.7	73	**59	2.7	3.4	124				
CAPITOL C	1016	**84	2.1	8.3	162	**26	1.4	2.6	109	**57	2.6	5.6	205				
CBS MORN. NEWS 1 C	1203	*54	1.3	4.5	88	**27	1.4	2.2	95	**27	1.2	2.2	82				
CBS MORN. NEWS 2 C	773	**23	0.6	3.0	58	**17	0.9	2.2	94	**6	0.3	0.8	28				
DAYS OF OUR LIVES N	1629	**26	0.6	1.6	31	**13	0.7	0.8	34	**13	0.6	0.8	29				
FACTS OF LIFE - DAYTIME N	961	**70	1.7	7.3	143	**10	0.5	1.0	44	**60	2.8	6.2	228				
FAMILY FEUD A	1390	*97	2.4	7.0	137	**17	0.9	1.2	52	**81	3.7	5.8	213				
GENERAL HOSPITAL A	1463	**31	0.8	2.1	42	**9	0.5	0.6	26	**22	1.0	1.5	55				
GOOD MORNING, AMERICA-730 A	1705	*86	2.1	5.0	99	**31	1.7	1.8	77	**55	2.5	3.2	118				
GOOD MORNING, AMERICA-830 A	889	**36	0.9	4.0	80	**15	0.8	1.7	72	**21	1.0	2.4	86				
GUIDING LIGHT C	1754	*103	2.6	5.9	115	**34	1.8	1.9	82	**69	3.2	3.9	144				
ONE LIFE TO LIVE A	1100	**38	0.9	3.5	68	**13	0.7	1.2	50	**25	1.2	2.3	83				
PRESS YOUR LUCK C	1222	**36	0.9	2.9	58	**28	1.5	2.3	97	**8	0.4	0.7	24				
PRICE IS RIGHT 1 C	2692	*62	1.5	2.3	45	**31	1.7	1.2	49	**31	1.4	1.2	42				
PRICE IS RIGHT 2 C	2764	*71	1.8	2.6	50	**24	1.3	0.9	37	**46	2.1	1.7	61				
RYAN'S HOPE A	880	**58	1.4	6.6	130	**39	2.1	4.4	188	**19	0.9	2.2	79				
SALE OF THE CENTURY N	926	**27	0.7	2.9	57	**7	0.4	0.8	32	**20	0.9	2.2	79				
SEARCH FOR TOMORROW N	359	**19	0.5	5.3	104	**14	0.8	3.9	166	**6	0.3	1.7	61				
TODAY SHOW 1 N	1890	*99	2.5	5.2	103	**33	1.8	1.7	74	*66	3.0	3.5	128				
TODAY SHOW 2 N	1344	**61	1.5	4.5	89	**18	1.0	1.3	57	**42	1.9	3.1	114				
$25,000 PYRAMID C	1462	**45	1.1	3.1	60	**34	1.8	2.3	99	**11	0.5	0.8	27				
WHEEL OF FORTUNE N	1497	*36	0.9	2.4	47	**17	0.9	1.1	48	**19	0.9	1.3	46				
YOUNG AND THE RESTLESS C	1954	*81	2.0	4.1	81	**23	1.2	1.2	50	**58	2.7	3.0	108				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	*103	2.6	3.7	73	**61	3.3	2.2	94	**42	1.9	1.5	56				
NBA PLAYOFF GAME -1 C	3881	166	4.1	4.3	84	*80	4.3	2.1	88	*86	4.0	2.2	81				
NBC MAJOR LEAGUE PRE-GAME N	2805	*132	3.3	4.7	92	**85	4.6	3.0	129	**47	2.2	1.7	61				
SPORTSWORLD - SUN N	2041	*101	2.5	4.9	97	**45	2.4	2.2	94	**56	2.6	2.7	100				
SUNDAY MORNING C	2555	*199	4.9	7.8	153	**91	4.9	3.6	151	**108	5.0	4.2	154				

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	4033	100.0	5.1	100	1864	100.0	2.4	100	2169	100.0	2.7	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	1080	26.8	4.4	87	515	27.6	2.1	90	565	26.0	2.3	85				
NETWORK AFFILIATES - LATE		17197	848	21.0	4.9	97	380	20.4	2.2	94	468	21.6	2.7	99				
INDEPENDENTS - LATE		2887	140	3.5	4.8	95	74	4.0	2.6	109	66	3.0	2.3	84				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	503	12.5	4.5	87	256	13.7	2.3	96	247	11.4	2.2	80				
ABC MONDAY NIGHT MOVIE	A	4379	242	6.0	5.5	109	*121	6.5	2.8	117	*121	5.6	2.8	101				
ABC SUNDAY NIGHT MOVIE	A	9910	426	10.6	4.3	84	231	12.4	2.3	99	195	9.0	2.0	72				
ABC WORLD NEWS TONIGHT	A	6212	303	7.5	4.9	96	*97	5.2	1.6	66	207	9.5	3.3	122				
AFTERMASH	C	4575	*203	5.0	4.4	87	**65	3.5	1.4	60	**138	6.4	3.0	110				
ALICE	C	6777	327	8.1	4.8	95	*141	7.6	2.1	88	*186	8.6	2.7	100				
AMERICAN PARADE	C	4868	258	6.4	5.3	104	*120	6.4	2.5	105	*138	6.4	2.8	104				
BENSON	A	7593	332	8.2	4.4	86	*147	7.9	1.9	82	*186	8.6	2.4	90				
BLUE THUNDER	A	6036	226	5.6	3.7	74	*94	5.0	1.6	66	*132	6.1	2.2	80				
CAGNEY & LACEY	C	7698	342	8.5	4.4	87	*144	7.7	1.9	80	198	9.1	2.6	94				
CBS EVENING NEWS-DEAN	C	4066	*184	4.6	4.5	89	**90	4.8	2.2	94	**95	4.4	2.3	85				
CBS EVENING NEWS-RATHER	C	8092	358	8.9	4.4	87	191	10.2	2.4	100	167	7.7	2.1	75				
CBS SAT. NEWS-SCHIEFFER	C	4795	198	4.9	4.1	81	*135	7.2	2.8	120	*63	2.9	1.3	48				
CBS SATURDAY NIGHT MOVIE	C	6034	302	7.5	5.0	98	*128	6.9	2.1	90	*174	8.0	2.9	105				
CBS WEDNESDAY NIGHT MOVIE	C	4993	222	5.5	4.4	87	*82	4.4	1.6	70	140	6.5	2.8	102				
CHEERS	N	6976	450	11.2	6.5	127	188	10.1	2.7	115	262	12.1	3.8	137				
DALLAS	C	13575	553	13.7	4.1	80	*218	11.7	1.6	68	335	15.4	2.5	90				
DIFF'RENT STROKES	N	3684	*145	3.6	3.9	77	**78	4.2	2.1	90	**67	3.1	1.8	66				
DOUBLE TROUBLE	N	4462	285	7.1	6.4	126	**113	6.1	2.5	108	*172	7.9	3.9	141				
DUCK FACTORY	N	4810	263	6.5	5.5	107	*101	5.4	2.1	89	*163	7.5	3.4	124				
DUKES OF HAZZARD	C	5951	249	6.2	4.2	82	**83	4.5	1.4	59	*166	7.7	2.8	102				
DYNASTY	A	11325	524	13.0	4.6	91	228	12.2	2.0	86	297	13.7	2.6	96				
FACTS OF LIFE	N	4512	231	5.7	5.1	101	**119	6.4	2.6	112	*112	5.2	2.5	91				
FALCON CREST	C	9215	307	7.6	3.3	65	**119	6.4	1.3	55	*188	8.7	2.0	75				
FALL GUY	A	8604	381	9.4	4.4	87	173	9.3	2.0	86	209	9.6	2.4	89				
FAMILY TIES	N	4179	*172	4.3	4.1	81	**74	4.0	1.8	75	**98	4.5	2.3	86				
FANTASY ISLAND	A	4781	304	7.5	6.4	125	*138	7.4	2.9	123	*166	7.7	3.5	127				
FOULUPS,BLEEPS & BLUNDERS	A	6697	343	8.5	5.1	101	*163	8.7	2.4	103	*180	8.3	2.7	98				
FOUR SEASONS	C	3873	*177	4.4	4.6	90	**73	3.9	1.9	80	**104	4.8	2.7	98				
GIMME A BREAK	N	4310	*109	2.7	2.5	50	**51	2.7	1.2	50	**59	2.7	1.4	50				
HART TO HART	A	5751	218	5.4	3.8	74	*88	4.7	1.5	65	*131	6.0	2.3	83				
HILL STREET BLUES	N	8568	530	13.1	6.2	122	*172	9.2	2.0	85	358	16.5	4.2	153				
HOTEL	A	8801	400	9.9	4.5	89	*188	10.1	2.1	91	213	9.8	2.4	88				
JEFFERSONS	C	6978	281	7.0	4.0	79	*108	5.8	1.5	66	*173	8.0	2.5	91				
JENNIFER SLEPT HERE	N	3021	*155	3.8	5.1	101	**79	4.2	2.6	111	**75	3.5	2.5	91				
KATE & ALLIE	C	6811	281	7.0	4.1	81	*105	5.6	1.5	66	*176	8.1	2.6	94				
KNIGHT RIDER	N	5256	366	9.1	7.0	137	*188	10.1	3.6	152	*178	8.2	3.4	124				
LOVE BOAT	A	7174	375	9.3	5.2	103	*183	9.8	2.6	108	*192	8.9	2.7	98				
MAGNUM PI	C	10438	409	10.1	3.9	77	*165	8.9	1.6	67	245	11.3	2.3	86				
MAMA'S FAMILY	N	3488	*200	5.0	5.7	113	**86	4.6	2.5	105	*115	5.3	3.3	120				
MASTER, THE	N	4127	*191	4.7	4.6	91	**124	6.7	3.0	128	**67	3.1	1.6	59				
MATT HOUSTON	A	5978	279	6.9	4.7	92	*116	6.2	1.9	83	*163	7.5	2.7	100				
NBC MONDAY NIGHT MOVIE	N	10446	540	13.4	5.2	102	254	13.6	2.4	103	286	13.2	2.7	100				
NBC NIGHTLY NEWS	N	5571	186	4.6	3.3	66	*79	4.2	1.4	60	107	4.9	1.9	70				
NBC NIGHTLY NEWS-SAT	N	3675	*158	3.9	4.3	84	**71	3.8	1.9	82	*87	4.0	2.4	87				
NBC NIGHTLY NEWS-SUN	N	2905	*163	4.0	5.6	110	**84	4.5	2.9	123	**79	3.6	2.7	99				
NBC SUNDAY NIGHT MOVIE	N	8352	520	12.9	6.2	122	*200	10.7	2.4	102	320	14.8	3.8	140				
NEWHART	C	6864	286	7.1	4.2	82	*132	7.1	1.9	82	*155	7.1	2.3	83				
ONE DAY AT A TIME	C	3866	*154	3.8	4.0	78	**71	3.8	1.8	78	**82	3.8	2.1	78				
PEOPLE ARE FUNNY	N	3956	*219	5.4	5.5	109	**99	5.3	2.5	106	*120	5.5	3.0	111				
REAL PEOPLE	N	6305	270	6.7	4.3	84	**100	5.4	1.6	67	*170	7.8	2.7	99				
REMINGTON STEELE	N	5884	286	7.1	4.9	96	*153	8.2	2.6	111	*133	6.1	2.3	83				
RIPLEY'S BELIEVE IT - NOT	A	5706	262	6.5	4.6	90	*109	5.8	1.9	81	*152	7.0	2.7	97				
RIPTIDE	N	6202	281	7.0	4.5	89	*155	8.3	2.5	106	*125	5.8	2.0	74				
SCARECROW & MRS. KING	C	6513	280	6.9	4.3	84	*160	8.6	2.5	104	*120	5.5	1.8	67				
SIMON & SIMON	C	8593	260	6.4	3.0	59	**104	5.6	1.2	51	*156	7.2	1.8	66				
60 MINUTES	C	13342	716	17.8	5.4	105	286	15.3	2.1	91	430	19.8	3.2	118				
ST. ELSEWHERE	N	6029	399	9.9	6.6	130	*171	9.2	2.8	121	228	10.5	3.8	138				
THREE'S COMPANY	A	8565	462	11.5	5.4	106	241	12.9	2.8	120	221	10.2	2.6	94				
T.J. HOOKER	A	7400	354	8.8	4.8	94	*152	8.2	2.1	87	*202	9.3	2.7	100				
TONIGHT SHOW	N	2433	146	3.6	6.0	118	*79	4.2	3.2	138	67	3.1	2.8	101				
TRAPPER JOHN, M.D.	C	5958	228	5.7	3.8	75	*93	5.0	1.6	66	*135	6.2	2.3	83				
TV BLOOPERS & PRAC. JOKES	N	9086	390	9.7	4.3	84	*131	7.0	1.4	61	258	11.9	2.8	104				
20/20	A	8306	383	9.5	4.6	91	*167	9.0	2.0	85	216	10.0	2.6	95				
WEBSTER	A	6788	290	7.2	4.3	84	*142	7.6	2.1	89	*149	6.9	2.2	80				
WORLD NEWS - SUN	A	2036	**98	2.4	4.8	95	**7	0.4	0.3	15	**91	4.2	4.5	163				
YELLOW ROSE	N	3174	*75	1.9	2.4	46	**32	1.7	1.0	43	**43	2.0	1.4	50				
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	916	22.7	5.6	110	*426	22.9	2.6	111	*490	22.6	3.0	110				
BASKETBALL - COLLEGE GAMES		10054	497	12.3	4.9	97	*282	15.1	2.8	119	*214	9.9	2.1	78				
BASKETBALL - PRO GAMES		8248	*367	9.1	4.4	87	**223	12.0	2.7	115	**144	6.6	1.7	64				
BOWLING		5356	**234	5.8	4.4	86	**142	7.6	2.7	113	**91	4.2	1.7	62				
BOXING		11255	610	15.1	5.4	107	*335	18.0	3.0	127	*275	12.7	2.4	89				
FOOTBALL - COLLEGE GAMES		14647	713	17.7	4.9	96	*259	13.9	1.8	75	455	21.0	3.1	114				
FOOTBALL - PRO GAMES		23581	1112	27.6	4.7	93	*556	29.8	2.4	100	556	25.6	2.4	86				
GOLF		6145	*386	9.6	6.3	123	**213	11.4	3.5	147	**174	8.0	2.8	103				
POST-SEASON COLL. FOOTBALL		12828	695	17.2	5.4	106	*305	16.4	2.4	101	*390	18.0	3.0	111				
POST-SEASON PRO FOOTBALL		15397	843	20.9	5.5	108	*403	21.6	2.6	111	440	20.3	2.9	104				
TENNIS		3483	*286	7.1	8.2	161	**141	7.6	4.0	172	**145	6.7	4.2	152				
WRESTLING - PROFESSIONAL		6023	*299	7.4	5.0	98	**179	9.6	3.0	126	**120	5.5	2.0	73				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	5508	100.0	6.2	100	2597	100.0	2.9	100	2911	100.0	3.3	100				
FEMALE HOMEMAKERS	80986	5054	91.8	6.2	100	2298	88.5	2.8	97	2757	94.7	3.4	103				
EMPLOYED MOTHERS	18702	1340	24.3	7.2	115	686	26.4	3.7	125	653	22.4	3.5	106				
18 - 24	14726	905	16.4	6.1	99	*520	20.0	3.5	120	*385	13.2	2.6	79				
25 - 34	20202	1548	28.1	7.7	123	691	26.6	3.4	117	857	29.4	4.2	129				
35 - 44	14781	1152	20.9	7.8	125	*547	21.1	3.7	126	605	20.8	4.1	124				
45 - 54	11449	594	10.8	5.2	83	**224	8.6	2.0	67	*369	12.7	3.2	98				
55 - 64	11846	655	11.9	5.5	89	*317	12.2	2.7	91	*338	11.6	2.9	87				
65 OR OLDER	15459	654	11.9	4.2	68	*297	11.4	1.9	65	*357	12.3	2.3	70				
18 - 34	34928	2453	44.5	7.0	113	1211	46.6	3.5	118	1242	42.7	3.6	108				
18 - 49	55154	3860	70.1	7.0	112	1885	72.6	3.4	116	1976	67.9	3.6	109				
25 - 54	46433	3294	59.8	7.1	114	1463	56.3	3.2	107	1831	62.9	3.9	120				
35 - 49	20226	1408	25.6	7.0	112	674	26.0	3.3	114	734	25.2	3.6	110				
50 OR OLDER	33310	1647	29.9	4.9	79	713	27.5	2.1	73	935	32.1	2.8	85				
GRADUATED COLLEGE	12110	1522	27.6	12.6	202	702	27.0	5.8	197	821	28.2	6.8	206				
ATTENDED COLLEGE	15309	1265	23.0	8.3	133	454	17.5	3.0	101	810	27.8	5.3	161				
GRADUATED HIGH SCHOOL	36912	1881	34.2	5.1	82	847	32.6	2.3	78	1034	35.5	2.8	85				
DID NOT GRADUATE HIGH SCHOOL	24134	840	15.3	3.5	56	594	22.9	2.5	84	**246	8.5	1.0	31				
EMPLOYED FULL-TIME	35457	2900	52.7	8.2	131	1216	46.8	3.4	117	1684	57.8	4.7	144				
EMPLOYED PART-TIME	8514	573	10.4	6.7	108	**210	8.1	2.5	84	*363	12.5	4.3	130				
NOT EMPLOYED	44494	2035	36.9	4.6	73	1171	45.1	2.6	90	864	29.7	1.9	59				
PROFESSIONAL/MANAGER	10811	1372	24.9	12.7	204	*541	20.8	5.0	170	831	28.5	7.7	234				
TECH/CLERICAL/SALES	19640	1309	23.8	6.7	107	*501	19.3	2.6	87	808	27.8	4.1	125				
PRECISION/CRAFT	1023	**47	0.9	4.6	74	**7	0.3	0.7	23	**40	1.4	3.9	119				
OTHER EMPLOYED	12498	745	13.5	6.0	96	*377	14.5	3.0	103	*368	12.6	2.9	89				
SINGLE	15995	1030	18.7	6.4	103	571	22.0	3.6	122	459	15.8	2.9	87				
MARRIED	51689	3457	62.8	6.7	107	1513	58.3	2.9	100	1944	66.8	3.8	114				
DIVORCED/SEPARATED/WIDOWED	20780	1021	18.5	4.9	79	514	19.8	2.5	84	508	17.5	2.4	74				
PARENTS	33922	2099	38.1	6.2	99	1115	42.9	3.3	112	984	33.8	2.9	88				
WHITE	76422	4717	85.6	6.2	99	2110	81.2	2.8	94	2607	89.6	3.4	104				
BLACK	10066	641	11.6	6.4	102	*413	15.9	4.1	140	**228	7.8	2.3	69				
OTHER	1976	**150	2.7	7.6	122	**75	2.9	3.8	129	**75	2.6	3.8	115				
NORTHEAST-CENSUS	19803	1845	33.5	9.3	150	869	33.5	4.4	149	977	33.6	4.9	150				
NORTH CENTRAL	22181	725	13.2	3.3	52	*367	14.1	1.7	56	*359	12.3	1.6	49				
SOUTH	30082	1521	27.6	5.1	81	789	30.4	2.6	89	732	25.1	2.4	74				
WEST	16398	1416	25.7	8.6	139	573	22.1	3.5	119	843	29.0	5.1	156				
NORTHEAST-MKTG.	20163	2015	36.6	10.0	161	1024	39.4	5.1	173	991	34.0	4.9	149				
EAST CENTRAL	13054	503	9.1	3.9	62	*221	8.5	1.7	58	*282	9.7	2.2	66				
WEST CENTRAL	14993	512	9.3	3.4	55	*267	10.3	1.8	61	*245	8.4	1.6	50				
SOUTH	25785	1174	21.3	4.6	73	*549	21.1	2.1	73	*625	21.5	2.4	74				
PACIFIC	14470	1304	23.7	9.0	145	*536	20.6	3.7	126	767	26.3	5.3	161				
COUNTY SIZE A	36705	3182	57.8	8.7	139	1545	59.5	4.2	143	1637	56.2	4.5	136				
COUNTY SIZE B	26819	1368	24.8	5.1	82	577	22.2	2.2	73	790	27.1	2.9	90				
COUNTY SIZE C	13597	639	11.6	4.7	75	*313	12.1	2.3	78	*326	11.2	2.4	73				
COUNTY SIZE D	11344	*319	5.8	2.8	45	**162	6.2	1.4	49	**158	5.4	1.4	42				
METRO CENTRAL CITY	26825	2083	37.8	7.8	125	1033	39.8	3.9	131	1050	36.1	3.9	119				
METRO SUBURBAN	39912	2632	47.8	6.6	106	1182	45.5	3.0	101	1450	49.8	3.6	110				
NON METRO	21728	792	14.4	3.6	59	*382	14.7	1.8	60	*410	14.1	1.9	57				
TOP 5 ADI'S	20847	2182	39.6	10.5	168	1015	39.1	4.9	166	1167	40.1	5.6	170				
TOP 10 ADI'S	28719	2667	48.4	9.3	149	1271	48.9	4.4	151	1396	48.0	4.9	148				
TOP 20 ADI'S	40904	3475	63.1	8.5	136	1622	62.5	4.0	135	1853	63.7	4.5	138				
HSHLD INC. $50,000 OR MORE	7931	1001	18.2	12.6	203	*468	18.0	5.9	201	*533	18.3	6.7	204				
$40,000 OR MORE	15233	1735	31.5	11.4	183	752	29.0	4.9	168	983	33.8	6.5	196				
$30,000 OR MORE	28333	2704	49.1	9.5	153	1155	44.5	4.1	139	1548	53.2	5.5	166				
$25,000 OR MORE	36417	3144	57.1	8.6	139	1292	49.7	3.5	121	1852	63.6	5.1	155				
$20,000 - $24,999	9943	623	11.3	6.3	101	*264	10.2	2.7	90	*360	12.4	3.6	110				
$15,000 - $19,999	9211	474	8.6	5.1	83	**222	8.5	2.4	82	*252	8.7	2.7	83				
$10,000 - $14,999	13477	494	9.0	3.7	59	*258	9.9	1.9	65	**236	8.1	1.8	53				
UNDER $10,000	19418	773	14.0	4.0	64	562	21.6	2.9	99	*211	7.2	1.1	33				
HOUSEHOLD OF 1 PERSON	11987	657	11.9	5.5	88	294	11.3	2.5	84	362	12.4	3.0	92				
2 PEOPLE	27046	1771	32.2	6.5	105	775	29.8	2.9	98	997	34.2	3.7	112				
3 OR 4 PEOPLE	34251	2261	41.0	6.6	106	1027	39.5	3.0	102	1234	42.4	3.6	109				
5 OR MORE PEOPLE	15180	*819	14.9	5.4	87	*501	19.3	3.3	112	**318	10.9	2.1	64				
NO CHILD IN HSHLD	49819	3209	58.3	6.4	103	1348	51.9	2.7	92	1861	63.9	3.7	114				
CHILD(REN) UNDER 2 YRS	6045	**365	6.6	6.0	97	**195	7.5	3.2	110	**171	5.9	2.8	86				
2 - 5 YEARS	15233	864	15.7	5.7	91	*567	21.8	3.7	127	*298	10.2	2.0	59				
6 - 11 YEARS	16260	898	16.3	5.5	89	*470	18.1	2.9	98	*428	14.7	2.6	80				
12 - 17 YEARS	19173	1199	21.8	6.3	100	680	26.2	3.5	121	*518	17.8	2.7	82				
RESIDENCE OWNED	61371	3715	67.4	6.1	97	1674	64.5	2.7	93	2041	70.1	3.3	101				
VALUE: $50,000 OR MORE	35355	2838	51.5	8.0	129	1168	45.0	3.3	113	1670	57.4	4.7	144				
VALUE: UNDER $50,000	26016	878	15.9	3.4	54	*506	19.5	1.9	66	*372	12.8	1.4	43				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

			ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES		88464	5508	100.0	6.2	100	2597	100.0	2.9	100	2911	100.0	3.3	100				
MAGAZINES	QUINTILE 1	17988	1769	32.1	9.8	158	762	29.3	4.2	144	1007	34.6	5.6	170				
	QUINTILE 2	19446	1423	25.8	7.3	118	724	27.9	3.7	127	699	24.0	3.6	109				
	QUINTILE 3	14626	779	14.1	5.3	86	*406	15.6	2.8	95	*373	12.8	2.6	78				
	QUINTILE 4	16014	643	11.7	4.0	64	*262	10.1	1.6	56	*382	13.1	2.4	72				
	QUINTILE 5	20389	894	16.2	4.4	70	*443	17.1	2.2	74	*451	15.5	2.2	67				
NEWSPAPERS	QUINTILE 1	13830	1354	24.6	9.8	157	619	23.8	4.5	152	735	25.2	5.3	162				
	QUINTILE 2	26350	1634	29.7	6.2	100	689	26.5	2.6	89	945	32.5	3.6	109				
	QUINTILE 3	12415	759	13.8	6.1	98	*343	13.2	2.8	94	*416	14.3	3.4	102				
	QUINTILE 4	21911	1172	21.3	5.3	86	575	22.1	2.6	89	*597	20.5	2.7	83				
	QUINTILE 5	13960	589	10.7	4.2	68	*372	14.3	2.7	91	**216	7.4	1.5	47				
OUTDOOR	QUINTILE 1	16810	1161	21.1	6.9	111	490	18.9	2.9	99	672	23.1	4.0	121				
	QUINTILE 2	17101	1240	22.5	7.3	116	675	26.0	3.9	134	565	19.4	3.3	100				
	QUINTILE 3	17579	1164	21.1	6.6	106	*393	15.1	2.2	76	772	26.5	4.4	133				
	QUINTILE 4	18343	1128	20.5	6.1	99	591	22.8	3.2	110	*537	18.4	2.9	89				
	QUINTILE 5	18631	815	14.8	4.4	70	*450	17.3	2.4	82	*365	12.5	2.0	60				
RADIO-DRIVE TIME	QUINTILE 1	17390	1186	21.5	6.8	110	569	21.9	3.3	111	616	21.2	3.5	108				
	QUINTILE 2	16591	1094	19.9	6.6	106	*474	18.3	2.9	97	620	21.3	3.7	114				
	QUINTILE 3	16910	1192	21.6	7.0	113	527	20.3	3.1	106	665	22.8	3.9	120				
	QUINTILE 4	18002	1275	23.1	7.1	114	700	27.0	3.9	132	575	19.8	3.2	97				
	QUINTILE 5	19572	761	13.8	3.9	62	*327	12.6	1.7	57	*434	14.9	2.2	67				
RADIO-MID-DAY	TERCILE 1	23248	1412	25.6	6.1	98	701	27.0	3.0	103	710	24.4	3.1	93				
	TERCILE 2	23667	1504	27.3	6.4	102	698	26.9	2.9	100	806	27.7	3.4	103				
	TERCILE 3	41549	2592	47.1	6.2	100	1198	46.1	2.9	98	1395	47.9	3.4	102				
RADIO-TOTAL	QUINTILE 1	17786	1133	20.6	6.4	102	623	24.0	3.5	119	*510	17.5	2.9	87				
	QUINTILE 2	17316	1267	23.0	7.3	118	530	20.4	3.1	104	737	25.3	4.3	129				
	QUINTILE 3	18428	1148	20.8	6.2	100	525	20.2	2.8	97	623	21.4	3.4	103				
	QUINTILE 4	17669	1256	22.8	7.1	114	*580	22.3	3.3	112	676	23.2	3.8	116				
	QUINTILE 5	17265	703	12.8	4.1	65	*338	13.0	2.0	67	*365	12.5	2.1	64				
TV-PRIME TIME	QUINTILE 1	17416	1081	19.6	6.2	100	518	19.9	3.0	101	564	19.4	3.2	98				
	QUINTILE 2	17413	1036	18.8	5.9	96	509	19.6	2.9	100	527	18.1	3.0	92				
	QUINTILE 3	17943	1127	20.5	6.3	101	*509	19.6	2.8	97	618	21.2	3.4	105				
	QUINTILE 4	18442	1156	21.0	6.3	101	*586	22.6	3.2	108	569	19.5	3.1	94				
	QUINTILE 5	17250	1109	20.1	6.4	103	*476	18.3	2.8	94	633	21.7	3.7	112				
TV-DAYTIME	TERCILE 1	29966	1558	28.3	5.2	84	822	31.7	2.7	93	737	25.3	2.5	75				
	TERCILE 2	29480	1906	34.6	6.5	104	931	35.8	3.2	108	975	33.5	3.3	101				
	TERCILE 3	29018	2043	37.1	7.0	113	844	32.5	2.9	99	1199	41.2	4.1	126				
TV-TOTAL	QUINTILE 1	17740	1041	18.9	5.9	94	568	21.9	3.2	109	*473	16.2	2.7	81				
	QUINTILE 2	17674	1029	18.7	5.8	94	*446	17.2	2.5	86	583	20.0	3.3	100				
	QUINTILE 3	17730	1026	18.6	5.8	93	*478	18.4	2.7	92	549	18.9	3.1	94				
	QUINTILE 4	17563	1038	18.8	5.9	95	*484	18.6	2.8	94	555	19.1	3.2	96				
	QUINTILE 5	17757	1374	24.9	7.7	124	*622	24.0	3.5	119	751	25.8	4.2	129				
MAGAZINES-NEWSPAPERS: DUAL		23278	2141	38.9	9.2	148	1007	38.8	4.3	147	1134	39.0	4.9	148				
MAGAZINE IMPERATIVE		21634	1459	26.5	6.7	108	717	27.6	3.3	113	742	25.5	3.4	104				
NEWSPAPER IMPERATIVE		23455	1185	21.5	5.1	81	467	18.0	2.0	68	718	24.7	3.1	93				
MAGAZINES-OUTDOOR: DUAL		17482	1569	28.5	9.0	144	689	26.5	3.9	134	879	30.2	5.0	153				
MAGAZINE IMPERATIVE		28830	2104	38.2	7.3	117	1015	39.1	3.5	120	1089	37.4	3.8	115				
OUTDOOR IMPERATIVE		26119	1275	23.1	4.9	78	618	23.8	2.4	81	657	22.6	2.5	76				
MAGAZINES-RADIO: DUAL		20162	1645	29.9	8.2	131	815	31.4	4.0	138	830	28.5	4.1	125				
MAGAZINE IMPERATIVE		26292	2006	36.4	7.6	123	913	35.2	3.5	118	1093	37.5	4.2	126				
RADIO IMPERATIVE		25308	1276	23.2	5.0	81	569	21.9	2.2	77	708	24.3	2.8	85				
MAGAZINES-TELEVISION: DUAL		17312	1302	23.6	7.5	121	675	26.0	3.9	133	627	21.5	3.6	110				
MAGAZINE IMPERATIVE		29099	2383	43.3	8.2	132	1068	41.1	3.7	125	1315	45.2	4.5	137				
TELEVISION IMPERATIVE		27505	1202	21.8	4.4	70	573	22.1	2.1	71	629	21.6	2.3	69				
NEWSPAPERS-OUTDOOR: DUAL		18628	1512	27.5	8.1	130	705	27.1	3.8	129	808	27.8	4.3	132				
NEWSPAPER IMPERATIVE		29178	1930	35.0	6.6	106	827	31.8	2.8	97	1103	37.9	3.8	115				
OUTDOOR IMPERATIVE		25260	1440	26.1	5.7	92	657	25.3	2.6	89	782	26.9	3.1	94				
NEWSPAPERS-RADIO: DUAL		19246	1380	25.1	7.2	115	687	26.5	3.6	122	694	23.8	3.6	110				
NEWSPAPER IMPERATIVE		28155	1973	35.8	7.0	113	779	30.0	2.8	94	1194	41.0	4.2	129				
RADIO IMPERATIVE		25308	1528	27.7	6.0	97	740	28.5	2.9	100	788	27.1	3.1	95				
NEWSPAPERS-TELEVISION: DUAL		18615	1193	21.7	6.4	103	582	22.4	3.1	107	610	21.0	3.3	100				
NEWSPAPER IMPERATIVE		29207	2255	40.9	7.7	124	953	36.7	3.3	111	1303	44.8	4.5	136				
TELEVISION IMPERATIVE		25472	1322	24.0	5.2	83	731	28.1	2.9	98	591	20.3	2.3	71				
OUTDOOR-RADIO: DUAL		17292	1197	21.7	6.9	111	546	21.0	3.2	108	652	22.4	3.8	115				
OUTDOOR IMPERATIVE		26915	1782	32.4	6.6	106	830	32.0	3.1	105	952	32.7	3.5	107				
RADIO IMPERATIVE		28938	1830	33.2	6.3	102	885	34.1	3.1	104	945	32.5	3.3	99				
OUTDOOR-TELEVISION: DUAL		16112	1114	20.2	6.9	111	559	21.5	3.5	118	555	19.1	3.4	105				
OUTDOOR IMPERATIVE		28228	2018	36.6	7.1	115	853	32.8	3.0	103	1165	40.0	4.1	125				
TELEVISION IMPERATIVE		30024	1461	26.5	4.9	78	674	26.0	2.2	76	788	27.1	2.6	80				
RADIO-TELEVISION: DUAL		17803	1166	21.2	6.5	105	564	21.7	3.2	108	602	20.7	3.4	103				
RADIO IMPERATIVE		28338	1966	35.7	6.9	111	916	35.3	3.2	110	1050	36.1	3.7	113				
TELEVISION IMPERATIVE		28445	1498	27.2	5.3	85	721	27.8	2.5	86	778	26.7	2.7	83				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	5508	100.0	6.2	100	2597	100.0	2.9	100	2911	100.0	3.3	100				
ATLANTIC MONTHLY	415	**34	0.6	8.2	132	**21	0.8	5.1	172	**13	0.4	3.1	95				
BARRON'S	522	**189	3.4	36.2	582	**66	2.5	12.6	431	**123	4.2	23.6	716				
BETTER HOMES & GARDENS	17429	1219	22.1	7.0	112	585	22.5	3.4	114	634	21.8	3.6	111				
BON APPETIT	2772	470	8.5	17.0	272	*284	10.9	10.2	349	*186	6.4	6.7	204				
BUSINESS WEEK	1469	*305	5.5	20.8	333	**116	4.5	7.9	269	*190	6.5	12.9	393				
CAR AND DRIVER	397	**57	1.0	14.4	231	**38	1.5	9.6	326	**19	0.7	4.8	145				
CBS MAGAZINE NETWORK (GROSS)	1633	*321	5.8	19.7	316	**118	4.5	7.2	246	**203	7.0	12.4	378				
CHANGING TIMES	1554	*142	2.6	9.1	147	**74	2.8	4.8	162	**68	2.3	4.4	133				
COLONIAL HOMES	1304	*168	3.1	12.9	207	**73	2.8	5.6	191	**96	3.3	7.4	224				
CONDE NAST MAG. PKG. (GROSS)	17858	1765	32.0	9.9	159	828	31.9	4.6	158	937	32.2	5.2	159				
CONSUMERS DIGEST	1406	*196	3.6	13.9	224	**73	2.8	5.2	177	**123	4.2	8.7	266				
COSMOPOLITAN	8815	631	11.5	7.2	115	269	10.4	3.1	104	362	12.4	4.1	125				
COUNTRY LIVING	2636	*203	3.7	7.7	124	**64	2.5	2.4	83	**138	4.7	5.2	159				
CUISINE	1554	*235	4.3	15.1	243	**100	3.9	6.4	219	**135	4.6	8.7	264				
CYCLE WORLD	469	**68	1.2	14.5	233	**34	1.3	7.2	247	**33	1.1	7.0	214				
DCI:CREATIVE IDEAS FOR LIV	2631	*194	3.5	7.4	118	**103	4.0	3.9	133	**92	3.2	3.5	106				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	412	7.5	5.8	94	*184	7.1	2.6	89	*229	7.9	3.2	99				
DISCOVER	998	**128	2.3	12.8	206	**68	2.6	6.8	232	**59	2.0	5.9	180				
EBONY	4289	376	6.8	8.8	141	*172	6.6	4.0	137	*204	7.0	4.8	145				
ESQUIRE	1176	**95	1.7	8.1	130	**18	0.7	1.5	52	**77	2.6	6.5	199				
ESSENCE	2392	*166	3.0	6.9	111	*96	3.7	4.0	137	**70	2.4	2.9	89				
FAMILY CIRCLE	17209	1070	19.4	6.2	100	518	19.9	3.0	103	552	19.0	3.2	97				
THE FAMILY HANDYMAN	1184	*174	3.2	14.7	236	**75	2.9	6.3	216	**99	3.4	8.4	254				
FAMILY WEEKLY	12391	621	11.3	5.0	80	229	8.8	1.8	63	392	13.5	3.2	96				
FIELD & STREAM	2438	**171	3.1	7.0	113	**51	2.0	2.1	71	**120	4.1	4.9	150				
FOOD & WINE	614	**75	1.4	12.2	196	**28	1.1	4.6	155	**46	1.6	7.5	228				
FORBES	813	*232	4.2	28.5	458	**65	2.5	8.0	272	**168	5.8	20.7	628				
FORTUNE	1083	*299	5.4	27.6	443	**76	2.9	7.0	239	*223	7.7	20.6	626				
GENTLEMEN'S QUARTERLY	1197	*146	2.7	12.2	196	**40	1.5	3.3	114	**105	3.6	8.8	267				
GLAMOUR	6625	569	10.3	8.6	138	*278	10.7	4.2	143	*291	10.0	4.4	133				
GOLF DIGEST	707	**125	2.3	17.7	284	**25	1.0	3.5	120	**100	3.4	14.1	430				
GOLF DIGEST/TENNIS (GROSS)	1316	*220	4.0	16.7	268	**55	2.1	4.2	142	**165	5.7	12.5	381				
GOLF MAGAZINE	469	**92	1.7	19.6	315	**35	1.3	7.5	254	**57	2.0	12.2	369				
GOLF MAGAZINE/SKI (GROSS)	1060	*144	2.6	13.6	218	**60	2.3	5.7	193	**84	2.9	7.9	241				
GOOD HOUSEKEEPING	17784	1050	19.1	5.9	95	512	19.7	2.9	98	539	18.5	3.0	92				
HARPER'S BAZAAR	2931	322	5.8	11.0	176	*105	4.0	3.6	122	*218	7.5	7.4	226				
HEALTH	2199	*202	3.7	9.2	148	**59	2.3	2.7	91	**143	4.9	6.5	198				
HEARST MAG CORP. BUY (GROSS)	49148	3777	68.6	7.7	123	1587	61.1	3.2	110	2190	75.2	4.5	135				
HEARST MAN POWER (GROSS)	2113	*232	4.2	11.0	176	**83	3.2	3.9	134	**149	5.1	7.1	214				
HEARST WOMAN POWER (GROSS)	35062	2281	41.4	6.5	104	1046	40.3	3.0	102	1235	42.4	3.5	107				
HOUSE BEAUTIFUL	3865	378	6.9	9.8	157	*165	6.4	4.3	145	*213	7.3	5.5	167				
INC.	315	**94	1.7	29.8	479	**39	1.5	12.4	422	**55	1.9	17.5	531				
JET	3690	262	4.8	7.1	114	*163	6.3	4.4	150	*100	3.4	2.7	82				
LADIES' HOME JOURNAL	12930	838	15.2	6.5	104	396	15.2	3.1	104	441	15.1	3.4	104				
LHJ FAMILY GRP COMBO(GROSS)	18161	1251	22.7	6.9	111	516	19.9	2.8	97	735	25.2	4.0	123				
LIFE	5065	493	9.0	9.7	156	*220	8.5	4.3	148	273	9.4	5.4	164				
L.A. TIMES HOME MAGAZINE	1310	*314	5.7	24.0	385	**147	5.7	11.2	382	*167	5.7	12.7	387				
MADEMOISELLE	3759	276	5.0	7.3	118	**93	3.6	2.5	84	*183	6.3	4.9	148				
MC CALL'S	14658	919	16.7	6.3	101	425	16.4	2.9	99	495	17.0	3.4	103				
MC CALL'S/WRK MOTHER (GROSS)	15857	1001	18.2	6.3	101	446	17.2	2.8	96	555	19.1	3.5	106				
MECHANIX ILLUSTRATED	809	**161	2.9	19.9	320	**36	1.4	4.4	152	**124	4.3	15.3	466				
METROPOLITAN HOME	1009	*205	3.7	20.3	326	**52	2.0	5.2	176	**153	5.3	15.2	461				
MONEY	1707	*262	4.8	15.3	247	**84	3.2	4.9	168	**178	6.1	10.4	317				
MOTHER EARTH NEWS	1123	**64	1.2	5.7	92	**41	1.6	3.7	124	**23	0.8	2.0	62				
MS.	932	*101	1.8	10.8	174	**40	1.5	4.3	146	**60	2.1	6.4	196				
NATIONAL ENQUIRER	11971	529	9.6	4.4	71	315	12.1	2.6	90	*214	7.4	1.8	54				
NATIONAL GEOGRAPHIC	10503	1069	19.4	10.2	163	370	14.2	3.5	120	699	24.0	6.7	202				
NATIONAL SUNDAY MAGAZINE PKG	54325	3734	67.8	6.9	110	1618	62.3	3.0	101	2116	72.7	3.9	118				
NATURAL HISTORY	626	**105	1.9	16.8	269	**29	1.1	4.6	158	**76	2.6	12.1	369				
NEW WOMAN	1992	*184	3.3	9.2	148	**102	3.9	5.1	174	**82	2.8	4.1	125				
NEW YORK INCLUDING CUE	547	*158	2.9	28.9	464	**74	2.8	13.5	461	**84	2.9	15.4	467				
THE NEW YORKER	1380	364	6.6	26.4	424	*185	7.1	13.4	457	*179	6.1	13.0	394				
NEWSWEEK	6925	871	15.8	12.6	202	396	15.2	5.7	195	474	16.3	6.8	208				
THE N.Y. TIMES DAILY EDITION	1363	294	5.3	21.6	346	*133	5.1	9.8	332	*162	5.6	11.9	361				
THE N.Y. TIMES MAGAZINE	2333	483	8.8	20.7	333	*266	10.2	11.4	388	217	7.5	9.3	283				
OMNI	872	**117	2.1	13.4	215	**51	2.0	5.8	199	**67	2.3	7.7	233				
ON CABLE	1298	**87	1.6	6.7	108	**84	3.2	6.5	220	**3	0.1	0.2	7				
1001 HOME IDEAS	3032	*211	3.8	7.0	112	**61	2.3	2.0	69	**151	5.2	5.0	151				
ORGANIC GARDENING	1680	*144	2.6	8.6	138	**76	2.9	4.5	154	**68	2.3	4.0	123				
OUTDOOR LIFE	960	**67	1.2	7.0	112	**44	1.7	4.6	156	**23	0.8	2.4	73				
PARADE MAGAZINE	26755	1901	34.5	7.1	114	855	32.9	3.2	109	1046	35.9	3.9	119				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	5508	100.0	6.2	100	2597	100.0	2.9	100	2911	100.0	3.3	100				
PARENTS	4173	*267	4.8	6.4	103	**121	4.7	2.9	99	**147	5.0	3.5	107				
PENTHOUSE	973	**71	1.3	7.3	117	**38	1.5	3.9	133	**33	1.1	3.4	103				
PEOPLE	13479	990	18.0	7.3	118	448	17.3	3.3	113	542	18.6	4.0	122				
PLAYBOY	2183	*184	3.3	8.4	135	**76	2.9	3.5	119	**108	3.7	4.9	150				
POPULAR HOT RODDING	388	**13	0.2	3.4	54	**0	0.0	0.0	0	**13	0.4	3.4	102				
POPULAR MECHANICS	1037	**71	1.3	6.8	110	**7	0.3	0.7	23	**63	2.2	6.1	185				
POPULAR SCIENCE	920	**138	2.5	15.0	241	**56	2.2	6.1	207	**83	2.9	9.0	274				
PREVENTION	4071	444	8.1	10.9	175	*174	6.7	4.3	146	*270	9.3	6.6	202				
PSYCHOLOGY TODAY	1940	*186	3.4	9.6	154	**83	3.2	4.3	146	*103	3.5	5.3	161				
READER'S DIGEST	24031	1536	27.9	6.4	103	774	29.8	3.2	110	762	26.2	3.2	96				
REDBOOK	8464	601	10.9	7.1	114	266	10.2	3.1	107	*335	11.5	4.0	120				
ROAD & TRACK	429	**47	0.9	11.0	176	**41	1.6	9.6	326	**5	0.2	1.2	35				
ROLLING STONE	1355	*188	3.4	13.9	223	**162	6.2	12.0	407	**26	0.9	1.9	58				
RUNNER'S WORLD	329	**25	0.5	7.6	122	**9	0.3	2.7	93	**16	0.5	4.9	148				
SATURDAY EVENING POST	1268	**123	2.2	9.7	156	**78	3.0	6.2	210	**46	1.6	3.6	110				
SCIENCE 84	702	*113	2.1	16.1	259	**65	2.5	9.3	315	**48	1.6	6.8	208				
SCIENCE DIGEST	553	**103	1.9	18.6	299	**50	1.9	9.0	308	**54	1.9	9.8	297				
SCIENTIFIC AMERICAN	615	*183	3.3	29.8	478	**57	2.2	9.3	316	**126	4.3	20.5	623				
SELF	2683	*281	5.1	10.5	168	**131	5.0	4.9	166	**150	5.2	5.6	170				
SEVENTEEN	3309	*229	4.2	6.9	111	**91	3.5	2.8	94	**138	4.7	4.2	127				
SKI	591	**52	0.9	8.8	141	**25	1.0	4.2	144	**27	0.9	4.6	139				
SMITHSONIAN	3039	531	9.6	17.5	281	*318	12.2	10.5	356	*213	7.3	7.0	213				
SOAP OPERA DIGEST	3683	*197	3.6	5.3	86	*128	4.9	3.5	118	**69	2.4	1.9	57				
SOUTHERN LIVING	4434	*218	4.0	4.9	79	**81	3.1	1.8	62	*137	4.7	3.1	94				
SPORT	701	**85	1.5	12.1	195	**27	1.0	3.9	131	**58	2.0	8.3	251				
THE SPORTING NEWS	518	**81	1.5	15.6	251	**74	2.8	14.3	487	**7	0.2	1.4	41				
SPORTS AFIELD	523	**58	1.1	11.1	178	**26	1.0	5.0	169	**32	1.1	6.1	186				
SPORTS ILLUSTRATED	3325	394	7.2	11.8	190	*211	8.1	6.3	216	*183	6.3	5.5	167				
STAR	8567	352	6.4	4.1	66	*186	7.2	2.2	74	*166	5.7	1.9	59				
SUNDAY	27630	2051	37.2	7.4	119	988	38.0	3.6	122	1063	36.5	3.8	117				
SUNSET	2219	*253	4.6	11.4	183	**88	3.4	4.0	135	*166	5.7	7.5	227				
TV GUIDE	24258	1427	25.9	5.9	94	625	24.1	2.6	88	802	27.6	3.3	100				
TENNIS	609	**95	1.7	15.6	251	**30	1.2	4.9	168	**65	2.2	10.7	324				
TIME	9929	1207	21.9	12.2	195	578	22.3	5.8	198	630	21.6	6.3	193				
TOWN & COUNTRY	1062	*161	2.9	15.2	243	**52	2.0	4.9	167	**109	3.7	10.3	312				
TRAVEL & LEISURE	1051	*184	3.3	17.5	281	**63	2.4	6.0	204	**122	4.2	11.6	353				
TRUE STORY	3946	*153	2.8	3.9	62	**94	3.6	2.4	81	**59	2.0	1.5	45				
U.S.NEWS & WORLD REPORT	3782	334	6.1	8.8	142	*199	7.7	5.3	179	**136	4.7	3.6	109				
USA TODAY	1874	*209	3.8	11.2	179	**85	3.3	4.5	155	*125	4.3	6.7	203				
US	2213	**93	1.7	4.2	67	**49	1.9	2.2	75	**44	1.5	2.0	60				
VOGUE	4792	639	11.6	13.3	214	327	12.6	6.8	232	312	10.7	6.5	198				
WALL STREET JOURNAL	2045	388	7.0	19.0	305	*164	6.3	8.0	273	*223	7.7	10.9	331				
WEIGHT WATCHERS	2364	*148	2.7	6.3	101	**93	3.6	3.9	134	**54	1.9	2.3	69				
WOMAN'S DAY	15182	998	18.1	6.6	106	490	18.9	3.2	110	508	17.5	3.3	102				
WORKING MOTHER	1198	**82	1.5	6.8	110	**21	0.8	1.8	60	**60	2.1	5.0	152				
WORKING WOMAN	1523	*194	3.5	12.7	205	**92	3.5	6.0	206	**101	3.5	6.6	202				
WORLD TENNIS	*183	**41	0.7	22.4	360	**18	0.7	9.8	335	**23	0.8	12.6	382				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	277	5.0	10.0	160	*126	4.9	4.5	155	*151	5.2	5.4	165				
BLAIR INSERTS	47909	3680	66.8	7.7	123	1619	62.3	3.4	115	2061	70.8	4.3	131				
DAILY NEWSPAPERS																	
READ ANY	56731	3787	68.8	6.7	107	1710	65.8	3.0	103	2077	71.4	3.7	111				
READ ONE	47696	2978	54.1	6.2	100	1358	52.3	2.8	97	1619	55.6	3.4	103				
READ TWO OR MORE	9034	809	14.7	9.0	144	352	13.6	3.9	133	457	15.7	5.1	154				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	4134	75.1	7.2	115	1839	70.8	3.2	109	2295	78.8	4.0	121				
READ ONE	50513	3421	62.1	6.8	109	1453	55.9	2.9	98	1968	67.6	3.9	118				
READ TWO OR MORE	7219	713	12.9	9.9	159	387	14.9	5.4	183	326	11.2	4.5	137				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.35				28.51				30.08							
30 DAY REACH	78184	5021	91.2	6.4	103	2354	90.6	3.0	103	2668	91.7	3.4	104				
50 SHWG - 30 DAY AV FREQ	14.80	15.10				14.68				15.46							
30 DAY REACH	74239	4883	88.7	6.6	106	2290	88.2	3.1	105	2593	89.1	3.5	106				
25 SHWG - 30 DAY AV FREQ	8.05	8.16				8.11				8.21							
30 DAY REACH	68254	4543	82.5	6.7	107	2097	80.7	3.1	105	2446	84.0	3.6	109				
CABLE TV: HOME WIRED	35215	2231	40.5	6.3	102	903	34.8	2.6	87	1328	45.6	3.8	115				
HOME NOT WIRED	53250	3277	59.5	6.2	99	1694	65.2	3.2	108	1583	54.4	3.0	90				
HAVE PAY CABLE	17885	1283	23.3	7.2	115	*483	18.6	2.7	92	800	27.5	4.5	136				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C ACROSS %	ALL USERS D INDX	HEAVY USERS ONE OR MORE A '000	HEAVY USERS ONE OR MORE B % DOWN	HEAVY USERS ONE OR MORE C ACROSS %	HEAVY USERS ONE OR MORE D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C ACROSS %	LIGHT USERS NONE D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	5508	100.0	6.2	100	2597	100.0	2.9	100	2911	100.0	3.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	3231	58.7	6.7	108	1484	57.1	3.1	105	1747	60.0	3.6	111				
10:00 AM - 3:00 PM	33674	2031	36.9	6.0	97	975	37.5	2.9	99	1056	36.3	3.1	95				
3:00 PM - 7:00 PM	34431	2558	46.4	7.4	119	1164	44.8	3.4	115	1394	47.9	4.0	123				
7:00 PM - MIDNIGHT	17761	1123	20.4	6.3	102	530	20.4	3.0	102	593	20.4	3.3	101				
MIDNIGHT - 6:00 AM	10087	814	14.8	8.1	130	339	13.1	3.4	114	475	16.3	4.7	143				
6:00 AM - MIDNIGHT	64318	4263	77.4	6.6	106	1982	76.3	3.1	105	2281	78.4	3.5	108				
ENTIRE DAY	65181	4326	78.5	6.6	107	2003	77.1	3.1	105	2323	79.8	3.6	108				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1129	20.5	6.5	104	458	17.6	2.6	90	672	23.1	3.9	117				
ALL NEWS	2520	256	4.6	10.2	163	*131	5.0	5.2	177	**125	4.3	5.0	151				
AOR/PROGRESSIVE	4419	425	7.7	9.6	154	*207	8.0	4.7	160	*218	7.5	4.9	150				
BEAUTIFUL MUSIC	6119	361	6.6	5.9	95	*122	4.7	2.0	68	*239	8.2	3.9	119				
BLACK	2623	*181	3.3	6.9	111	**123	4.7	4.7	160	**58	2.0	2.2	67				
CLASSICAL	1553	*207	3.8	13.3	214	**71	2.7	4.6	156	**137	4.7	8.8	268				
CHR/ROCK	11282	822	14.9	7.3	117	379	14.6	3.4	114	443	15.2	3.9	119				
COUNTRY	13343	638	11.6	4.8	77	292	11.2	2.2	75	347	11.9	2.6	79				
GOLDEN OLDIES	1299	**58	1.1	4.5	72	**41	1.6	3.2	108	**18	0.6	1.4	42				
MOR/NOSTALGIA	5241	486	8.8	9.3	149	*143	5.5	2.7	93	*343	11.8	6.5	199				
NEWS/TALK	4165	381	6.9	9.1	147	**111	4.3	2.7	91	*269	9.2	6.5	196				
RELIGIOUS	3324	**109	2.0	3.3	53	**49	1.9	1.5	50	**60	2.1	1.8	55				
SOFT ROCK	609	**21	0.4	3.4	55	**14	0.5	2.3	78	**7	0.2	1.1	35				
URBAN CONTEMPORARY	1853	231	4.2	12.5	200	*179	6.9	9.7	329	**51	1.8	2.8	84				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	296	5.4	7.9	128	*162	6.2	4.4	148	**134	4.6	3.6	109				
ABC DIRECTION	2488	*217	3.9	8.7	140	**66	2.5	2.7	90	**151	5.2	6.1	184				
ABC ENTERTAINMENT	5129	292	5.3	5.7	91	**127	4.9	2.5	84	*166	5.7	3.2	98				
ABC FM	2498	*120	2.2	4.8	77	**74	2.8	3.0	101	**46	1.6	1.8	56				
ABC INFORMATION	5721	431	7.8	7.5	121	*186	7.2	3.3	111	*244	8.4	4.3	130				
ABC ROCK	2021	*180	3.3	8.9	143	**85	3.3	4.2	143	**95	3.3	4.7	143				
CBS	4756	270	4.9	5.7	91	*114	4.4	2.4	82	*156	5.4	3.3	100				
MUTUAL	5272	397	7.2	7.5	121	*168	6.5	3.2	109	*230	7.9	4.4	133				
NBC	4964	323	5.9	6.5	105	**72	2.8	1.5	49	*251	8.6	5.1	154				
RADIORADIO	2218	**104	1.9	4.7	75	**68	2.6	3.1	104	**36	1.2	1.6	49				
RKO ONE	2565	*180	3.3	7.0	113	**89	3.4	3.5	118	**91	3.1	3.5	108				
RKO TWO	3640	*181	3.3	5.0	80	**75	2.9	2.1	70	**107	3.7	2.9	89				
THE SOURCE	2467	*170	3.1	6.9	111	**101	3.9	4.1	139	**70	2.4	2.8	86				
NON-WIRED : BLAIR	9466	713	12.9	7.5	121	*243	9.4	2.6	87	470	16.1	5.0	151				
INTERNET	13616	1076	19.5	7.9	127	434	16.7	3.2	109	641	22.0	4.7	143				
KATZ RADIO GROUP	16998	1341	24.3	7.9	127	607	23.4	3.6	122	735	25.2	4.3	131				
SUPERNET	11622	875	15.9	7.5	121	414	15.9	3.6	121	461	15.8	4.0	121				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	530	9.6	5.6	90	264	10.2	2.8	95	266	9.1	2.8	86				
WKDAY 9:00 AM - 1:00 PM	13304	704	12.8	5.3	85	373	14.4	2.8	96	331	11.4	2.5	76				
WKDAY 1:00 PM - 4:30 PM	17591	914	16.6	5.2	83	504	19.4	2.9	98	410	14.1	2.3	71				
WKDAY 4:30 PM - 7:30 PM	24418	1501	27.3	6.1	99	731	28.1	3.0	102	771	26.5	3.2	96				
WKDAY 7:30 PM - 8:00 PM	34400	2076	37.7	6.0	97	1006	38.7	2.9	100	1070	36.8	3.1	95				
WKDAY 11:00 PM - 11:30 PM	26120	1466	26.6	5.6	90	699	26.9	2.7	91	767	26.3	2.9	89				
WKDAY 11:30 PM - 1:00 AM	8402	507	9.2	6.0	97	256	9.9	3.0	104	252	8.7	3.0	91				
M-SAT 8-11 PM+SUN 7-11 PM	36828	2269	41.2	6.2	99	1076	41.4	2.9	100	1193	41.0	3.2	98				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	556	10.1	7.7	124	275	10.6	3.8	130	281	9.7	3.9	118				
ANOTHER WORLD N	4924	187	3.4	3.8	61	*88	3.4	1.8	61	*99	3.4	2.0	61				
AS THE WORLD TURNS C	5966	225	4.1	3.8	61	139	5.4	2.3	79	*86	3.0	1.4	44				
CAPITOL C	3672	160	2.9	4.4	70	*88	3.4	2.4	82	**73	2.5	2.0	60				
CBS MORN. NEWS 1 C	1590	*90	1.6	5.7	91	**31	1.2	1.9	66	**59	2.0	3.7	113				
CBS MORN. NEWS 2 C	1298	*57	1.0	4.4	71	**23	0.9	1.8	60	**35	1.2	2.7	82				
DAYS OF OUR LIVES N	6389	291	5.3	4.6	73	151	5.8	2.4	81	*140	4.8	2.2	67				
FACTS OF LIFE - DAYTIME N	2526	*124	2.3	4.9	79	*95	3.7	3.8	128	**29	1.0	1.1	35				
FAMILY FEUD A	3427	265	4.8	7.7	124	*177	6.8	5.2	176	*88	3.0	2.6	78				
GENERAL HOSPITAL A	6870	397	7.2	5.8	93	233	9.0	3.4	116	163	5.6	2.4	72				
GOOD MORNING, AMERICA-730 A	3767	181	3.3	4.8	77	*100	3.9	2.7	90	*81	2.8	2.2	65				
GOOD MORNING, AMERICA-830 A	3076	127	2.3	4.1	66	*41	1.6	1.3	45	*85	2.9	2.8	84				
GUIDING LIGHT C	5789	257	4.7	4.4	71	134	5.2	2.3	79	*123	4.2	2.1	65				
ONE LIFE TO LIVE A	4918	308	5.6	6.3	101	180	6.9	3.7	125	127	4.4	2.6	78				
PRESS YOUR LUCK C	2367	*113	2.1	4.8	77	*64	2.5	2.7	92	**49	1.7	2.1	63				
PRICE IS RIGHT 1 C	4727	156	2.8	3.3	53	*69	2.7	1.5	50	*88	3.0	1.9	57				
PRICE IS RIGHT 2 C	5511	176	3.2	3.2	51	*89	3.4	1.6	55	*87	3.0	1.6	48				
RYAN'S HOPE A	3479	302	5.5	8.7	139	*144	5.5	4.1	141	*158	5.4	4.5	138				
SALE OF THE CENTURY N	2823	*111	2.0	3.9	63	*92	3.5	3.3	111	**19	0.7	0.7	20				
SEARCH FOR TOMORROW N	2525	*178	3.2	7.0	113	*99	3.8	3.9	134	**80	2.7	3.2	96				
TODAY SHOW 1 N	2979	231	4.2	7.8	125	*108	4.2	3.6	123	*123	4.2	4.1	125				
TODAY SHOW 2 N	2792	144	2.6	5.2	83	*90	3.5	3.2	110	*53	1.8	1.9	58				
$25,000 PYRAMID C	2899	176	3.2	6.1	98	*84	3.2	2.9	99	*92	3.2	3.2	96				
WHEEL OF FORTUNE N	4689	200	3.6	4.3	69	*110	4.2	2.3	80	*90	3.1	1.9	58				
YOUNG AND THE RESTLESS C	6231	191	3.5	3.1	49	92	3.5	1.5	50	*99	3.4	1.6	48				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	*84	1.5	4.3	68	**43	1.7	2.2	74	**41	1.4	2.1	63				
NBA PLAYOFF GAME -1 C	1246	*64	1.2	5.1	82	**26	1.0	2.1	71	**38	1.3	3.0	93				
NBC MAJOR LEAGUE PRE-GAME N	1140	**22	0.4	1.9	31	**8	0.3	0.7	24	**14	0.5	1.2	37				
SPORTSWORLD - SUN N	1328	**44	0.8	3.3	53	**27	1.0	2.0	69	**17	0.6	1.3	39				
SUNDAY MORNING C	1645	*120	2.2	7.3	117	**44	1.7	2.7	91	**76	2.6	4.6	140				

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APERITIF & SPECIALTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	5508	100.0	6.2	100	2597	100.0	2.9	100	2911	100.0	3.3	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	1501	27.3	5.4	86	713	27.5	2.5	87	789	27.1	2.8	86				
NETWORK AFFILIATES - LATE		21966	1167	21.2	5.3	85	559	21.5	2.5	87	607	20.9	2.8	84				
INDEPENDENTS - LATE		2247	229	4.2	10.2	164	*116	4.5	5.2	176	113	3.9	5.0	153				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	647	11.7	5.6	90	349	13.4	3.0	103	298	10.2	2.6	79				
ABC MONDAY NIGHT MOVIE	A	6879	435	7.9	6.3	102	*180	6.9	2.6	89	255	8.8	3.7	113				
ABC SUNDAY NIGHT MOVIE	A	13690	945	17.2	6.9	111	423	16.3	3.1	105	521	17.9	3.8	116				
ABC WORLD NEWS TONIGHT	A	6589	352	6.4	5.3	86	155	6.0	2.4	80	197	6.8	3.0	91				
AFTERMASH	C	6391	296	5.4	4.6	74	*131	5.0	2.0	70	**165	5.7	2.6	78				
ALICE	C	10273	550	10.0	5.4	86	254	9.8	2.5	84	296	10.2	2.9	88				
AMERICAN PARADE	C	7130	377	6.8	5.3	85	191	7.4	2.7	91	*185	6.4	2.6	79				
BENSON	A	11665	777	14.1	6.7	107	373	14.4	3.2	109	404	13.9	3.5	105				
BLUE THUNDER	A	5442	346	6.3	6.4	102	*163	6.3	3.0	102	*182	6.3	3.3	102				
CAGNEY & LACEY	C	10565	594	10.8	5.6	90	250	9.6	2.4	81	344	11.8	3.3	99				
CBS EVENING NEWS-DEAN	C	3668	*225	4.1	6.1	99	*97	3.7	2.6	90	**128	4.4	3.5	106				
CBS EVENING NEWS-RATHER	C	7561	371	6.7	4.9	79	150	5.8	2.0	68	221	7.6	2.9	89				
CBS SAT. NEWS-SCHIEFFER	C	3948	230	4.2	5.8	94	101	3.9	2.6	87	*129	4.4	3.3	99				
CBS SATURDAY NIGHT MOVIE	C	5966	419	7.6	7.0	113	186	7.2	3.1	106	232	8.0	3.9	118				
CBS WEDNESDAY NIGHT MOVIE	C	6529	399	7.2	6.1	98	206	7.9	3.2	107	193	6.6	3.0	90				
CHEERS	N	9842	757	13.7	7.7	124	365	14.1	3.7	126	392	13.5	4.0	121				
DALLAS	C	23935	1395	25.3	5.8	94	490	18.9	2.0	70	905	31.1	3.8	115				
DIFF'RENT STROKES	N	7574	315	5.7	4.2	67	*192	7.4	2.5	86	*123	4.2	1.6	49				
DOUBLE TROUBLE	N	7786	446	8.1	5.7	92	*240	9.2	3.1	105	*206	7.1	2.6	80				
DUCK FACTORY	N	6290	380	6.9	6.0	97	*217	8.4	3.4	118	*163	5.6	2.6	79				
DUKES OF HAZZARD	C	6402	291	5.3	4.5	73	*179	6.9	2.8	95	*112	3.8	1.7	53				
DYNASTY	A	21955	1384	25.1	6.3	101	658	25.3	3.0	102	725	24.9	3.3	100				
FACTS OF LIFE	N	8898	481	8.7	5.4	87	289	11.1	3.2	111	*192	6.6	2.2	66				
FALCON CREST	C	21877	1216	22.1	5.6	89	434	16.7	2.0	68	782	26.9	3.6	109				
FALL GUY	A	10045	540	9.8	5.4	86	269	10.4	2.7	91	271	9.3	2.7	82				
FAMILY TIES	N	8922	511	9.3	5.7	92	301	11.6	3.4	115	*210	7.2	2.4	72				
FANTASY ISLAND	A	8288	575	10.4	6.9	111	299	11.5	3.6	123	276	9.5	3.3	101				
FOULUPS,BLEEPS & BLUNDERS	A	9891	633	11.5	6.4	103	*283	10.9	2.9	97	350	12.0	3.5	108				
FOUR SEASONS	C	5429	327	5.9	6.0	97	*134	5.2	2.5	84	*193	6.6	3.6	108				
GIMME A BREAK	N	9646	568	10.3	5.9	95	330	12.7	3.4	117	*238	8.2	2.5	75				
HART TO HART	A	9983	624	11.3	6.3	100	303	11.7	3.0	103	321	11.0	3.2	98				
HILL STREET BLUES	N	9688	772	14.0	8.0	128	361	13.9	3.7	127	411	14.1	4.2	129				
HOTEL	A	15435	874	15.9	5.7	91	379	14.6	2.5	84	496	17.0	3.2	98				
JEFFERSONS	C	10031	559	10.1	5.6	90	319	12.3	3.2	108	240	8.2	2.4	73				
JENNIFER SLEPT HERE	N	6376	287	5.2	4.5	72	*181	7.0	2.8	97	*106	3.6	1.7	51				
KATE & ALLIE	C	9951	543	9.9	5.5	88	253	9.7	2.5	87	291	10.0	2.9	89				
KNIGHT RIDER	N	7908	454	8.2	5.7	92	*230	8.9	2.9	99	*224	7.7	2.8	86				
LOVE BOAT	A	13226	837	15.2	6.3	102	391	15.1	3.0	101	446	15.3	3.4	102				
MAGNUM PI	C	12105	656	11.9	5.4	87	289	11.1	2.4	81	367	12.6	3.0	92				
MAMA'S FAMILY	N	6364	309	5.6	4.9	78	*111	4.3	1.7	59	*198	6.8	3.1	95				
MASTER, THE	N	3955	*195	3.5	4.9	79	*102	3.9	2.6	88	**93	3.2	2.4	71				
MATT HOUSTON	A	6903	421	7.6	6.1	98	*192	7.4	2.8	95	*228	7.8	3.3	100				
NBC MONDAY NIGHT MOVIE	N	13443	823	14.9	6.1	98	419	16.1	3.1	106	404	13.9	3.0	91				
NBC NIGHTLY NEWS	N	5585	305	5.5	5.5	88	121	4.7	2.2	74	184	6.3	3.3	100				
NBC NIGHTLY NEWS-SAT	N	3688	*212	3.8	5.7	92	*94	3.6	2.5	87	**118	4.1	3.2	97				
NBC NIGHTLY NEWS-SUN	N	3310	*201	3.6	6.1	98	**77	3.0	2.3	79	**124	4.3	3.7	114				
NBC SUNDAY NIGHT MOVIE	N	9238	563	10.2	6.1	98	*324	12.5	3.5	119	*239	8.2	2.6	79				
NEWHART	C	9876	566	10.3	5.7	92	261	10.1	2.6	90	305	10.5	3.1	94				
ONE DAY AT A TIME	C	7954	469	8.5	5.9	95	248	9.5	3.1	106	*221	7.6	2.8	84				
PEOPLE ARE FUNNY	N	5182	260	4.7	5.0	81	*108	4.2	2.1	71	**152	5.2	2.9	89				
REAL PEOPLE	N	9674	441	8.0	4.6	73	252	9.7	2.6	89	189	6.5	2.0	59				
REMINGTON STEELE	N	8511	503	9.1	5.9	95	244	9.4	2.9	98	260	8.9	3.1	93				
RIPLEY'S BELIEVE IT - NOT	A	5656	348	6.3	6.2	99	*157	6.0	2.8	95	*191	6.6	3.4	103				
RIPTIDE	N	7718	391	7.1	5.1	81	*181	7.0	2.3	80	*210	7.2	2.7	83				
SCARECROW & MRS. KING	C	11058	521	9.5	4.7	76	282	10.9	2.6	87	239	8.2	2.2	66				
SIMON & SIMON	C	11615	592	10.7	5.1	82	311	12.0	2.7	91	281	9.7	2.4	74				
60 MINUTES	C	14326	785	14.3	5.5	88	302	11.6	2.1	72	483	16.6	3.4	102				
ST. ELSEWHERE	N	7670	485	8.8	6.3	102	*244	9.4	3.2	108	*241	8.3	3.1	95				
THREE'S COMPANY	A	12068	726	13.2	6.0	97	398	15.3	3.3	112	329	11.3	2.7	83				
T.J. HOOKER	A	9735	584	10.6	6.0	96	307	11.8	3.2	107	*278	9.5	2.9	87				
TONIGHT SHOW	N	2531	165	3.0	6.5	105	62	2.4	2.4	83	103	3.5	4.1	124				
TRAPPER JOHN, M.D.	C	10374	528	9.6	5.1	82	218	8.4	2.1	72	309	10.6	3.0	91				
TV BLOOPERS & PRAC. JOKES	N	9795	472	8.6	4.8	77	*232	8.9	2.4	81	240	8.2	2.5	74				
20/20	A	10009	569	10.3	5.7	91	245	9.4	2.4	83	324	11.1	3.2	98				
WEBSTER	A	11934	823	14.9	6.9	111	439	16.9	3.7	125	385	13.2	3.2	98				
WORLD NEWS - SUN	A	3291	*176	3.2	5.3	86	**73	2.8	2.2	76	**103	3.5	3.1	95				
YELLOW ROSE	N	5196	245	4.4	4.7	76	*107	4.1	2.1	70	**138	4.7	2.7	81				
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	577	10.5	6.0	97	*306	11.8	3.2	109	*271	9.3	2.8	86				
BASKETBALL - COLLEGE GAMES		4414	*270	4.9	6.1	98	**144	5.5	3.3	111	**126	4.3	2.9	87				
BASKETBALL - PRO GAMES		3876	*270	4.9	7.0	112	**150	5.8	3.9	132	**120	4.1	3.1	94				
BOWLING		4056	**290	5.3	7.1	115	**194	7.5	4.8	163	**96	3.3	2.4	72				
BOXING		4154	*365	6.6	8.8	141	**233	9.0	5.6	191	**132	4.5	3.2	97				
FOOTBALL - COLLEGE GAMES		6754	510	9.3	7.6	121	*277	10.7	4.1	140	**233	8.0	3.4	105				
FOOTBALL - PRO GAMES		12364	686	12.5	5.5	89	*319	12.3	2.6	88	*367	12.6	3.0	90				
GOLF		3615	*449	8.2	12.4	199	*276	10.6	7.6	260	**173	5.9	4.8	145				
POST-SEASON COLL. FOOTBALL		5296	*405	7.4	7.6	123	**176	6.8	3.3	113	*230	7.9	4.3	132				
POST-SEASON PRO FOOTBALL		6693	*389	7.1	5.8	93	**160	6.2	2.4	81	**229	7.9	3.4	104				
TENNIS		3281	*388	7.0	11.8	190	*200	7.7	6.1	208	**188	6.5	5.7	174				
WRESTLING - PROFESSIONAL		3672	**271	4.9	7.4	119	**181	7.0	4.9	168	**90	3.1	2.5	74				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES

BASE = ADULTS (167727)

3A. DO YOU YOURSELF DRINK THEM?

	'000	%	UNWEIGHTED
YES	43568	26.0	5104
NO	124159	74.0	14006

IF YOU DO

3B. WHAT KINDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
ASTI SPUMANTI	14347	8.6	6146	3.7	5989	3.6	2212	1.3	1690
DOMESTIC CHAMPAGNE	20515	12.2	8289	4.9	9361	5.6	2865	1.7	2399
IMPORTED CHAMPAGNE	8046	4.8	2028	1.2	3574	2.1	2444	1.5	954
COLD DUCK	16297	9.7	5814	3.5	6285	3.7	4198	2.5	1887
OTHER SPARKLING WINES	8302	4.9	1972	1.2	3095	1.8	3235	1.9	963
DO NOT KNOW	857	.5							112

3C. WHO DECIDES WHICH BRANDS OF CHAMPAGNE, SPARKLING WINE OR COLD DUCK YOU DRINK? (MARK AS MANY AS APPLY)

	'000	%	UNWEIGHTED
YOURSELF	31617	18.9	3746
YOUR HUSBAND/WIFE	13064	7.8	1528
LIQUOR DEALER	1153	.7	141
OTHER MALE	4623	2.8	497
OTHER FEMALE	3558	2.1	356
DO NOT KNOW	2660	1.6	305

3D. WHICH BRANDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
ALMADEN	4250	2.5	736	.4	2422	1.4	1093	.7	482
ANDRE	14369	8.6	5991	3.6	6438	3.8	1940	1.2	1600
CARTA NEVADA	398	.2	55	*	215	.1	128	.1	55
CHANDON	1197	.7	44	*	891	.5	262	.2	159
CHRISTIAN BROTHERS	4139	2.5	533	.3	2556	1.5	1050	.6	490
CINZANO ASTI	2294	1.4	433	.3	1280	.8	581	.3	300
CINZANO BRUT	383	.2	53	*	216	.1	114	.1	49
CODORNIU	881	.5	150	.1	476	.3	254	.2	96
CORDON NEGRO	754	.4	65	*	382	.2	307	.2	106
CORDON ROUGE	598	.4	59	*	307	.2	232	.1	72
DOM PERIGNON	2694	1.6	380	.2	1447	.9	867	.5	319
GOLD SEAL	1331	.8	341	.2	566	.3	424	.3	157
GREAT WESTERN	3123	1.9	648	.4	1792	1.1	684	.4	422
KORBEL	4066	2.4	386	.2	2200	1.3	1481	.9	481
KRUG	777	.5	22	*	351	.2	404	.2	80
LE DOMAINI	833	.5	77	*	529	.3	227	.1	81
LEJON	918	.5	63	*	569	.3	286	.2	106
MARTINI & ROSSI ASTI	9081	5.4	3009	1.8	4422	2.6	1650	1.0	1098
MOET	1996	1.2	196	.1	1117	.7	684	.4	261
MUMM	1342	.8	38	*	751	.4	553	.3	162
PAUL MASSON	6355	3.8	925	.6	3636	2.2	1794	1.1	750
PERRIER JOUET	381	.2	37	*	137	.1	207	.1	50
PIPER HEIDSIECK	840	.5	54	*	476	.3	310	.2	118
TAYLOR CALIFORNIA CELLARS	5242	3.1	1115	.7	2668	1.6	1460	.9	569
TAYLOR NEW YORK STATE	4718	2.8	1137	.7	2249	1.3	1332	.8	617
OTHER BRANDS	9183	5.5	3734	2.2	3256	1.9	2193	1.3	1077
DO NOT KNOW	1857	1.1							218

CHAMPAGNE, COLD DUCK & SPARKLING WINES (CONTINUED) BASE = ADULTS (167727) QJESTIONNAIRE PAGE P-18

IF YOU DO

3E. ABOUT HOW MANY DRINKS OR GLASSES OF CHAMPAGNE, COLD DUCK OR SPARKLING WINE DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
8 OR MORE	H	712	.4	91
7	H	293	.2	50
5 - 6	H	773	.5	88
3 - 4	H	2726	1.6	346
2	M	4462	2.7	535
1	M	4383	2.6	527
NONE	L	30220	18.0	3467

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
8 OR MORE	2159	1.3	250
7	1403	.8	155
5 - 6	2159	1.3	261
3 - 4	5206	3.1	648
2	6941	4.1	835
1	5918	3.5	693
NONE	19783	11.8	2262

CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	4503	100.0	2.7	100	8845	100.0	5.3	100	30220	100.0	18.0	100
MALES	79263	19300	44.3	24.3	94	2025	45.0	2.6	95	3918	44.3	4.9	94	13357	44.2	16.9	94
FEMALES	88464	24268	55.7	27.4	106	2479	55.1	2.8	104	4927	55.7	5.6	106	16863	55.8	19.1	106
18 - 24	28671	8169	18.8	28.5	110	1024	22.7	3.6	133	1705	19.3	5.9	113	5440	18.0	19.0	105
25 - 34	39536	12401	28.5	31.4	121	1217	27.0	3.1	115	2009	22.7	5.1	96	9176	30.4	23.2	129
35 - 44	28978	8415	19.3	29.0	112	925	20.5	3.2	119	1519	17.2	5.2	99	5972	19.8	20.6	114
45 - 54	22345	5895	13.5	26.4	102	422	9.4	1.9	70	1508	17.0	6.7	128	3965	13.1	17.7	98
55 - 64	22224	4838	11.1	21.8	84	*387	8.6	1.7	65	960	10.9	4.3	82	3491	11.6	15.7	87
65 OR OLDER	25973	3851	8.8	14.8	57	529	11.7	2.0	76	1144	12.9	4.4	84	2177	7.2	8.4	47
18 - 34	68207	20570	47.2	30.2	116	2241	49.8	3.3	122	3714	42.0	5.4	103	14616	48.4	21.4	119
18 - 49	108058	31826	73.0	29.5	113	3347	74.3	3.1	115	5956	67.3	5.5	105	22523	74.5	20.8	116
25 - 54	90859	26711	61.3	29.4	113	2564	56.9	2.8	105	5036	56.9	5.5	105	19112	63.2	21.0	117
35 - 49	39851	11256	25.8	28.2	109	1107	24.6	2.8	103	2243	25.4	5.6	107	7907	26.2	19.8	110
50 OR OLDER	59669	11742	27.0	19.7	76	1156	25.7	1.9	72	2888	32.7	4.8	92	7697	25.5	12.9	72
GRADUATED COLLEGE	28091	10770	24.7	38.3	148	1026	22.8	3.7	136	2033	23.0	7.2	137	7711	25.5	27.5	152
ATTENDED COLLEGE	28938	10328	23.7	35.7	137	1048	23.3	3.6	135	2012	22.7	7.0	132	7267	24.0	25.1	139
GRADUATED HIGH SCHOOL	65503	16278	37.4	24.9	96	1336	29.7	2.0	76	3347	37.8	5.1	97	11595	38.4	17.7	98
DID NOT GRADUATE HIGH SCHOOL	45195	6192	14.2	13.7	53	1092	24.3	2.4	90	1453	16.4	3.2	61	3647	12.1	8.1	45
EMPLOYED MALES	56429	15399	35.3	27.3	105	1550	34.4	2.7	102	2991	33.8	5.3	101	10858	35.9	19.2	107
EMPLOYED FEMALES	43971	15004	34.4	34.1	131	1277	28.4	2.9	108	2900	32.8	6.6	125	10828	35.8	24.6	137
EMPLOYED FULL-TIME	87773	26357	60.5	30.0	116	2500	55.5	2.8	106	5037	56.9	5.7	109	18820	62.3	21.4	119
EMPLOYED PART-TIME	12627	4046	9.3	32.0	123	*327	7.3	2.6	96	853	9.6	6.8	128	2866	9.5	22.7	126
NOT EMPLOYED	67327	13165	30.2	19.6	75	1676	37.2	2.5	93	2954	33.4	4.4	83	8535	28.2	12.7	70
PROFESSIONAL/MANAGER	25845	10035	23.0	38.8	149	921	20.5	3.6	133	1865	21.1	7.2	137	7249	24.0	28.0	156
TECH/CLERICAL/SALES	30895	10562	24.2	34.2	132	902	20.0	2.9	109	2040	23.1	6.6	125	7620	25.2	24.7	137
PRECISION/CRAFT	12629	3011	6.9	23.8	92	*152	3.4	1.2	45	695	7.9	5.5	104	2165	7.2	17.1	95
OTHER EMPLOYED	31031	6795	15.6	21.9	84	853	18.9	2.7	102	1290	14.6	4.2	79	4652	15.4	15.0	83
SINGLE	35557	10961	25.2	30.8	119	1548	34.4	4.4	162	2356	26.6	6.6	126	7056	23.3	19.8	110
MARRIED	103585	26501	60.8	25.6	98	2340	52.0	2.3	84	4853	54.9	4.7	89	19308	63.9	18.6	103
DIVORCED/SEPARATED/WIDOWED	28585	6107	14.0	21.4	82	615	13.7	2.2	80	1636	18.5	5.7	109	3856	12.8	13.5	75
PARENTS	59295	15839	36.4	26.7	103	1660	36.9	2.8	104	2613	29.5	4.4	84	11567	38.3	19.5	108
WHITE	146081	38742	88.9	26.5	102	3811	84.6	2.6	97	7437	84.1	5.1	97	27494	91.0	18.8	104
BLACK	17974	3707	8.5	20.6	79	548	12.2	3.0	114	1209	13.7	6.7	128	1950	6.5	10.8	60
OTHER	3672	1120	2.6	30.5	117	**145	3.2	3.9	147	**198	2.2	5.4	102	*776	2.6	21.1	117
NORTHEAST-CENSUS	37005	11395	26.2	30.8	119	1308	29.0	3.5	132	2453	27.7	6.6	126	7634	25.3	20.6	114
NORTH CENTRAL	42642	11390	26.1	26.7	103	939	20.9	2.2	82	2150	24.3	5.0	96	8302	27.5	19.5	108
SOUTH	56777	9524	21.9	16.8	65	913	20.3	1.6	60	2048	23.2	3.6	68	6563	21.7	11.6	64
WEST	31303	11259	25.8	36.0	138	1343	29.8	4.3	160	2194	24.8	7.0	133	7722	25.6	24.7	137
NORTHEAST-MKTG.	38125	11547	26.5	30.3	117	1398	31.0	3.7	137	2476	28.0	6.5	123	7673	25.4	20.1	112
EAST CENTRAL	24794	5949	13.7	24.0	92	500	11.1	2.0	75	1387	15.7	5.6	106	4062	13.4	16.4	91
WEST CENTRAL	28511	8182	18.8	28.7	110	721	16.0	2.5	94	1396	15.8	4.9	93	6065	20.1	21.3	118
SOUTH	48953	7866	18.1	16.1	62	710	15.8	1.5	54	1627	18.4	3.3	63	5528	18.3	11.3	63
PACIFIC	27344	10024	23.0	36.7	141	1174	26.1	4.3	160	1958	22.1	7.2	136	6892	22.8	25.2	140
COUNTY SIZE A	69301	21949	50.4	31.7	122	2715	60.3	3.9	146	4539	51.3	6.5	124	14696	48.6	21.2	118
COUNTY SIZE B	50633	12567	28.8	24.8	96	942	20.9	1.9	69	2625	29.7	5.2	98	9000	29.8	17.8	99
COUNTY SIZE C	26259	5946	13.6	22.6	87	587	13.0	2.2	83	1008	11.4	3.8	73	4352	14.4	16.6	92
COUNTY SIZE D	21534	3106	7.1	14.4	56	*260	5.8	1.2	45	674	7.6	3.1	59	2172	7.2	10.1	56
METRO CENTRAL CITY	50014	14354	32.9	28.7	110	1677	37.2	3.4	125	3048	34.5	6.1	116	9629	31.9	19.3	107
METRO SUBURBAN	76832	22145	50.8	28.8	111	2212	49.1	2.9	107	4504	50.9	5.9	111	15429	51.1	20.1	111
NON METRO	40881	7069	16.2	17.3	67	615	13.7	1.5	56	1293	14.6	3.2	60	5162	17.1	12.6	70
TOP 5 ADI'S	39550	13957	32.0	35.3	136	2031	45.1	5.1	191	2708	30.6	6.8	130	9218	30.5	23.3	129
TOP 10 ADI'S	54877	17581	40.4	32.0	123	2485	55.2	4.5	169	3549	40.1	6.5	123	11548	38.2	21.0	117
TOP 20 ADI'S	77516	23830	54.7	30.7	118	2978	66.1	3.8	143	4887	55.3	6.3	120	15966	52.8	20.6	114
HSHLD INC. $50,000 OR MORE	17257	6656	15.3	38.6	148	*524	11.6	3.0	113	1258	14.2	7.3	138	4874	16.1	28.2	157
$40,000 OR MORE	33235	11922	27.4	35.9	138	1051	23.3	3.2	118	2371	26.8	7.1	135	8500	28.1	25.6	142
$30,000 OR MORE	59693	20373	46.8	34.1	131	1898	42.1	3.2	118	3856	43.6	6.5	122	14619	48.4	24.5	136
$25,000 OR MORE	76275	25724	59.0	33.7	130	2386	53.0	3.1	117	5003	56.6	6.6	124	18336	60.7	24.0	133
$20,000 - $24,999	18607	4911	11.3	26.4	102	*548	12.2	2.9	110	927	10.5	5.0	94	3436	11.4	18.5	102
$15,000 - $19,999	17175	4134	9.5	24.1	93	388	8.6	2.3	84	901	10.2	5.2	99	2845	9.4	16.6	92
$10,000 - $14,999	24569	4645	10.7	18.9	73	525	11.7	2.1	80	977	11.0	4.0	75	3144	10.4	12.8	71
UNDER $10,000	31101	4154	9.5	13.4	51	657	14.6	2.1	79	1037	11.7	3.3	63	2460	8.1	7.9	44
HOUSEHOLD OF 1 PERSON	19441	4578	10.5	23.5	91	628	13.9	3.2	120	1116	12.6	5.7	109	2834	9.4	14.6	81
2 PEOPLE	51803	13155	30.2	25.4	98	1310	29.1	2.5	94	2748	31.1	5.3	101	9097	30.1	17.6	97
3 OR 4 PEOPLE	66933	18302	42.0	27.3	105	1637	36.4	2.4	91	3512	39.7	5.2	99	13154	43.5	19.7	109
5 OR MORE PEOPLE	29550	7534	17.3	25.5	98	929	20.6	3.1	117	1470	16.6	5.0	94	5136	17.0	17.4	96
NO CHILD IN HSHLD	96587	24672	56.6	25.5	98	2494	55.4	2.6	96	5629	63.6	5.8	111	16549	54.8	17.1	95
CHILD(REN) UNDER 2 YRS	10844	2661	6.1	24.5	94	**231	5.1	2.1	79	*305	3.4	2.8	53	2126	7.0	19.6	109
2 - 5 YEARS	26358	6659	15.3	25.3	97	724	16.1	2.7	102	939	10.6	3.6	68	4996	16.5	19.0	105
6 - 11 YEARS	30453	7505	17.2	24.6	95	782	17.4	2.6	96	1393	15.7	4.6	87	5330	17.6	17.5	97
12 - 17 YEARS	36575	9754	22.4	26.7	103	1079	24.0	3.0	110	1883	21.3	5.1	98	6792	22.5	18.6	103
RESIDENCE OWNED	117770	30261	69.5	25.7	99	2688	59.7	2.3	85	6068	68.6	5.2	98	21505	71.2	18.3	101
VALUE: $50,000 OR MORE	70166	22764	52.2	32.4	125	1985	44.1	2.8	105	4579	51.8	6.5	124	16200	53.6	23.1	128
VALUE: UNDER $50,000	47604	7497	17.2	15.7	61	703	15.6	1.5	55	1489	16.8	3.1	59	5305	17.6	11.1	62

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	43568	100.0	26.0	100	4503	100.0	2.7	100	8845	100.0	5.3	100	30220	100.0	18.0	100
MAGAZINES	QUINTILE 1	34022	12208	28.0	35.9	138	1082	24.0	3.2	118	2790	31.5	8.2	156	8336	27.6	24.5	136
	QUINTILE 2	34800	11184	25.7	32.1	124	1324	29.4	3.8	142	2218	25.1	6.4	121	7642	25.3	22.0	122
	QUINTILE 3	30514	7280	16.7	23.9	92	640	14.2	2.1	78	1339	15.1	4.4	83	5302	17.5	17.4	96
	QUINTILE 4	33324	7533	17.3	22.6	87	730	16.2	2.2	82	1321	14.9	4.0	75	5482	18.1	16.5	91
	QUINTILE 5	35066	5363	12.3	15.3	59	728	16.2	2.1	77	1177	13.3	3.4	64	3458	11.4	9.9	55
NEWSPAPERS	QUINTILE 1	29107	10099	23.2	34.7	134	923	20.5	3.2	118	2390	27.0	8.2	156	6786	22.5	23.3	129
	QUINTILE 2	49095	13077	30.0	26.6	103	1250	27.8	2.5	95	2602	29.4	5.3	101	9226	30.5	18.8	104
	QUINTILE 3	23107	6507	14.9	28.2	108	709	15.7	3.1	114	1206	13.6	5.2	99	4593	15.2	19.9	110
	QUINTILE 4	33556	8117	18.6	24.2	93	917	20.4	2.7	102	1618	18.3	4.8	91	5581	18.5	16.6	92
	QUINTILE 5	32863	5768	13.2	17.6	68	704	15.6	2.1	80	1029	11.6	3.1	59	4035	13.4	12.3	68
OUTDOOR	QUINTILE 1	33431	10332	23.7	30.9	119	877	19.5	2.6	98	2009	22.7	6.0	114	7446	24.6	22.3	124
	QUINTILE 2	33478	9433	21.7	28.2	108	1184	26.3	3.5	132	1771	20.0	5.3	100	6478	21.4	19.4	107
	QUINTILE 3	33574	9098	20.9	27.1	104	744	16.5	2.2	83	1807	20.4	5.4	102	6547	21.7	19.5	108
	QUINTILE 4	33935	8254	18.9	24.3	94	1010	22.4	3.0	111	1853	20.9	5.5	104	5391	17.8	15.9	88
	QUINTILE 5	33310	6451	14.8	19.4	75	687	15.3	2.1	77	1405	15.9	4.2	80	4359	14.4	13.1	73
RADIO-DRIVE	QUINTILE 1	33136	9336	21.4	28.2	108	927	20.6	2.8	104	2055	23.2	6.2	118	6354	21.0	19.2	106
TIME	QUINTILE 2	31658	9047	20.8	28.6	110	941	20.9	3.0	111	1730	19.6	5.5	104	6375	21.1	20.1	112
	QUINTILE 3	32541	9168	21.0	28.2	108	892	19.8	2.7	102	1948	22.0	6.0	114	6328	20.9	19.4	108
	QUINTILE 4	34247	9022	20.7	26.3	101	873	19.4	2.5	95	1795	20.3	5.2	99	6354	21.0	18.6	103
	QUINTILE 5	36144	6996	16.1	19.4	75	871	19.3	2.4	90	1317	14.9	3.6	69	4808	15.9	13.3	74
RADIO-MID-	TERCILE 1	45037	12317	28.3	27.3	105	1248	27.7	2.8	103	2516	28.4	5.6	106	8553	28.3	19.0	105
DAY	TERCILE 2	44819	11822	27.1	26.4	102	1044	23.2	2.3	87	2684	30.3	6.0	114	8094	26.8	18.1	100
	TERCILE 3	77872	19429	44.6	24.9	96	2211	49.1	2.8	106	3644	41.2	4.7	89	13573	44.9	17.4	97
RADIO-TOTAL	QUINTILE 1	33763	9592	22.0	28.4	109	924	20.5	2.7	102	2014	22.8	6.0	113	6653	22.0	19.7	109
	QUINTILE 2	33240	8967	20.6	27.0	104	929	20.6	2.8	104	1779	20.1	5.4	101	6259	20.7	18.8	105
	QUINTILE 3	33408	9888	22.7	29.6	114	936	20.8	2.8	104	2221	25.1	6.6	126	6731	22.3	20.1	112
	QUINTILE 4	34792	8884	20.4	25.5	98	945	21.0	2.7	101	1699	19.2	4.9	93	6241	20.7	17.9	100
	QUINTILE 5	32524	6237	14.3	19.2	74	769	17.1	2.4	88	1132	12.8	3.5	66	4336	14.3	13.3	74
TV-PRIME	QUINTILE 1	33090	8129	18.7	24.6	95	1071	23.8	3.2	121	1783	20.2	5.4	102	5275	17.5	15.9	88
TIME	QUINTILE 2	33357	8761	20.1	26.3	101	799	17.7	2.4	89	1675	18.9	5.0	95	6287	20.8	18.8	105
	QUINTILE 3	33980	9293	21.3	27.3	105	809	18.0	2.4	89	1866	21.1	5.5	104	6618	21.9	19.5	108
	QUINTILE 4	33854	9459	21.7	27.9	108	856	19.0	2.5	94	1764	19.9	5.2	99	6839	22.6	20.2	112
	QUINTILE 5	33444	7927	18.2	23.7	91	967	21.5	2.9	108	1757	19.9	5.3	100	5203	17.2	15.6	86
TV-DAYTIME	TERCILE 1	49121	10209	23.4	20.8	80	1142	25.4	2.3	87	2374	26.8	4.8	92	6694	22.2	13.6	76
	TERCILE 2	48823	13094	30.1	26.8	103	1353	30.0	2.8	103	2785	31.5	5.7	108	8956	29.6	18.3	102
	TERCILE 3	69782	20265	46.5	29.0	112	2009	44.6	2.9	107	3686	41.7	5.3	100	14571	48.2	20.9	116
TV-TOTAL	QUINTILE 1	33584	7533	17.3	22.4	86	897	19.9	2.7	99	1890	21.4	5.6	107	4746	15.7	14.1	78
	QUINTILE 2	33441	8246	18.9	24.7	95	718	15.9	2.1	80	1715	19.4	5.1	97	5814	19.2	17.4	96
	QUINTILE 3	33505	8787	20.2	26.2	101	989	22.0	3.0	110	1706	19.3	5.1	97	6092	20.2	18.2	101
	QUINTILE 4	33466	9884	22.7	29.5	114	811	18.0	2.4	90	1693	19.1	5.1	96	7381	24.4	22.1	122
	QUINTILE 5	33731	9118	20.9	27.0	104	1089	24.2	3.2	120	1840	20.8	5.5	103	6189	20.5	18.3	102
MAGAZINES-NEWSPAPERS: DUAL		44503	15334	35.2	34.5	133	1396	31.0	3.1	117	3673	41.5	8.3	157	10265	34.0	23.1	128
MAGAZINE IMPERATIVE		39363	11524	26.5	29.3	113	1370	30.4	3.5	130	2062	23.3	5.2	99	8091	26.8	20.6	114
NEWSPAPER IMPERATIVE		46441	10841	24.9	23.3	90	1111	24.7	2.4	89	2017	22.8	4.3	82	7714	25.5	16.6	92
MAGAZINES-OUTDOOR: DUAL		33726	11785	27.0	34.9	135	1145	25.4	3.4	126	2215	25.0	6.6	125	8425	27.9	25.0	139
MAGAZINE IMPERATIVE		52846	15439	35.4	29.2	112	1564	34.7	3.0	110	3496	39.5	6.6	125	10378	34.3	19.6	109
OUTDOOR IMPERATIVE		52140	11859	27.2	22.7	88	1246	27.7	2.4	89	2217	25.1	4.3	81	8397	27.8	16.1	89
MAGAZINES-RADIO: DUAL		37081	12409	28.5	33.5	129	1283	28.5	3.5	129	2715	30.7	7.3	139	8411	27.8	22.7	126
MAGAZINE IMPERATIVE		49747	15224	34.9	30.6	118	1485	33.0	3.0	111	3104	35.1	6.2	118	10635	35.2	21.4	119
RADIO IMPERATIVE		49208	10838	24.9	22.0	85	1002	22.3	2.0	76	2001	22.6	4.1	77	7836	25.9	15.9	88
MAGAZINES-TELEVISION: DUAL		33103	10005	23.0	30.2	116	932	20.7	2.8	105	2356	26.6	7.1	135	6718	22.2	20.3	113
MAGAZINE IMPERATIVE		54575	18183	41.7	33.3	128	1849	41.1	3.4	126	3483	39.4	6.4	121	12851	42.5	23.5	131
TELEVISION IMPERATIVE		53249	9743	22.4	18.3	70	1109	24.6	2.1	78	1945	22.0	3.7	69	6689	22.1	12.6	70
NEWSPAPERS-OUTDOOR: DUAL		36255	11587	26.6	32.0	123	1072	23.8	3.0	110	2279	25.8	6.3	119	8236	27.3	22.7	126
NEWSPAPER IMPERATIVE		55591	14873	34.1	26.8	103	1404	31.2	2.5	94	3392	38.3	6.1	116	10077	33.3	18.1	101
OUTDOOR IMPERATIVE		48319	12213	28.0	25.3	97	1316	29.2	2.7	101	2160	24.4	4.5	85	8737	28.9	18.1	100
NEWSPAPERS-RADIO: DUAL		37242	11541	26.5	31.0	119	1171	26.0	3.1	117	2650	30.0	7.1	135	7720	25.5	20.7	115
NEWSPAPER IMPERATIVE		54423	15549	35.7	28.6	110	1466	32.6	2.7	100	3144	35.5	5.8	110	10939	36.2	20.1	112
RADIO IMPERATIVE		46650	11578	26.6	24.8	96	1205	26.8	2.6	96	2011	22.7	4.3	82	8362	27.7	17.9	99
NEWSPAPERS-TELEVISION: DUAL		35974	9670	22.2	26.9	103	991	22.0	2.8	103	2249	25.4	6.3	119	6430	21.3	17.9	99
NEWSPAPER IMPERATIVE		56095	17624	40.5	31.4	121	1676	37.2	3.0	111	3485	39.4	6.2	118	12463	41.2	22.2	123
TELEVISION IMPERATIVE		47170	9899	22.7	21.0	81	1186	26.3	2.5	94	1932	21.8	4.1	78	6781	22.4	14.4	80
OUTDOOR-RADIO: DUAL		33748	10418	23.9	30.9	119	1089	24.2	3.2	120	2182	24.7	6.5	123	7146	23.6	21.2	118
OUTDOOR IMPERATIVE		52785	14344	32.9	27.2	105	1377	30.6	2.6	97	2734	30.9	5.2	98	10233	33.9	19.4	108
RADIO IMPERATIVE		52882	13463	30.9	25.5	98	1260	28.0	2.4	89	2923	33.0	5.5	105	9280	30.7	17.5	97
OUTDOOR-TELEVISION: DUAL		32030	8928	20.5	27.9	107	898	19.9	2.8	104	1676	18.9	5.2	99	6354	21.0	19.8	110
OUTDOOR IMPERATIVE		54626	16594	38.1	30.4	117	1575	35.0	2.9	107	3083	34.9	5.6	107	11936	39.5	21.9	121
TELEVISION IMPERATIVE		54874	11647	26.7	21.2	82	1263	28.0	2.3	86	2923	33.0	5.3	101	7461	24.7	13.6	75
RADIO-TELEVISION: DUAL		33386	8807	20.2	26.4	102	840	18.7	2.5	94	1974	22.3	5.9	112	5993	19.8	18.0	100
RADIO IMPERATIVE		53810	16070	36.9	29.9	115	1647	36.6	3.1	114	3113	35.2	5.8	110	11310	37.4	21.0	117
TELEVISION IMPERATIVE		54023	12223	28.1	22.6	87	1350	30.0	2.5	93	2638	29.8	4.9	93	8236	27.3	15.2	85

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	4503	100.0	2.7	100	8845	100.0	5.3	100	30220	100.0	18.0	100
ATLANTIC MONTHLY	867	374	0.9	43.1	166	**67	1.5	7.7	288	**53	0.6	6.1	116	254	0.8	29.3	163
BARRON'S	1580	718	1.6	45.4	175	**121	2.7	7.7	285	*163	1.8	10.3	196	435	1.4	27.5	153
BETTER HOMES & GARDENS	22203	7344	16.9	33.1	127	683	15.2	3.1	115	1692	19.1	7.6	145	4969	16.4	22.4	124
BON APPETIT	3810	1612	3.7	42.3	163	*184	4.1	4.8	180	364	4.1	9.6	181	1064	3.5	27.9	155
BUSINESS WEEK	4663	1765	4.1	37.9	146	**123	2.7	2.6	98	396	4.5	8.5	161	1246	4.1	26.7	148
CAR AND DRIVER	3102	971	2.2	31.3	121	**94	2.1	3.0	113	*173	2.0	5.6	106	704	2.3	22.7	126
CBS MAGAZINE NETWORK (GROSS)	7311	2827	6.5	38.7	149	*317	7.0	4.3	162	513	5.8	7.0	133	1996	6.6	27.3	152
CHANGING TIMES	3400	1248	2.9	36.7	141	**167	3.7	4.9	183	*183	2.1	5.4	102	898	3.0	26.4	147
COLONIAL HOMES	1796	725	1.7	40.4	155	**122	2.7	6.8	253	*122	1.4	6.8	129	480	1.6	26.7	148
CONDE NAST MAG. PKG. (GROSS)	19924	7865	18.1	39.5	152	1126	25.0	5.7	211	1734	19.6	8.7	165	5005	16.6	25.1	139
CONSUMERS DIGEST	3125	1040	2.4	33.3	128	**138	3.1	4.4	164	*206	2.3	6.6	125	697	2.3	22.3	124
COSMOPOLITAN	10577	3997	9.2	37.8	145	495	11.0	4.7	174	782	8.8	7.4	140	2720	9.0	25.7	143
COUNTRY LIVING	3746	1522	3.5	40.6	156	*140	3.1	3.7	139	*241	2.7	6.4	122	1141	3.8	30.5	169
CUISINE	2214	1031	2.4	46.6	179	*162	3.6	7.3	273	280	3.2	12.6	240	588	1.9	26.6	147
CYCLE WORLD	2394	653	1.5	27.3	105	**75	1.7	3.1	117	**84	0.9	3.5	67	494	1.6	20.6	115
DCI:CREATIVE IDEAS FOR LIV	3068	926	2.1	30.2	116	**115	2.6	3.7	140	*160	1.8	5.2	99	651	2.2	21.2	118
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2764	6.3	28.9	111	365	8.1	3.8	142	420	4.7	4.4	83	1979	6.5	20.7	115
DISCOVER	2277	836	1.9	36.7	141	**108	2.4	4.7	177	*84	0.9	3.7	70	643	2.1	28.2	157
EBONY	7187	1802	4.1	25.1	97	305	6.8	4.2	158	501	5.7	7.0	132	995	3.3	13.8	77
ESQUIRE	2560	879	2.0	34.3	132	**120	2.7	4.7	175	*163	1.8	6.4	121	596	2.0	23.3	129
ESSENCE	3242	856	2.0	26.4	102	*137	3.0	4.2	157	280	3.2	8.6	164	439	1.5	13.5	75
FAMILY CIRCLE	19639	5940	13.6	30.2	116	507	11.3	2.6	96	1352	15.3	6.9	131	4080	13.5	20.8	115
THE FAMILY HANDYMAN	3540	964	2.2	27.2	105	**99	2.2	2.8	104	*179	2.0	5.1	96	687	2.3	19.4	108
FAMILY WEEKLY	23924	5948	13.7	24.9	96	507	11.3	2.1	79	1195	13.5	5.0	95	4246	14.1	17.7	99
FIELD & STREAM	9883	2543	5.8	25.7	99	*243	5.4	2.5	92	432	4.9	4.4	83	1868	6.2	18.9	105
FOOD & WINE	1030	440	1.0	42.7	164	**94	2.1	9.1	340	**51	0.6	5.0	94	295	1.0	28.6	159
FORBES	2679	1169	2.7	43.6	168	**127	2.8	4.7	177	185	2.1	6.9	131	858	2.8	32.0	178
FORTUNE	2931	1277	2.9	43.6	168	*133	3.0	4.5	169	*154	1.7	5.3	100	990	3.3	33.8	187
GENTLEMEN'S QUARTERLY	3481	1421	3.3	40.8	157	*233	5.2	6.7	249	*197	2.2	5.7	107	992	3.3	28.5	158
GLAMOUR	7163	2794	6.4	39.0	150	376	8.3	5.2	196	587	6.6	8.2	155	1832	6.1	25.6	142
GOLF DIGEST	2355	851	2.0	36.1	139	**98	2.2	4.2	155	*241	2.7	10.2	194	512	1.7	21.7	121
GOLF DIGEST/TENNIS (GROSS)	3610	1377	3.2	38.1	147	**163	3.6	4.5	168	352	4.0	9.8	185	862	2.9	23.9	133
GOLF MAGAZINE	2046	702	1.6	34.3	132	**83	1.8	4.1	151	*243	2.7	11.9	225	376	1.2	18.4	102
GOLF MAGAZINE/SKI (GROSS)	3547	1294	3.0	36.5	140	*201	4.5	5.7	211	311	3.5	8.8	166	782	2.6	22.0	122
GOOD HOUSEKEEPING	20353	6321	14.5	31.1	120	542	12.0	2.7	99	1351	15.3	6.6	126	4429	14.7	21.8	121
HARPER'S BAZAAR	3362	1542	3.5	45.9	177	*275	6.1	8.2	305	339	3.8	10.1	191	928	3.1	27.6	153
HEALTH	2987	956	2.2	32.0	123	**102	2.3	3.4	127	*268	3.0	9.0	170	586	1.9	19.6	109
HEARST MAG CORP. BUY (GROSS)	67928	23684	54.4	34.9	134	2680	59.5	3.9	147	4622	52.3	6.8	129	16383	54.2	24.1	134
HEARST MAN POWER (GROSS)	11282	3369	7.7	29.9	115	369	8.2	3.3	122	666	7.5	5.9	112	2334	7.7	20.7	115
HEARST WOMAN POWER (GROSS)	40514	13584	31.2	33.5	129	1298	28.8	3.2	119	2733	30.9	6.7	128	9554	31.6	23.6	131
HOUSE BEAUTIFUL	4885	1930	4.4	39.5	152	303	6.7	6.2	231	367	4.1	7.5	142	1260	4.2	25.8	143
INC.	1308	608	1.4	46.5	179	**84	1.9	6.4	239	**63	0.7	4.8	91	461	1.5	35.2	196
JET	6498	1614	3.7	24.8	96	259	5.8	4.0	148	476	5.4	7.3	139	879	2.9	13.5	75
LADIES' HOME JOURNAL	14797	4966	11.4	33.6	129	494	11.0	3.3	124	1045	11.8	7.1	134	3428	11.3	23.2	129
LHJ FAMILY GRP COMBO(GROSS)	21743	7439	17.1	34.2	132	749	16.6	3.4	128	1523	17.2	7.0	133	5166	17.1	23.8	132
LIFE	9881	3484	8.0	35.3	136	465	10.3	4.7	175	720	8.1	7.3	138	2299	7.6	23.3	129
L.A. TIMES HOME MAGAZINE	2775	1234	2.8	44.5	171	*132	2.9	4.8	177	*145	1.6	5.2	99	958	3.2	34.5	192
MADEMOISELLE	4219	1660	3.8	39.3	151	*258	5.7	6.1	228	381	4.3	9.0	171	1020	3.4	24.2	134
MC CALL'S	16422	5303	12.2	32.3	124	485	10.8	3.0	110	1285	14.5	7.8	148	3534	11.7	21.5	119
MC CALL'S/WRK MOTHER (GROSS)	17919	5872	13.5	32.8	126	576	12.8	3.2	120	1356	15.3	7.6	143	3941	13.0	22.0	122
MECHANIX ILLUSTRATED	4433	1172	2.7	26.4	102	**105	2.3	2.4	88	278	3.1	6.3	119	789	2.6	17.8	99
METROPOLITAN HOME	1504	693	1.6	46.1	177	**107	2.4	7.1	265	*84	0.9	5.6	106	503	1.7	33.4	186
MONEY	4723	1892	4.3	40.1	154	*202	4.5	4.3	159	289	3.3	6.1	116	1402	4.6	29.7	165
MOTHER EARTH NEWS	2325	851	2.0	36.6	141	**96	2.1	4.1	154	*103	1.2	4.4	84	653	2.2	28.1	156
MS.	1189	483	1.1	40.6	156	**78	1.7	6.6	244	**103	1.2	8.7	164	302	1.0	25.4	141
NATIONAL ENQUIRER	18892	4303	9.9	22.8	88	455	10.1	2.4	90	1099	12.4	5.8	110	2749	9.1	14.6	81
NATIONAL GEOGRAPHIC	22129	7988	18.3	36.1	139	672	14.9	3.0	113	1612	18.2	7.3	138	5703	18.9	25.8	143
NATIONAL SUNDAY MAGAZINE PKG	103750	30283	69.5	29.2	112	2954	65.6	2.8	106	6285	71.1	6.1	115	21044	69.6	20.3	113
NATURAL HISTORY	1379	552	1.3	40.0	154	**90	2.0	6.5	249	**67	0.8	4.9	92	394	1.3	28.6	159
NEW WOMAN	2289	766	1.8	33.5	129	**133	3.0	5.8	216	**107	1.2	4.7	89	527	1.7	23.0	128
NEW YORK INCLUDING CUE	1088	473	1.1	43.5	167	**108	2.4	9.9	370	**112	1.3	10.3	195	253	0.8	23.3	129
THE NEW YORKER	2459	1183	2.7	48.1	185	*172	3.8	7.0	261	250	2.8	10.2	193	761	2.5	30.9	172
NEWSWEEK	16527	5925	13.6	35.9	138	537	11.9	3.2	121	1224	13.8	7.4	140	4163	13.8	25.2	140
THE N.Y. TIMES DAILY EDITION	2739	1273	2.9	46.5	179	*135	3.0	4.9	184	344	3.9	12.6	238	794	2.6	29.0	161
THE N.Y. TIMES MAGAZINE	4443	2040	4.7	45.9	177	188	4.2	4.2	158	558	6.3	12.6	238	1294	4.3	29.1	162
OMNI	2799	1097	2.5	39.2	151	**115	2.6	4.1	153	*261	3.0	9.3	177	720	2.4	25.7	143
ON CABLE	2209	673	1.5	30.5	117	**90	2.0	4.1	152	**111	1.3	5.0	95	471	1.6	21.3	118
1001 HOME IDEAS	3959	1517	3.5	38.3	148	*153	3.4	3.9	144	*211	2.4	5.3	101	1153	3.8	29.1	162
ORGANIC GARDENING	3111	837	1.9	26.9	104	**74	1.6	2.4	89	*141	1.6	4.5	86	623	2.1	20.0	111
OUTDOOR LIFE	5024	1200	2.8	23.9	92	**105	2.3	2.1	78	*225	2.5	4.5	85	870	2.9	17.3	96
PARADE MAGAZINE	51292	15402	35.4	30.0	116	1639	36.4	3.2	119	3398	38.4	6.6	126	10365	34.3	20.2	112

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	4503	100.0	2.7	100	8845	100.0	5.3	100	30220	100.0	18.0	100
PARENTS	5298	1844	4.2	34.8	134	*197	4.4	3.7	139	265	3.0	5.0	95	1383	4.6	26.1	145
PENTHOUSE	5129	1812	4.2	35.3	136	*212	4.7	4.1	154	352	4.0	6.9	130	1249	4.1	24.4	135
PEOPLE	21070	7400	17.0	35.1	135	820	18.2	3.9	145	1524	17.2	7.2	137	5055	16.7	24.0	133
PLAYBOY	10562	3876	8.9	36.7	141	452	10.0	4.3	159	791	8.9	7.5	142	2633	8.7	24.9	138
POPULAR HOT RODDING	2498	667	1.5	26.7	103	**97	2.2	3.9	145	**102	1.2	4.1	77	469	1.6	18.8	104
POPULAR MECHANICS	5887	1869	4.3	31.7	122	*190	4.2	3.2	120	404	4.6	6.9	130	1274	4.2	21.6	120
POPULAR SCIENCE	4317	1588	3.6	36.8	142	*163	3.6	3.8	141	312	3.5	7.2	137	1113	3.7	25.8	143
PREVENTION	5792	1578	3.6	27.2	105	*183	4.1	3.2	118	323	3.7	5.6	106	1071	3.5	18.5	103
PSYCHOLOGY TODAY	3284	1123	2.6	34.2	132	*155	3.4	4.7	176	*266	3.0	8.1	154	702	2.3	21.4	119
READER'S DIGEST	40046	11355	26.1	28.4	109	1075	23.9	2.7	100	2425	27.4	6.1	115	7856	26.0	19.6	109
REDBOOK	9584	3266	7.5	34.1	131	261	5.8	2.7	101	600	6.8	6.3	119	2405	8.0	25.1	139
ROAD & TRACK	2590	1133	2.6	43.7	168	**85	1.9	3.3	122	*261	3.0	10.1	191	787	2.6	30.4	169
ROLLING STONE	3302	1208	2.8	36.6	141	*158	3.5	4.8	178	*295	3.3	8.9	169	755	2.5	22.9	127
RUNNER'S WORLD	1229	492	1.1	40.0	154	**63	1.4	5.1	191	**116	1.3	9.4	179	313	1.0	25.5	141
SATURDAY EVENING POST	2110	769	1.8	36.4	140	**125	2.8	5.9	221	*162	1.8	7.7	146	482	1.6	22.8	127
SCIENCE 84	1543	715	1.6	46.3	178	**133	3.0	8.6	321	**117	1.3	7.6	144	465	1.5	30.1	167
SCIENCE DIGEST	1747	611	1.4	35.0	135	**95	2.1	5.4	203	**102	1.2	5.8	111	414	1.4	23.7	132
SCIENTIFIC AMERICAN	1994	978	2.2	49.0	189	**168	3.7	8.4	314	**130	1.5	6.5	124	680	2.3	34.1	189
SELF	3119	1259	2.9	40.4	155	*162	3.6	5.2	193	*219	2.5	7.0	133	878	2.9	28.2	156
SEVENTEEN	3923	1342	3.1	34.2	132	*274	6.1	7.0	260	333	3.8	8.5	161	735	2.4	18.7	104
SKI	1501	593	1.4	39.5	152	**118	2.6	7.9	293	**68	0.8	4.5	86	407	1.3	27.1	150
SMITHSONIAN	5976	2709	6.2	45.3	175	344	7.6	5.8	214	463	5.2	7.7	147	1902	6.3	31.8	177
SOAP OPERA DIGEST	4228	1132	2.6	26.8	103	**112	2.5	2.6	99	349	3.9	8.3	157	671	2.2	15.9	88
SOUTHERN LIVING	6488	1838	4.2	28.3	109	*249	5.5	3.8	143	261	3.0	4.0	76	1328	4.4	20.5	114
SPORT	3500	1101	2.5	31.5	121	*153	3.4	4.4	163	*230	2.6	6.6	125	719	2.4	20.5	114
THE SPORTING NEWS	2456	864	2.0	35.2	135	**148	3.3	6.0	224	*152	1.7	6.2	117	563	1.9	22.9	127
SPORTS AFIELD	3648	889	2.0	24.4	94	**84	1.9	2.3	86	*160	1.8	4.4	83	646	2.1	17.7	98
SPORTS ILLUSTRATED	14484	4499	10.3	31.1	120	458	10.2	3.2	118	913	10.3	6.3	120	3129	10.4	21.6	120
STAR	12661	2968	6.8	23.4	90	310	6.9	2.4	91	730	8.3	5.8	109	1928	6.4	15.2	85
SUNDAY	52799	16007	36.7	30.3	117	1601	35.6	3.0	113	3481	39.4	6.6	125	10926	36.2	20.7	115
SUNSET	3513	1745	4.0	49.7	191	*221	4.9	6.3	234	*280	3.2	8.0	151	1243	4.1	35.4	196
TV GUIDE	42766	11733	26.9	27.4	106	1122	24.9	2.6	98	2575	29.1	6.0	114	8035	26.6	18.8	104
TENNIS	1254	527	1.2	42.0	162	**66	1.5	5.3	196	**110	1.2	8.8	166	351	1.2	28.0	155
TIME	22054	7981	18.3	36.2	139	856	19.0	3.9	145	1734	19.6	7.9	149	5391	17.8	24.4	136
TOWN & COUNTRY	1555	713	1.6	45.9	177	**109	2.4	7.0	261	*126	1.4	8.1	154	478	1.6	30.7	171
TRAVEL & LEISURE	2173	964	2.2	44.4	171	**91	2.0	4.2	156	255	2.9	11.7	223	618	2.0	28.4	158
TRUE STORY	4636	1023	2.3	22.1	85	**142	3.2	3.1	114	*231	2.6	5.0	94	649	2.1	14.0	78
U.S.NEWS & WORLD REPORT	10353	3293	7.6	31.8	122	278	6.2	2.7	100	698	7.9	6.7	128	2317	7.7	22.4	124
USA TODAY	4994	1679	3.9	33.6	129	*163	3.6	3.3	122	342	3.9	6.8	130	1174	3.9	23.5	130
US	3528	1299	3.0	36.8	142	**97	2.2	2.7	102	306	3.5	8.7	164	895	3.0	25.4	141
VOGUE	5424	2153	4.9	39.7	153	330	7.3	6.1	227	548	6.2	10.1	192	1275	4.2	23.5	130
WALL STREET JOURNAL	6292	2571	5.9	40.9	157	226	5.0	3.6	134	494	5.6	7.9	149	1851	6.1	29.4	163
WEIGHT WATCHERS	2762	809	1.9	29.3	113	**79	1.8	2.9	107	*169	1.9	6.1	116	561	1.9	20.3	113
WOMAN'S DAY	16320	5041	11.6	30.9	119	485	10.8	3.0	111	1115	12.6	6.8	130	3441	11.4	21.1	117
WORKING MOTHER	1496	569	1.3	38.0	146	**91	2.0	6.1	227	**71	0.8	4.7	90	407	1.3	27.2	151
WORKING WOMAN	1851	794	1.8	42.9	165	*180	4.0	9.7	362	**93	1.1	5.0	95	522	1.7	28.2	157
WORLD TENNIS	580	*254	0.6	43.8	169	**49	1.1	8.4	315	**52	0.6	9.0	170	**153	0.5	26.4	146
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3981	9.1	32.1	123	586	13.0	4.7	176	607	6.9	4.9	93	2788	9.2	22.5	125
BLAIR INSERTS	91671	28034	64.3	30.6	118	2776	61.6	3.0	113	5826	65.9	6.4	121	19432	64.3	21.2	118
DAILY NEWSPAPERS																	
READ ANY	109190	30236	69.4	27.7	107	3083	68.5	2.8	105	6402	72.4	5.9	111	20751	68.7	19.0	105
READ ONE	89587	23607	54.2	26.4	101	2430	54.0	2.7	101	4923	55.7	5.5	104	16254	53.8	18.1	101
READ TWO OR MORE	19602	6629	15.2	33.8	130	653	14.5	3.3	124	1479	16.7	7.5	143	4497	14.9	22.9	127
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	31939	73.3	29.1	112	3094	68.7	2.8	105	6622	74.9	6.0	115	22224	73.5	20.3	112
READ ONE	95074	26559	61.0	27.9	108	2645	58.7	2.8	104	5353	60.5	5.6	107	18561	61.4	19.5	108
READ TWO OR MORE	14588	5381	12.4	36.9	142	449	10.0	3.1	115	1269	14.3	8.7	165	3663	12.1	25.1	139
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.78				28.76				29.87				32.77			
30 DAY REACH	149706	40254	92.4	26.9	104	4128	91.7	2.8	103	8065	91.2	5.4	102	28062	92.9	18.7	104
50 SHWG - 30 DAY AV FREQ	15.16	16.52				15.00				15.33				17.10			
30 DAY REACH	142406	38780	89.0	27.2	105	3958	87.9	2.8	104	7869	89.0	5.5	105	26954	89.2	18.9	105
25 SHWG - 30 DAY AV FREQ	8.23	8.83				8.10				8.36				9.07			
30 DAY REACH	131152	36276	83.3	27.7	106	3637	80.8	2.8	103	7199	81.4	5.5	104	25440	84.2	19.4	108
CABLE TV: HOME WIRED	66879	18657	42.8	27.9	107	1724	38.3	2.6	96	3610	40.8	5.4	102	13322	44.1	19.9	111
HOME NOT WIRED	100848	24912	57.2	24.7	95	2779	61.7	2.8	103	5234	59.2	5.2	98	16898	55.9	16.8	93
HAVE PAY CABLE	35024	10936	25.1	31.2	120	1030	22.9	2.9	110	1877	21.2	5.4	102	8029	26.6	22.9	127

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(ADULTS)

			ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	43568	100.0	26.0	100	4503	100.0	2.7	100	8845	100.0	5.3	100	30220	100.0	18.0	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	27029	62.0	28.3	109	2734	60.7	2.9	107	5562	62.9	5.8	110	18733	62.0	19.6	109
10:00 AM - 3:00 PM		63599	17318	39.7	27.2	105	1570	34.9	2.5	92	3761	42.5	5.9	112	11987	39.7	18.8	105
3:00 PM - 7:00 PM		72097	20748	47.6	28.8	111	2008	44.6	2.8	104	4056	45.9	5.6	107	14684	48.6	20.4	113
7:00 PM - MIDNIGHT		36670	10382	23.8	28.3	109	1114	24.7	3.0	113	2106	23.8	5.7	109	7161	23.7	19.5	108
MIDNIGHT - 6:00 AM		21908	6226	14.3	28.4	109	672	14.9	3.1	114	1279	14.5	5.8	111	4275	14.1	19.5	108
6:00 AM - MIDNIGHT		127571	35150	80.7	27.6	106	3521	78.2	2.8	103	7144	80.8	5.6	106	24485	81.0	19.2	107
ENTIRE DAY		129239	35581	81.7	27.5	106	3568	79.2	2.8	103	7203	81.4	5.6	106	24809	82.1	19.2	107
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	9995	22.9	29.4	113	933	20.7	2.7	102	1935	21.9	5.7	108	7127	23.6	21.0	116
ALL NEWS		6062	2231	5.1	36.8	142	301	6.7	5.0	185	380	4.3	6.3	119	1549	5.1	25.6	142
AOR/PROGRESSIVE		11884	3868	8.9	32.5	125	422	9.4	3.6	132	812	9.2	6.8	130	2634	8.7	22.2	123
BEAUTIFUL MUSIC		11180	3360	7.7	30.1	116	328	7.3	2.9	109	721	8.2	6.4	122	2310	7.6	20.7	115
BLACK		4538	1037	2.4	22.9	88	*183	4.1	4.0	150	276	3.1	6.1	115	578	1.9	12.7	71
CLASSICAL		3857	1346	3.1	34.9	134	*138	3.1	3.6	133	283	3.2	7.3	139	925	3.1	24.0	133
CHR/ROCK		21946	7262	16.7	33.1	127	737	16.4	3.4	125	1402	15.9	6.4	121	5122	16.9	23.3	130
COUNTRY		27262	5871	13.5	21.5	83	419	9.3	1.5	57	1145	12.9	4.2	80	4307	14.3	15.8	88
GOLDEN OLDIES		3339	943	2.2	28.2	109	*140	3.1	4.2	156	*115	1.3	3.4	65	687	2.3	20.6	114
MOR/NOSTALGIA		10346	2909	6.7	28.1	108	275	6.1	2.7	99	597	6.7	5.8	109	2037	6.7	19.7	109
NEWS/TALK		8929	2866	6.6	32.1	124	*262	5.8	2.9	109	539	6.1	6.0	114	2065	6.8	23.1	128
RELIGIOUS		5488	1081	2.5	19.7	76	**46	1.0	0.8	31	*236	2.7	4.3	82	799	2.6	14.6	81
SOFT ROCK		1232	424	1.0	34.4	132	**68	1.5	5.5	206	**108	1.2	8.8	166	*249	0.8	20.2	112
URBAN CONTEMPORARY		3184	947	2.2	29.7	115	*249	5.5	7.8	291	*288	3.3	9.0	172	410	1.4	12.9	71
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	1970	4.5	28.5	110	283	6.3	4.1	153	421	4.8	6.1	116	1266	4.2	18.3	102
ABC DIRECTION		5212	1475	3.4	28.3	109	219	4.9	4.2	157	325	3.7	6.2	118	931	3.1	17.9	99
ABC ENTERTAINMENT		10385	2604	6.0	25.1	97	*213	4.7	2.1	76	554	6.3	5.3	101	1837	6.1	17.7	98
ABC FM		4762	1295	3.0	27.2	105	*191	4.2	4.0	149	*281	3.2	5.9	112	823	2.7	17.3	96
ABC INFORMATION		11339	3295	7.6	29.1	112	318	7.1	2.8	104	494	5.6	4.4	83	2483	8.2	21.9	122
ABC ROCK		4878	1777	4.1	36.4	140	*234	5.2	4.8	179	384	4.3	7.9	149	1159	3.8	23.8	132
CBS		10709	3125	7.2	29.2	112	289	6.4	2.7	101	557	6.3	5.2	99	2280	7.5	21.3	118
MUTUAL		10251	2853	6.5	27.8	107	*230	5.1	2.2	84	638	7.2	6.2	118	1986	6.6	19.4	108
NBC		12243	3356	7.7	27.4	106	221	4.9	1.8	67	692	7.8	5.7	107	2443	8.1	20.0	111
RADIORADIO		4606	1408	3.2	30.6	118	*173	3.8	3.8	140	382	4.3	8.3	157	854	2.8	18.5	103
RKO ONE		5148	1456	3.3	28.3	109	*180	4.0	3.5	130	*260	2.9	5.1	96	1016	3.4	19.7	110
RKO TWO		7313	1821	4.2	24.9	96	*219	4.9	3.0	112	357	4.0	4.9	93	1245	4.1	17.0	94
THE SOURCE		5981	1678	3.9	28.1	108	*229	5.1	3.8	143	363	4.1	6.1	115	1086	3.6	18.2	101
NON-WIRED : BLAIR		19329	5414	12.4	28.0	108	566	12.6	2.9	109	955	10.8	4.9	94	3893	12.9	20.1	112
INTERNET		27139	8577	19.7	31.6	122	871	19.3	3.2	120	1845	20.9	6.8	129	5861	19.4	21.6	120
KATZ RADIO GROUP		36319	10883	25.0	30.0	115	1054	23.4	2.9	108	2087	23.6	5.7	109	7742	25.6	21.3	118
SUPERNET		22361	6237	14.3	27.9	107	641	14.2	2.9	107	1479	16.7	6.6	125	4117	13.6	18.4	102
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	3548	8.1	24.4	94	380	8.4	2.6	97	878	9.9	6.0	115	2290	7.6	15.8	87
WKDAY 9:00 AM - 1:00 PM		18688	3969	9.1	21.2	82	427	9.5	2.3	85	940	10.6	5.0	95	2603	8.6	13.9	77
WKDAY 1:00 PM - 4:30 PM		24061	5202	11.9	21.6	83	593	13.2	2.5	92	1229	13.9	5.1	97	3380	11.2	14.0	78
WKDAY 4:30 PM - 7:30 PM		44079	10774	24.7	24.4	94	1133	25.2	2.6	96	2396	27.1	5.4	103	7245	24.0	16.4	91
WKDAY 7:30 PM - 8:00 PM		61979	14767	33.9	23.8	92	1581	35.1	2.6	95	3025	34.2	4.9	93	10162	33.6	16.4	91
WKDAY 11:00 PM - 11:30 PM		49084	12742	29.2	26.0	100	1529	34.0	3.1	116	2659	30.1	5.4	103	8554	28.3	17.4	97
WKDAY 11:30 PM - 1:00 AM		16560	4196	9.6	25.3	98	434	9.6	2.6	98	864	9.8	5.2	99	2898	9.6	17.5	97
M-SAT 8-11 PM+SUN 7-11 PM		66967	17340	39.8	25.9	100	1844	41.0	2.8	103	3520	39.8	5.3	100	11976	39.6	17.9	99
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	2255	5.2	24.3	94	291	6.5	3.1	117	368	4.2	4.0	75	1596	5.3	17.2	96
ANOTHER WORLD	N	6138	1141	2.6	18.6	72	150	3.3	2.4	91	318	3.6	5.2	98	673	2.2	11.0	61
AS THE WORLD TURNS	C	7707	1268	2.9	16.5	63	110	2.4	1.4	53	339	3.8	4.4	83	819	2.7	10.6	59
CAPITOL	C	4688	932	2.1	19.9	77	*59	1.3	1.3	47	259	2.9	5.5	105	614	2.0	13.1	73
CBS MORN. NEWS 1	C	2792	679	1.6	24.3	94	*91	2.0	3.3	121	163	1.8	5.8	111	424	1.4	15.2	84
CBS MORN. NEWS 2	C	2071	481	1.1	23.2	89	*105	2.3	5.1	189	129	1.5	6.2	118	247	0.8	11.9	66
DAYS OF OUR LIVES	N	8018	1849	4.2	23.1	89	181	4.0	2.3	84	499	5.6	6.2	118	1169	3.9	14.6	81
FACTS OF LIFE - DAYTIME	N	3487	665	1.5	19.1	73	*74	1.6	2.1	79	139	1.6	4.0	76	453	1.5	13.0	72
FAMILY FEUD	A	4817	896	2.1	18.6	72	*64	1.4	1.3	49	223	2.5	4.6	88	609	2.0	12.6	70
GENERAL HOSPITAL	A	8333	2030	4.7	24.4	94	261	5.8	3.1	117	471	5.3	5.7	107	1298	4.3	15.6	86
GOOD MORNING, AMERICA-730	A	5472	1349	3.1	24.7	95	98	2.2	1.8	67	280	3.2	5.1	97	971	3.2	17.7	98
GOOD MORNING, AMERICA-830	A	3965	1022	2.3	25.8	99	71	1.6	1.8	67	215	2.4	5.4	103	736	2.4	18.6	103
GUIDING LIGHT	C	7542	1490	3.4	19.8	76	119	2.6	1.6	59	392	4.4	5.2	99	979	3.2	13.0	72
ONE LIFE TO LIVE	A	6018	1437	3.3	23.9	92	178	4.0	3.0	110	302	3.4	5.0	95	957	3.2	15.9	88
PRESS YOUR LUCK	C	3589	694	1.6	19.3	74	*72	1.6	2.0	75	144	1.6	4.0	76	479	1.6	13.3	74
PRICE IS RIGHT 1	C	7418	1234	2.8	16.6	64	104	2.3	1.4	52	316	3.6	4.3	81	815	2.7	11.0	61
PRICE IS RIGHT 2	C	8276	1447	3.3	17.5	67	121	2.7	1.5	54	435	4.9	5.3	100	891	2.9	10.8	60
RYAN'S HOPE	A	4358	1037	2.4	23.8	92	*103	2.3	2.4	88	190	2.1	4.4	83	744	2.5	17.1	95
SALE OF THE CENTURY	N	3749	683	1.6	18.2	70	*85	1.9	2.3	84	196	2.2	5.2	99	403	1.3	10.7	60
SEARCH FOR TOMORROW	N	2884	589	1.4	20.4	79	**64	1.4	2.2	83	*100	1.1	3.5	66	426	1.4	14.8	82
TODAY SHOW 1	N	4869	1327	3.0	27.3	105	154	3.4	3.2	118	337	3.8	6.9	131	836	2.8	17.2	95
TODAY SHOW 2	N	4135	887	2.0	21.5	83	*66	1.5	1.6	59	279	3.2	6.7	128	542	1.8	13.1	73
$25,000 PYRAMID	C	4361	873	2.0	20.0	77	*104	2.3	2.4	89	207	2.3	4.7	90	562	1.9	12.9	72
WHEEL OF FORTUNE	N	6187	1241	2.8	20.1	77	133	3.0	2.1	80	286	3.2	4.6	88	822	2.7	13.3	74
YOUNG AND THE RESTLESS	C	8186	1428	3.3	17.4	67	101	2.2	1.2	46	470	5.3	5.7	109	857	2.8	10.5	58
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	1359	3.1	28.7	111	*129	2.9	2.7	102	249	2.8	5.3	100	981	3.2	20.8	115
NBA PLAYOFF GAME -1	C	5127	1297	3.0	25.3	97	175	3.9	3.4	127	322	3.6	6.3	119	799	2.6	15.6	86
NBC MAJOR LEAGUE PRE-GAME	N	3945	730	1.7	18.5	71	**90	2.0	2.3	85	*190	2.1	4.8	91	449	1.5	11.4	63
SPORTSWORLD - SUN	N	3370	725	1.7	21.5	83	*79	1.8	2.3	87	175	2.0	5.2	98	471	1.6	14.0	78
SUNDAY MORNING	C	4200	1239	2.8	29.5	114	211	4.7	5.0	187	266	3.0	6.3	120	762	2.5	18.1	101

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	43568	100.0	26.0	100	4503	100.0	2.7	100	8845	100.0	5.3	100	30220	100.0	18.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	11878	27.3	22.7	87	1173	26.0	2.2	84	2462	27.8	4.7	89	8243	27.3	15.8	87
NETWORK AFFILIATES - LATE		39164	10101	23.2	25.8	99	1217	27.0	3.1	116	2118	23.9	5.4	103	6766	22.4	17.3	96
INDEPENDENTS - LATE		5133	1591	3.7	31.0	119	222	4.9	4.3	161	325	3.7	6.3	120	1044	3.5	20.3	113
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	5176	11.9	22.7	87	545	12.1	2.4	89	1113	12.6	4.9	92	3517	11.6	15.4	86
ABC MONDAY NIGHT MOVIE	A	11258	3025	6.9	26.9	103	279	6.2	2.5	92	515	5.8	4.6	87	2230	7.4	19.8	110
ABC SUNDAY NIGHT MOVIE	A	23600	6385	14.7	27.1	104	641	14.2	2.7	101	1304	14.7	5.5	105	4440	14.7	18.8	104
ABC WORLD NEWS TONIGHT	A	12801	2894	6.6	22.6	87	238	5.3	1.9	69	672	7.6	5.2	100	1984	6.6	15.5	86
AFTERMASH	C	10966	2677	6.1	24.4	94	*255	5.7	2.3	87	600	6.8	5.5	104	1822	6.0	16.6	92
ALICE	C	17050	4207	9.7	24.7	95	395	8.8	2.3	86	873	9.9	5.1	97	2939	9.7	17.2	96
AMERICAN PARADE	C	11998	2888	6.6	24.1	93	290	6.4	2.4	90	634	7.2	5.3	100	1964	6.5	16.4	91
BENSON	A	19258	4954	11.4	25.7	99	466	10.3	2.4	90	1014	11.5	5.3	100	3474	11.5	18.0	100
BLUE THUNDER	A	11478	2805	6.4	24.4	94	236	5.2	2.1	77	693	7.8	6.0	114	1876	6.2	16.3	91
CAGNEY & LACEY	C	18263	4587	10.5	25.1	97	437	9.7	2.4	89	938	10.6	5.1	97	3212	10.6	17.6	98
CBS EVENING NEWS-DEAN	C	7733	1940	4.5	25.1	97	232	5.2	3.0	112	370	4.2	4.8	91	1338	4.4	17.3	96
CBS EVENING NEWS-RATHER	C	15653	3617	8.3	23.1	89	323	7.2	2.1	77	753	8.5	4.8	91	2540	8.4	16.2	90
CBS SAT. NEWS-SCHIEFFER	C	8744	1903	4.4	21.8	84	230	5.1	2.6	98	341	3.9	3.9	74	1333	4.4	15.2	85
CBS SATURDAY NIGHT MOVIE	C	12000	3061	7.0	25.5	98	324	7.2	2.7	101	640	7.2	5.3	101	2098	6.9	17.5	97
CBS WEDNESDAY NIGHT MOVIE	C	11522	2626	6.0	22.8	88	355	7.9	3.1	115	628	7.1	5.5	103	1643	5.4	14.3	79
CHEERS	N	16818	5121	11.8	30.4	117	602	13.4	3.6	133	926	10.5	5.5	104	3593	11.9	21.4	119
DALLAS	C	37510	9532	21.9	25.4	98	921	20.5	2.5	91	1931	21.8	5.1	98	6680	22.1	17.8	99
DIFF'RENT STROKES	N	11258	2453	5.6	21.8	84	313	7.0	2.8	104	547	6.2	4.9	92	1593	5.3	14.1	79
DOUBLE TROUBLE	N	12248	3193	7.3	26.1	100	413	9.2	3.4	126	596	6.7	4.9	92	2185	7.2	17.8	99
DUCK FACTORY	N	11100	3396	7.8	30.6	118	472	10.5	4.3	158	578	6.5	5.2	99	2346	7.8	21.1	117
DUKES OF HAZZARD	C	12353	2657	6.1	21.5	83	256	5.7	2.1	77	531	6.0	4.3	82	1870	6.2	15.1	84
DYNASTY	A	33279	8582	19.7	25.8	99	760	16.9	2.3	85	1880	21.3	5.6	107	5943	19.7	17.9	99
FACTS OF LIFE	N	13410	3449	7.9	25.7	99	460	10.2	3.4	128	720	8.1	5.4	102	2270	7.5	16.9	94
FALCON CREST	C	31093	8377	19.2	26.9	104	844	18.7	2.7	101	1607	18.2	5.2	98	5926	19.6	19.1	106
FALL GUY	A	18649	4560	10.5	24.5	94	505	11.2	2.7	101	1022	11.6	5.5	104	3033	10.0	16.3	90
FAMILY TIES	N	13101	3114	7.1	[illegible]	92	466	10.3	3.6	132	588	6.6	4.5	85	2060	6.8	15.7	87
FANTASY ISLAND	A	13069	3225	7.4	24.7	95	340	7.6	2.6	97	719	8.1	5.5	104	2166	7.2	16.6	92
FOULUPS,BLEEPS & BLUNDERS	A	16588	4345	10.0	26.2	101	474	10.5	2.9	106	800	9.0	4.8	91	3070	10.2	18.5	103
FOUR SEASONS	C	9302	2281	5.2	24.5	94	311	6.9	3.3	125	481	5.4	5.2	98	1489	4.9	16.0	89
GIMME A BREAK	N	13955	3059	7.0	21.9	84	434	9.6	3.1	116	710	8.0	5.1	96	1915	6.3	13.7	76
HART TO HART	A	15735	3690	8.5	23.5	90	413	9.2	2.6	98	786	8.9	5.0	95	2492	8.2	15.8	88
HILL STREET BLUES	N	18257	5306	12.2	29.1	112	586	13.0	3.2	120	1066	12.1	5.8	111	3654	12.1	20.0	111
HOTEL	A	24236	5944	13.6	24.5	94	563	12.5	2.3	87	1349	15.3	5.6	106	4032	13.3	16.6	92
JEFFERSONS	C	17010	4101	9.4	24.1	93	399	8.9	2.3	87	963	10.9	5.7	107	2740	9.1	16.1	89
JENNIFER SLEPT HERE	N	9397	2145	4.9	22.8	88	257	5.7	2.7	102	474	5.4	5.0	96	1413	4.7	15.0	83
KATE & ALLIE	C	16762	4475	10.3	26.7	103	521	11.6	3.1	116	813	9.2	4.9	92	3142	10.4	18.7	104
KNIGHT RIDER	N	13164	3384	7.8	25.7	99	351	7.8	2.7	99	700	7.9	5.3	101	2333	7.7	17.7	98
LOVE BOAT	A	20400	5039	11.6	24.7	95	507	11.3	2.5	93	1122	12.7	5.5	104	3410	11.3	16.7	93
MAGNUM PI	C	22543	5491	12.6	24.4	94	516	11.5	2.3	85	1018	11.5	4.5	86	3957	13.1	17.6	97
MAMA'S FAMILY	N	9852	2191	5.0	22.2	86	294	6.5	3.0	111	398	4.5	4.0	77	1500	5.0	15.2	85
MASTER, THE	N	8082	2139	4.9	26.5	102	*185	4.1	2.3	85	558	6.3	6.9	131	1396	4.6	17.3	96
MATT HOUSTON	A	12881	3467	8.0	26.9	104	328	7.3	2.5	95	783	8.9	6.1	115	2356	7.8	18.3	102
NBC MONDAY NIGHT MOVIE	N	23889	6723	15.4	28.1	108	731	16.2	3.1	114	1468	16.6	6.1	117	4523	15.0	18.9	105
NBC NIGHTLY NEWS	N	11156	2590	5.9	23.2	89	233	5.2	2.1	78	459	5.2	4.1	78	1899	6.3	17.0	94
NBC NIGHTLY NEWS-SAT	N	7363	1706	3.9	23.2	89	*195	4.3	2.6	99	358	4.0	4.9	92	1152	3.8	15.6	87
NBC NIGHTLY NEWS-SUN	N	6214	1451	3.3	23.4	90	*142	3.2	2.3	85	238	2.7	3.8	73	1071	3.5	17.2	96
NBC SUNDAY NIGHT MOVIE	N	17590	4711	10.8	26.8	103	530	11.8	3.0	112	1018	11.5	5.8	110	3163	10.5	18.0	100
NEWHART	C	16740	4362	10.0	26.1	100	518	11.5	3.1	115	830	9.4	5.0	94	3013	10.0	18.0	100
ONE DAY AT A TIME	C	11820	2981	6.8	25.2	97	355	7.9	3.0	112	649	7.3	5.5	104	1977	6.5	16.7	93
PEOPLE ARE FUNNY	N	9138	2019	4.6	22.1	85	*266	5.9	2.9	108	390	4.4	4.3	81	1362	4.5	14.9	83
REAL PEOPLE	N	15979	3371	7.7	21.1	81	315	7.0	2.0	73	625	7.1	3.9	74	2431	8.0	15.2	84
REMINGTON STEELE	N	14395	3506	8.0	24.4	94	357	7.9	2.5	92	801	9.1	5.6	106	2347	7.8	16.3	90
RIPLEY'S BELIEVE IT - NOT	A	11362	2810	6.4	24.7	95	219	4.9	1.9	72	451	5.1	4.0	75	2140	7.1	18.8	105
RIPTIDE	N	13920	3181	7.3	22.9	88	314	7.0	2.3	84	737	8.3	5.3	100	2130	7.0	15.3	85
SCARECROW & MRS. KING	C	17571	4358	10.0	24.8	95	546	12.1	3.1	116	849	9.6	4.8	92	2963	9.8	16.9	94
SIMON & SIMON	C	20208	5032	11.5	24.9	96	513	11.4	2.5	95	1105	12.5	5.5	104	3415	11.3	16.9	94
60 MINUTES	C	27668	6978	16.0	25.2	97	654	14.5	2.4	88	1463	16.5	5.3	100	4861	16.1	17.6	98
ST. ELSEWHERE	N	13699	4196	9.6	30.6	118	477	10.6	3.5	130	783	8.9	5.7	108	2935	9.7	21.4	119
THREE'S COMPANY	A	20632	5412	12.4	26.2	101	673	14.9	3.3	121	1044	11.8	5.1	96	3695	12.2	17.9	99
T.J. HOOKER	A	17136	3998	9.2	23.3	90	302	6.7	1.8	66	922	10.4	5.4	102	2774	9.2	16.2	90
TONIGHT SHOW	N	4963	1417	3.3	28.6	110	161	3.6	3.2	121	283	3.2	5.7	108	973	3.2	19.6	109
TRAPPER JOHN, M.D.	C	16332	3850	8.8	23.6	91	332	7.4	2.0	76	833	9.4	5.1	97	2685	8.9	16.4	91
TV BLOOPERS & PRAC. JOKES	N	18851	4772	11.0	25.3	97	492	10.9	2.6	97	764	8.6	4.0	77	3516	11.6	18.6	103
20/20	A	18315	4618	10.6	25.2	97	478	10.6	2.6	97	837	9.5	4.6	87	3302	10.9	18.0	100
WEBSTER	A	18722	4906	11.3	26.2	101	517	11.5	2.8	103	973	11.0	5.2	99	3416	11.3	18.2	101
WORLD NEWS - SUN	A	5827	1344	3.1	25.2	97	*119	2.6	2.2	83	363	4.1	6.8	129	863	2.9	16.2	90
YELLOW ROSE	N	8370	1814	4.2	21.7	83	*180	4.0	2.2	80	369	4.2	4.4	84	1264	4.2	15.1	84
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	7011	16.1	27.1	104	587	13.0	2.3	85	1512	17.1	5.8	111	4912	16.3	19.0	105
BASKETBALL - COLLEGE GAMES		14468	4009	9.2	27.7	107	*361	8.0	2.5	93	861	9.7	6.0	113	2787	9.2	19.3	107
BASKETBALL - PRO GAMES		12124	3734	8.6	30.8	119	*355	7.9	2.9	109	807	9.1	6.7	126	2572	8.5	21.2	118
BOWLING		9412	2533	5.8	26.9	104	*266	5.9	2.8	105	579	6.5	6.2	117	1688	5.6	17.9	100
BOXING		15409	4151	9.5	26.9	104	484	10.7	3.1	117	778	8.8	5.0	96	2890	9.6	18.8	104
FOOTBALL - COLLEGE GAMES		21400	6189	14.2	28.9	111	466	10.3	2.2	81	1131	12.8	5.3	100	4592	15.2	21.5	119
FOOTBALL - PRO GAMES		35944	11355	26.1	31.6	122	1080	24.0	3.0	112	1920	21.7	5.3	101	8355	27.6	23.2	129
GOLF		9759	3483	8.0	35.7	137	*302	6.7	3.1	115	852	9.6	8.7	166	2330	7.7	23.9	133
POST-SEASON COLL. FOOTBALL		18123	5386	12.4	29.7	114	525	11.7	2.9	108	961	10.9	5.3	101	3899	12.9	21.5	119
POST-SEASON PRO FOOTBALL		22091	7306	16.8	33.1	127	586	13.0	2.7	99	1268	14.3	5.7	109	5452	18.0	24.7	137
TENNIS		6764	2491	5.7	36.8	142	*306	6.8	4.5	169	455	5.1	6.7	128	1730	5.7	25.6	142
WRESTLING - PROFESSIONAL		9695	2068	4.7	21.3	82	**189	4.2	1.9	73	443	5.0	4.6	87	1436	4.8	14.8	82

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	19300	100.0	24.3	100	2025	100.0	2.6	100	3918	100.0	4.9	100	13357	100.0	16.9	100
HOUSEHOLD HEADS	66405	15930	82.5	24.0	99	1691	83.5	2.5	100	3163	80.7	4.8	96	11077	82.9	16.7	99
18 - 24	13945	3641	18.9	26.1	107	*411	20.3	2.9	115	816	20.8	5.9	118	2415	18.1	17.3	103
25 - 34	19334	5452	28.2	28.2	116	637	31.5	3.3	129	949	24.2	4.9	99	3867	29.0	20.0	119
35 - 44	14196	4102	21.3	28.9	119	*438	21.6	3.1	121	684	17.5	4.8	97	2981	22.3	21.0	125
45 - 54	10896	2678	13.9	24.6	101	**149	7.4	1.4	54	683	17.4	6.3	127	1846	13.8	16.9	101
55 - 64	10378	1999	10.4	19.3	79	**159	7.9	1.5	60	*390	10.0	3.8	76	1451	10.9	14.0	83
65 OR OLDER	10514	1427	7.4	13.6	56	*232	11.5	2.2	86	397	10.1	3.8	76	798	6.0	7.6	45
18 - 34	33279	9094	47.1	27.3	112	1047	51.7	3.1	123	1764	45.0	5.3	107	6282	47.0	18.9	112
18 - 49	52904	14551	75.4	27.5	113	1594	78.7	3.0	118	2803	71.5	5.3	107	10155	76.0	19.2	114
25 - 54	44426	12232	63.4	27.5	113	1224	60.4	2.8	108	2315	59.1	5.2	105	8693	65.1	19.6	116
35 - 49	19625	5458	28.3	27.8	114	546	27.0	2.8	109	1038	26.5	5.3	107	3873	29.0	19.7	117
50 OR OLDER	26359	4749	24.6	18.0	74	431	21.3	1.6	64	1115	28.5	4.2	86	3203	24.0	12.2	72
GRADUATED COLLEGE	15982	5800	30.1	36.3	149	639	31.6	4.0	157	1150	29.4	7.2	146	4010	30.0	25.1	149
ATTENDED COLLEGE	13629	4382	22.7	32.2	132	*414	20.4	3.0	119	934	23.8	6.9	139	3034	22.7	22.3	132
GRADUATED HIGH SCHOOL	28591	6632	34.4	23.2	95	524	25.9	1.8	72	1265	32.3	4.4	90	4843	36.3	16.9	101
DID NOT GRADUATE HIGH SCHOOL	21061	2486	12.9	11.8	48	*448	22.1	2.1	83	569	14.5	2.7	55	1470	11.0	7.0	41
EMPLOYED FULL-TIME	52316	14267	73.9	27.3	112	1399	69.1	2.7	105	2737	69.9	5.2	106	10131	75.8	19.4	115
EMPLOYED PART-TIME	4113	1132	5.9	27.5	113	**151	7.5	3.7	144	**254	6.5	6.2	125	727	5.4	17.7	105
NOT EMPLOYED	22834	3902	20.2	17.1	70	*475	23.5	2.1	81	927	23.7	4.1	82	2500	18.7	10.9	65
PROFESSIONAL/MANAGER	15034	5408	28.0	36.0	148	490	24.2	3.3	128	1071	27.3	7.1	144	3848	28.8	25.6	152
TECH/CLERICAL/SALES	11255	3526	18.3	31.3	129	*386	19.1	3.4	134	625	16.0	5.6	112	2515	18.8	22.3	133
PRECISION/CRAFT	11607	2627	13.6	22.6	93	*142	7.0	1.2	48	624	15.9	5.4	109	1861	13.9	16.0	95
OTHER EMPLOYED	18534	3837	19.9	20.7	85	533	26.3	2.9	113	671	17.1	3.6	73	2634	19.7	14.2	84
SINGLE	19562	5389	27.9	27.5	113	754	37.2	3.9	151	1142	29.1	5.8	118	3492	26.1	17.9	106
MARRIED	51896	12362	64.1	23.8	98	1160	57.3	2.2	87	2296	58.6	4.4	90	8906	66.7	17.2	102
DIVORCED/SEPARATED/WIDOWED	7804	1549	8.0	19.8	82	**111	5.5	1.4	56	*479	12.2	6.1	124	959	7.2	12.3	73
PARENTS	25372	6344	32.9	25.0	103	739	36.5	2.9	114	1009	25.8	4.0	80	4596	34.4	18.1	107
WHITE	69658	17093	88.6	24.5	101	1702	84.0	2.4	96	3348	85.5	4.8	97	12043	90.2	17.3	103
BLACK	7909	1761	9.1	22.3	91	*263	13.0	3.3	130	492	12.6	6.2	126	1007	7.5	12.7	76
OTHER	1696	*447	2.3	26.4	108	**61	3.0	3.6	141	**78	2.0	4.6	93	**308	2.3	18.2	108
NORTHEAST-CENSUS	17202	5006	25.9	29.1	120	684	33.8	4.0	156	1024	26.1	6.0	120	3298	24.7	19.2	114
NORTH CENTRAL	20461	5142	26.6	25.1	103	*465	23.0	2.3	89	859	21.9	4.2	85	3818	28.6	18.7	111
SOUTH	26695	4134	21.4	15.5	64	*362	17.9	1.4	53	923	23.6	3.5	70	2849	21.3	10.7	63
WEST	14906	5018	26.0	33.7	138	514	25.4	3.4	135	1111	28.4	7.5	151	3393	25.4	22.8	135
NORTHEAST-MKTG.	17962	4943	25.6	27.5	113	707	34.9	3.9	154	1069	27.3	6.0	120	3168	23.7	17.6	105
EAST CENTRAL	11741	2676	13.9	22.8	94	*277	13.7	2.4	92	558	14.2	4.8	96	1841	13.8	15.7	93
WEST CENTRAL	13518	3780	19.6	28.0	115	**305	15.1	2.3	88	623	15.9	4.6	93	2852	21.4	21.1	125
SOUTH	23168	3537	18.3	15.3	63	**268	13.2	1.2	45	699	17.8	3.0	61	2569	19.2	11.1	66
PACIFIC	12874	4364	22.6	33.9	139	*468	23.1	3.6	142	969	24.7	7.5	152	2927	21.9	22.7	135
COUNTY SIZE A	32596	9711	50.3	29.8	122	1232	60.8	3.8	148	2080	53.1	6.4	129	6400	47.9	19.6	117
COUNTY SIZE B	23814	5818	30.1	24.4	100	*512	25.3	2.1	84	1138	29.0	4.8	97	4169	31.2	17.5	104
COUNTY SIZE C	12663	2475	12.8	19.5	80	**180	8.9	1.4	56	*494	12.6	3.9	79	1802	13.5	14.2	84
COUNTY SIZE D	10190	1296	6.7	12.7	52	**102	5.0	1.0	39	**207	5.3	2.0	41	988	7.4	9.7	58
METRO CENTRAL CITY	23190	6432	33.3	27.7	114	801	39.6	3.5	135	1293	33.0	5.6	113	4338	32.5	18.7	111
METRO SUBURBAN	36920	10001	51.8	27.1	111	1022	50.5	2.8	108	2118	54.1	5.7	116	6861	51.4	18.6	110
NON METRO	19152	2867	14.9	15.0	61	**201	9.9	1.0	41	*507	12.9	2.6	54	2159	16.2	11.3	67
TOP 5 ADI'S	18703	6207	32.2	33.2	136	1035	51.1	5.5	217	1199	30.6	6.4	130	3974	29.8	21.2	126
TOP 10 ADI'S	26158	7842	40.6	30.0	123	1202	59.4	4.6	180	1555	39.7	5.9	120	5085	38.1	19.4	115
TOP 20 ADI'S	36612	10471	54.3	28.6	117	1378	68.0	3.8	147	2060	52.6	5.6	114	7034	52.7	19.2	114
HSHLD INC. $50,000 OR MORE	9326	3296	17.1	35.3	145	*262	12.9	2.8	110	697	17.8	7.5	151	2337	17.5	25.1	149
$40,000 OR MORE	18002	6025	31.2	33.5	137	456	22.5	2.5	99	1316	33.6	7.3	148	4253	31.8	23.6	140
$30,000 OR MORE	31361	10035	52.0	32.0	131	862	42.6	2.7	108	2027	51.7	6.5	131	7147	53.5	22.8	135
$25,000 OR MORE	39858	12387	64.2	31.1	128	1043	51.5	2.6	102	2556	65.2	6.4	130	8789	65.8	22.1	131
$20,000 - $24,999	8664	1924	10.0	22.2	91	*283	14.0	3.3	128	*276	7.0	3.2	64	1365	10.2	15.8	93
$15,000 - $19,999	7964	1652	8.6	20.7	85	**185	9.1	2.3	91	*378	9.6	4.7	96	1089	8.2	13.7	81
$10,000 - $14,999	11093	1927	10.0	17.4	71	*342	16.9	3.1	121	*403	10.3	3.6	73	1182	8.8	10.7	63
UNDER $10,000	11683	1411	7.3	12.1	50	**172	8.5	1.5	58	*305	7.8	2.6	53	933	7.0	8.0	47
HOUSEHOLD OF 1 PERSON	7453	1689	8.8	22.7	93	*242	12.0	3.2	127	361	9.2	4.8	98	1086	8.1	14.6	86
2 PEOPLE	24757	5674	29.4	22.9	94	618	30.5	2.5	98	1284	32.8	5.2	105	3772	28.2	15.2	90
3 OR 4 PEOPLE	32682	8406	43.6	25.7	106	738	36.4	2.3	88	1669	42.6	5.1	103	5999	44.9	18.4	109
5 OR MORE PEOPLE	14370	3531	18.3	24.6	101	*427	21.1	3.0	116	*604	15.4	4.2	85	2501	18.7	17.4	103
NO CHILD IN HSHLD	46768	11201	58.0	24.0	98	1184	58.5	2.5	99	2613	66.7	5.6	113	7404	55.4	15.8	94
CHILD(REN) UNDER 2 YRS	4799	1075	5.6	22.4	92	**88	4.3	1.8	72	**133	3.4	2.8	56	854	6.4	17.8	106
2 - 5 YEARS	11125	2679	13.9	24.1	99	**251	12.4	2.3	88	*375	9.6	3.4	68	2053	15.4	18.5	110
6 - 11 YEARS	14193	3496	18.1	24.6	101	*341	16.8	2.4	94	563	14.4	4.0	80	2592	19.4	18.3	108
12 - 17 YEARS	17402	4248	22.0	24.4	100	*488	24.1	2.8	110	719	18.4	4.1	84	3041	22.8	17.5	104
RESIDENCE OWNED	56398	13639	70.7	24.2	99	1195	59.0	2.1	83	2629	67.1	4.7	94	9815	73.5	17.4	103
VALUE: $50,000 OR MORE	34811	10288	53.3	29.6	121	863	42.6	2.5	97	2028	51.8	5.8	118	7397	55.4	21.2	126
VALUE: UNDER $50,000	21587	3351	17.4	15.5	64	*332	16.4	1.5	60	*601	15.3	2.8	56	2418	18.1	11.2	66

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES		79263	19300	100.0	24.3	100	2025	100.0	2.6	100	3918	100.0	4.9	100	13357	100.0	16.9	100
MAGAZINES	QUINTILE 1	16033	5587	28.9	34.8	143	427	21.1	2.7	104	1187	30.3	7.4	150	3973	29.7	24.8	147
	QUINTILE 2	15354	4572	23.7	29.8	122	591	29.2	3.8	151	858	21.9	5.6	113	3123	23.4	20.3	121
	QUINTILE 3	15888	3248	16.8	20.4	84	*297	14.7	1.9	73	653	16.7	4.1	83	2298	17.2	14.5	86
	QUINTILE 4	17310	3740	19.4	21.6	89	*416	20.5	2.4	94	776	19.8	4.5	91	2547	19.1	14.7	87
	QUINTILE 5	14677	2154	11.2	14.7	60	*293	14.5	2.0	78	*444	11.3	3.0	61	1416	10.6	9.6	57
NEWSPAPERS	QUINTILE 1	15277	4988	25.8	32.7	134	401	19.8	2.6	103	1068	27.3	7.0	141	3519	26.3	23.0	137
	QUINTILE 2	22745	5650	29.3	24.8	102	597	29.5	2.6	103	1187	30.3	5.2	106	3867	29.0	17.0	101
	QUINTILE 3	10692	2706	14.0	25.3	104	*323	16.0	3.0	118	559	14.3	5.2	106	1824	13.7	17.1	101
	QUINTILE 4	11646	2815	14.6	24.2	99	*314	15.5	2.7	106	*495	12.6	4.3	86	2006	15.0	17.2	102
	QUINTILE 5	18903	3142	16.3	16.6	68	*390	19.3	2.1	81	610	15.6	3.2	65	2142	16.0	11.3	67
OUTDOOR	QUINTILE 1	16620	4646	24.1	28.0	115	419	20.7	2.5	99	844	21.5	5.1	103	3383	25.3	20.4	121
	QUINTILE 2	16377	4449	23.1	27.2	112	560	27.7	3.4	134	914	23.3	5.6	113	2974	22.3	18.2	108
	QUINTILE 3	15995	4023	20.8	25.2	103	*306	15.1	1.9	75	854	21.8	5.3	108	2864	21.4	17.9	106
	QUINTILE 4	15592	3430	17.8	22.0	90	*421	20.8	2.7	106	737	18.8	4.7	96	2272	17.0	14.6	86
	QUINTILE 5	14679	2753	14.3	18.8	77	*320	15.8	2.2	85	569	14.5	3.9	78	1863	13.9	12.7	75
RADIO-DRIVE	QUINTILE 1	15746	4349	22.5	27.6	113	*436	21.5	2.8	108	1089	27.8	6.9	140	2824	21.1	17.9	106
TIME	QUINTILE 2	15067	4247	22.0	28.2	116	532	26.3	3.5	138	677	17.3	4.5	91	3038	22.7	20.2	120
	QUINTILE 3	15631	4025	20.9	25.8	106	*359	17.7	2.3	90	907	23.1	5.8	117	2760	20.7	17.7	105
	QUINTILE 4	16245	3969	20.6	24.4	100	*432	21.3	2.7	104	754	19.2	4.6	94	2783	20.8	17.1	102
	QUINTILE 5	16573	2710	14.0	16.4	67	*265	13.1	1.6	63	491	12.5	3.0	60	1953	14.6	11.8	70
RADIO-MID-	TERCILE 1	21788	5816	30.1	26.7	110	588	29.0	2.7	106	1395	35.6	6.4	130	3834	28.7	17.6	104
DAY	TERCILE 2	21151	4982	25.8	23.6	97	507	25.0	2.4	94	1012	25.8	4.8	97	3463	25.9	16.4	97
	TERCILE 3	36323	8502	44.1	23.4	96	930	45.9	2.6	100	1510	38.5	4.2	84	6061	45.4	16.7	99
RADIO-TOTAL	QUINTILE 1	15977	4564	23.6	28.6	117	*433	21.4	2.7	106	1130	28.8	7.1	143	3001	22.5	18.8	111
	QUINTILE 2	15923	3905	20.2	24.5	101	469	23.2	2.9	115	686	17.5	4.3	87	2749	20.6	17.3	102
	QUINTILE 3	14980	4416	22.9	29.5	121	*366	18.1	2.4	96	923	23.6	6.2	125	3127	23.4	20.9	124
	QUINTILE 4	17123	3815	19.8	22.3	92	*490	24.2	2.9	112	680	17.4	4.0	80	2646	19.8	15.5	92
	QUINTILE 5	15260	2601	13.5	17.0	70	*267	13.2	1.7	68	499	12.7	3.3	66	1835	13.7	12.0	71
TV-PRIME	QUINTILE 1	15674	3815	19.8	24.3	100	473	23.4	3.0	118	770	19.7	4.9	99	2572	19.3	16.4	97
TIME	QUINTILE 2	15944	4010	20.8	25.2	103	*378	18.7	2.4	93	629	16.1	3.9	80	3004	22.5	18.8	112
	QUINTILE 3	16037	3942	20.4	24.6	101	*408	20.1	2.5	100	919	23.5	5.7	116	2615	19.6	16.3	97
	QUINTILE 4	15412	3917	20.3	25.4	104	*394	19.5	2.6	100	791	20.2	5.1	104	2733	20.5	17.7	105
	QUINTILE 5	16194	3616	18.7	22.3	92	*373	18.4	2.3	90	809	20.6	5.0	101	2434	18.2	15.0	89
TV-DAYTIME	TERCILE 1	19156	3582	18.6	18.7	77	425	21.0	2.2	87	750	19.1	3.9	79	2407	18.0	12.6	75
	TERCILE 2	19343	4650	24.1	24.0	99	503	24.8	2.6	102	1053	26.9	5.4	110	3095	23.2	16.0	95
	TERCILE 3	40764	11068	57.3	27.2	112	1097	54.2	2.7	105	2116	54.0	5.2	105	7856	58.8	19.3	114
TV-TOTAL	QUINTILE 1	15844	3441	17.8	21.7	89	*391	19.3	2.5	97	790	20.2	5.0	101	2260	16.9	14.3	85
	QUINTILE 2	15767	3787	19.6	24.0	99	339	16.7	2.2	84	622	15.9	3.9	80	2826	21.2	17.9	106
	QUINTILE 3	15775	3670	19.0	23.3	96	*484	23.9	3.1	120	761	19.4	4.8	98	2426	18.2	15.4	91
	QUINTILE 4	15903	4211	21.8	26.5	109	*336	16.6	2.1	83	968	24.7	6.1	123	2907	21.8	18.3	108
	QUINTILE 5	15974	4191	21.7	26.2	108	*474	23.4	3.0	116	778	19.9	4.9	99	2939	22.0	18.4	109
MAGAZINES-NEWSPAPERS: DUAL		21225	6978	36.2	32.9	135	660	32.6	3.1	122	1634	41.7	7.7	156	4684	35.1	22.1	131
MAGAZINE IMPERATIVE		17728	4697	24.3	26.5	109	540	26.7	3.0	119	786	20.1	4.4	90	3371	25.2	19.0	113
NEWSPAPER IMPERATIVE		22987	4898	25.4	21.3	88	483	23.9	2.1	82	981	25.0	4.3	86	3433	25.7	14.9	89
MAGAZINES-OUTDOOR: DUAL		16244	5202	27.0	32.0	132	521	25.7	3.2	126	900	23.0	5.5	112	3781	28.3	23.3	138
MAGAZINE IMPERATIVE		24016	6575	34.1	27.4	112	666	32.9	2.8	109	1478	37.7	6.2	125	4431	33.2	18.5	109
OUTDOOR IMPERATIVE		26020	5645	29.2	21.7	89	644	31.8	2.5	97	1137	29.0	4.4	88	3864	28.9	14.9	88
MAGAZINES-RADIO: DUAL		16918	5671	29.4	33.5	138	579	28.6	3.4	134	1335	34.1	7.9	160	3757	28.1	22.2	132
MAGAZINE IMPERATIVE		23456	6386	33.1	27.2	112	573	28.3	2.4	96	1105	28.2	4.7	95	4707	35.2	20.1	119
RADIO IMPERATIVE		23900	5001	25.9	20.9	86	478	23.6	2.0	78	970	24.8	4.1	82	3553	26.6	14.9	88
MAGAZINES-TELEVISION: DUAL		15791	4472	23.2	28.3	116	387	19.1	2.5	96	909	23.2	5.8	116	3176	23.8	20.1	119
MAGAZINE IMPERATIVE		25476	7743	40.1	30.4	125	797	39.4	3.1	122	1584	40.4	6.2	126	5362	40.1	21.0	125
TELEVISION IMPERATIVE		25744	4490	23.3	17.4	72	607	30.0	2.4	92	918	23.4	3.6	72	2965	22.2	11.5	68
NEWSPAPERS-OUTDOOR: DUAL		17628	5026	26.0	28.5	117	497	24.5	2.8	110	992	25.3	5.6	114	3537	26.5	20.1	119
NEWSPAPER IMPERATIVE		26414	6781	35.1	25.7	105	600	29.6	2.3	89	1517	38.7	5.7	116	4663	34.9	17.7	105
OUTDOOR IMPERATIVE		23059	5538	28.7	24.0	99	621	30.7	2.7	105	971	24.8	4.2	85	3946	29.5	17.1	102
NEWSPAPERS-RADIO: DUAL		17996	5463	28.3	30.4	125	617	30.5	3.4	134	1317	33.6	7.3	148	3529	26.4	19.6	116
NEWSPAPER IMPERATIVE		26269	6784	35.2	25.8	106	618	30.5	2.4	92	1288	32.9	4.9	99	4878	36.5	18.6	110
RADIO IMPERATIVE		21342	5037	26.1	23.6	97	516	25.5	2.4	95	914	23.3	4.3	87	3607	27.0	16.9	100
NEWSPAPERS-TELEVISION: DUAL		17359	4448	23.0	25.6	105	477	23.6	2.7	108	894	22.8	5.2	104	3077	23.0	17.7	105
NEWSPAPER IMPERATIVE		26889	7797	40.4	29.0	119	740	36.5	2.8	108	1737	44.3	6.5	131	5320	39.8	19.8	117
TELEVISION IMPERATIVE		21698	4269	22.1	19.7	81	528	26.1	2.4	95	749	19.1	3.5	70	2992	22.4	13.8	82
OUTDOOR-RADIO: DUAL		16456	4867	25.2	29.6	121	480	23.7	2.9	114	999	25.5	6.1	123	3388	25.4	20.6	122
OUTDOOR IMPERATIVE		25870	6434	33.3	24.9	102	672	33.2	2.6	102	1246	31.8	4.8	97	4516	33.8	17.5	104
RADIO IMPERATIVE		23943	5843	30.3	24.4	100	586	28.9	2.4	96	1301	33.2	5.4	110	3957	29.6	16.5	98
OUTDOOR-TELEVISION: DUAL		15918	4335	22.5	27.2	112	499	24.6	3.1	123	789	20.1	5.0	100	3047	22.8	19.1	114
OUTDOOR IMPERATIVE		26398	7293	37.8	27.6	113	669	33.0	2.5	99	1501	38.3	5.7	115	5124	38.4	19.4	115
TELEVISION IMPERATIVE		24851	4784	24.8	19.3	79	488	24.1	2.0	77	1094	27.9	4.4	89	3201	24.0	12.9	76
RADIO-TELEVISION: DUAL		15584	3996	20.7	25.6	105	*406	20.0	2.6	102	868	22.2	5.6	113	2722	20.4	17.5	104
RADIO IMPERATIVE		25472	7195	37.3	28.2	116	728	36.0	2.9	112	1551	39.6	6.1	123	4917	36.8	19.3	115
TELEVISION IMPERATIVE		25578	5399	28.0	21.1	87	636	31.4	2.5	97	1000	25.5	3.9	79	3763	28.2	14.7	87

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D IND
TOTAL MALES	79263	19300	100.0	24.3	100	2025	100.0	2.6	100	3918	100.0	4.9	100	13357	100.0	16.9	100
ATLANTIC MONTHLY	452	*245	1.3	54.2	223	**54	2.7	11.9	468	**38	1.0	8.4	170	**153	1.1	33.8	201
BARRON'S	1058	445	2.3	42.1	173	**116	5.7	11.0	429	**85	2.2	8.0	163	244	1.8	23.1	137
BETTER HOMES & GARDENS	4773	1601	8.3	33.5	138	**123	6.1	2.6	101	353	9.0	7.4	150	1125	8.4	23.6	140
BON APPETIT	1037	454	2.4	43.8	180	**76	3.8	7.3	287	**81	2.1	7.8	158	298	2.2	28.7	171
BUSINESS WEEK	3193	1145	5.9	35.9	147	**113	5.6	3.5	139	243	6.2	7.6	154	789	5.9	24.7	147
CAR AND DRIVER	2705	851	4.4	31.5	129	**94	4.6	3.5	136	*151	3.9	5.6	113	606	4.5	22.4	133
CBS MAGAZINE NETWORK (GROSS)	5678	2175	11.3	38.3	157	*295	14.6	5.2	203	381	9.7	6.7	136	1499	11.2	26.4	157
CHANGING TIMES	1847	690	3.6	37.4	153	**74	3.7	4.0	157	**78	2.0	4.2	85	538	4.0	29.1	173
COLONIAL HOMES	492	*218	1.1	44.3	182	**68	3.4	13.8	541	**32	0.8	6.5	132	*118	0.9	24.0	142
CONDE NAST MAG. PKG. (GROSS)	2066	769	4.0	37.2	153	**216	10.7	10.5	409	**55	1.4	2.7	54	497	3.7	24.1	143
CONSUMERS DIGEST	1719	527	2.7	30.7	126	**96	4.7	5.6	219	**55	1.4	3.2	65	376	2.8	21.9	130
COSMOPOLITAN	1762	656	3.4	37.2	153	**118	5.8	6.7	262	**47	1.2	2.7	54	491	3.7	27.9	165
COUNTRY LIVING	1110	314	1.6	28.3	116	**62	3.1	5.6	219	**27	0.7	2.4	49	*225	1.7	20.3	120
CUISINE	660	334	1.7	50.6	208	**74	3.7	11.2	439	**86	2.2	13.0	264	*173	1.3	26.2	156
CYCLE WORLD	1924	480	2.5	24.9	102	**68	3.4	3.5	138	**49	1.3	2.5	52	362	2.7	18.8	112
DCI:CREATIVE IDEAS FOR LIV	437	*151	0.8	34.6	142	**47	2.3	10.8	421	**19	0.5	4.3	88	**86	0.6	19.7	117
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	658	3.4	26.4	108	**105	5.2	4.2	165	**61	1.6	2.4	50	492	3.7	19.8	117
DISCOVER	1279	477	2.5	37.3	153	**78	3.9	6.1	239	**37	0.9	2.9	59	362	2.7	28.3	168
EBONY	2898	737	3.8	25.4	104	*142	7.0	4.9	192	*146	3.7	5.0	102	449	3.4	15.5	92
ESQUIRE	1384	537	2.8	38.8	159	**72	3.6	5.2	204	*115	2.9	8.3	168	350	2.6	25.3	150
ESSENCE	850	316	1.6	37.2	153	**85	4.2	10.0	391	**60	1.5	7.1	143	*171	1.3	20.1	119
FAMILY CIRCLE	2430	792	4.1	32.6	134	**69	3.4	2.8	111	*123	3.1	5.1	102	600	4.5	24.7	147
THE FAMILY HANDYMAN	2356	625	3.2	26.5	109	**78	3.9	3.3	130	**88	2.2	3.7	76	460	3.4	19.5	116
FAMILY WEEKLY	11533	2681	13.9	23.2	95	*172	8.5	1.5	58	478	12.2	4.1	84	2031	15.2	17.6	105
FIELD & STREAM	7444	1803	9.3	24.2	99	*142	7.0	1.9	75	300	7.7	4.0	82	1362	10.2	18.3	109
FOOD & WINE	416	*184	1.0	44.2	182	**58	2.9	13.9	546	**22	0.6	5.3	107	*104	0.8	25.0	148
FORBES	1865	700	3.6	37.5	154	**111	5.5	6.0	233	*105	2.7	5.6	114	485	3.6	26.0	154
FORTUNE	1849	716	3.7	38.7	159	**90	4.4	4.9	191	*91	2.3	4.9	100	535	4.0	28.9	172
GENTLEMEN'S QUARTERLY	2284	937	4.9	41.0	168	**168	8.3	7.4	288	**113	2.9	4.9	100	656	4.9	28.7	170
GLAMOUR	538	*211	1.1	39.2	161	**52	2.6	9.7	378	**18	0.5	3.3	68	**141	1.1	26.2	156
GOLF DIGEST	1649	532	2.8	32.3	132	**90	4.4	5.5	214	*134	3.4	8.1	164	308	2.3	18.7	111
GOLF DIGEST/TENNIS (GROSS)	2294	821	4.3	35.8	147	**154	7.6	6.7	263	*176	4.5	7.7	155	491	3.7	21.4	127
GOLF MAGAZINE	1577	532	2.8	33.7	139	**71	3.5	4.5	176	*174	4.4	11.0	223	287	2.1	18.2	108
GOLF MAGAZINE/SKI (GROSS)	2487	904	4.7	36.3	149	**132	6.5	5.3	208	*205	5.2	8.2	167	567	4.2	22.8	135
GOOD HOUSEKEEPING	2569	721	3.7	28.1	115	**89	4.4	3.5	136	*144	3.7	5.6	113	488	3.7	19.0	113
HARPER'S BAZAAR	431	**202	1.0	46.9	192	**50	2.5	11.6	454	**23	0.6	5.3	108	**129	1.0	29.9	178
HEALTH	788	*216	1.1	27.4	113	**48	2.4	6.1	238	**24	0.6	3.0	62	**144	1.1	18.3	108
HEARST MAG CORP. BUY (GROSS)	18781	5928	30.7	31.6	130	934	46.1	5.0	195	871	22.2	4.6	94	4123	30.9	22.0	130
HEARST MAN POWER (GROSS)	9169	2678	13.9	29.2	120	304	15.0	3.3	130	462	11.8	5.0	102	1912	14.3	20.9	124
HEARST WOMAN POWER (GROSS)	5452	1693	8.8	31.1	128	*254	12.5	4.7	182	248	6.3	4.5	92	1191	8.9	21.8	130
HOUSE BEAUTIFUL	1020	345	1.8	33.8	139	**82	4.0	8.0	315	**29	0.7	2.8	58	235	1.8	23.0	137
INC.	993	443	2.3	44.6	183	**78	3.9	7.9	307	**50	1.3	5.0	102	315	2.4	31.7	188
JET	2808	773	4.0	27.5	113	*175	8.6	6.2	244	*176	4.5	6.3	127	422	3.2	15.0	89
LADIES' HOME JOURNAL	1868	575	3.0	30.8	126	**85	4.2	4.6	178	**64	1.6	3.4	69	425	3.2	22.8	135
LHJ FAMILY GRP COMBO(GROSS)	3582	1187	6.2	33.1	136	**193	9.5	5.4	211	*165	4.2	4.6	93	829	6.2	23.1	137
LIFE	4817	1605	8.3	33.3	137	*156	7.7	3.2	127	276	7.0	5.7	116	1173	8.8	24.4	145
L.A. TIMES HOME MAGAZINE	1465	632	3.3	43.1	177	**79	3.9	5.4	211	*102	2.6	7.0	141	450	3.4	30.7	182
MADEMOISELLE	460	**183	0.9	39.8	163	**43	2.1	9.3	366	**6	0.2	1.3	26	**133	1.0	28.9	172
MC CALL'S	1764	503	2.6	28.5	117	**61	3.0	3.5	135	**70	1.8	4.0	80	373	2.8	21.1	125
MC CALL'S/WRK MOTHER (GROSS)	2062	677	3.5	32.8	135	**117	5.8	5.7	222	**94	2.4	4.6	92	466	3.5	22.6	134
MECHANIX ILLUSTRATED	3625	962	5.0	26.5	109	**91	4.5	2.5	98	*248	6.3	6.8	138	624	4.7	17.2	102
METROPOLITAN HOME	495	*244	1.3	49.3	202	**68	3.4	13.7	538	**17	0.4	3.4	69	*159	1.2	32.1	191
MONEY	3017	1170	6.1	38.8	159	*144	7.1	4.8	187	*194	5.0	6.4	130	832	6.2	27.6	164
MOTHER EARTH NEWS	1203	415	2.2	34.5	142	**56	2.8	4.7	182	**55	1.4	4.6	92	305	2.3	25.4	150
MS.	*257	**116	0.6	45.1	185	**48	2.4	18.7	731	**18	0.5	7.0	142	**50	0.4	19.5	115
NATIONAL ENQUIRER	6921	1551	8.0	22.4	92	*133	6.6	1.9	75	361	9.2	5.2	106	1057	7.9	15.3	91
NATIONAL GEOGRAPHIC	11626	3876	20.1	33.3	137	362	17.9	3.1	122	773	19.7	6.6	135	2741	20.5	23.6	140
NATIONAL SUNDAY MAGAZINE PKG	49424	13636	70.7	27.6	113	1324	65.4	2.7	105	2803	71.5	5.7	115	9510	71.2	19.2	114
NATURAL HISTORY	753	290	1.5	38.5	158	**83	4.1	11.0	431	**18	0.5	2.4	48	*190	1.4	25.2	150
NEW WOMAN	*296	**137	0.7	46.3	190	**55	2.7	18.6	727	**2	0.1	0.7	14	**80	0.6	27.0	160
NEW YORK INCLUDING CUE	541	217	1.1	40.1	165	**63	3.1	11.6	456	**18	0.5	3.3	67	*137	1.0	25.3	150
THE NEW YORKER	1078	469	2.4	43.5	179	**90	4.4	8.3	327	**76	1.9	7.1	143	303	2.3	28.1	167
NEWSWEEK	9602	3152	16.3	32.8	135	313	15.5	3.3	128	621	15.8	6.5	131	2219	16.6	23.1	137
THE N.Y. TIMES DAILY EDITION	1376	551	2.9	40.0	164	**77	3.8	5.6	219	*170	4.3	12.4	250	304	2.3	22.1	131
THE N.Y. TIMES MAGAZINE	2110	880	4.6	41.7	171	*98	4.8	4.6	182	236	6.0	11.2	226	547	4.1	25.9	154
OMNI	1927	748	3.9	38.8	159	**92	4.5	4.8	187	**191	4.9	9.9	201	465	3.5	24.1	143
ON CABLE	911	*229	1.2	25.1	103	**52	2.6	5.7	223	**12	0.3	1.3	27	*165	1.2	18.1	107
1001 HOME IDEAS	927	396	2.1	42.7	175	**60	3.0	6.5	253	**77	2.0	8.3	168	*260	1.9	28.0	166
ORGANIC GARDENING	1430	344	1.8	24.1	99	**54	2.7	3.8	148	**48	1.2	3.4	68	*241	1.8	16.9	100
OUTDOOR LIFE	4064	931	4.8	22.9	94	**69	3.4	1.7	66	*157	4.0	3.9	78	705	5.3	17.3	103
PARADE MAGAZINE	24538	6919	35.8	28.2	116	778	38.4	3.2	124	1417	36.2	5.8	117	4724	35.4	19.3	114

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	19300	100.0	24.3	100	2025	100.0	2.6	100	3918	100.0	4.9	100	13357	100.0	16.9	100
PARENTS	1126	327	1.7	29.0	119	**85	4.2	7.5	295	**57	1.5	5.1	102	*184	1.4	16.3	97
PENTHOUSE	4157	1484	7.7	35.7	147	*169	8.3	4.1	159	265	6.8	6.4	129	1050	7.9	25.3	150
PEOPLE	7591	2411	12.5	31.8	130	*189	9.3	2.5	97	495	12.6	6.5	132	1728	12.9	22.8	135
PLAYBOY	8379	3041	15.8	36.3	149	337	16.6	4.0	157	621	15.8	7.4	150	2082	15.6	24.8	147
POPULAR HOT RODDING	2110	552	2.9	26.2	107	**74	3.7	3.5	137	**74	1.9	3.5	71	404	3.0	19.1	114
POPULAR MECHANICS	4850	1533	7.9	31.6	130	*146	7.2	3.0	118	308	7.9	6.4	128	1079	8.1	22.2	132
POPULAR SCIENCE	3397	1233	6.4	36.3	149	**153	7.6	4.5	176	*265	6.8	7.8	158	815	6.1	24.0	142
PREVENTION	1720	418	2.2	24.3	100	**58	2.9	3.4	132	*105	2.7	6.1	123	255	1.9	14.8	88
PSYCHOLOGY TODAY	1344	524	2.7	39.0	160	**120	5.9	8.9	349	**135	3.4	10.0	203	269	2.0	20.0	119
READER'S DIGEST	16016	4141	21.5	25.9	106	416	20.5	2.6	102	800	20.4	5.0	101	2925	21.9	18.3	108
REDBOOK	1121	316	1.6	28.2	116	**46	2.3	4.1	161	**57	1.5	5.1	103	*212	1.6	18.9	112
ROAD & TRACK	2161	971	5.0	44.9	185	**80	4.0	3.7	145	*215	5.5	9.9	201	676	5.1	31.3	186
ROLLING STONE	1948	697	3.6	35.8	147	**97	4.8	5.0	195	**157	4.0	8.1	163	443	3.3	22.7	135
RUNNER'S WORLD	899	383	2.0	42.6	175	**53	2.6	5.9	231	**92	2.3	10.2	207	*239	1.8	26.6	158
SATURDAY EVENING POST	841	309	1.6	36.7	151	**49	2.4	5.8	228	**89	2.3	10.6	214	*172	1.3	20.5	121
SCIENCE 84	841	359	1.9	42.7	175	**94	4.6	11.2	437	**64	1.6	7.6	154	201	1.5	23.9	142
SCIENCE DIGEST	1194	427	2.2	35.8	147	**79	3.9	6.6	259	**44	1.1	3.7	75	*304	2.3	25.5	151
SCIENTIFIC AMERICAN	1379	663	3.4	48.1	197	**148	7.3	10.7	420	**73	1.9	5.3	107	442	3.3	32.1	190
SELF	436	*165	0.9	37.8	155	**67	3.3	15.4	601	**12	0.3	2.8	56	**87	0.7	20.0	118
SEVENTEEN	614	**168	0.9	27.4	112	**43	2.1	7.0	274	**39	1.0	6.4	128	**86	0.6	14.0	83
SKI	910	372	1.9	40.9	168	**60	3.0	6.6	258	**31	0.8	3.4	69	280	2.1	30.8	183
SMITHSONIAN	2937	1262	6.5	43.0	176	*141	7.0	4.8	188	213	5.4	7.3	147	909	6.8	30.9	184
SOAP OPERA DIGEST	545	*237	1.2	43.5	179	**54	2.7	9.9	388	**37	0.9	6.8	137	**146	1.1	26.8	159
SOUTHERN LIVING	2054	507	2.6	24.7	101	**58	2.9	2.8	111	**42	1.1	2.0	41	406	3.0	19.8	117
SPORT	2799	894	4.6	31.9	131	**146	7.2	5.2	204	*196	5.0	7.0	142	552	4.1	19.7	117
THE SPORTING NEWS	1938	676	3.5	34.9	143	**145	7.2	7.5	293	**126	3.2	6.5	132	405	3.0	20.9	124
SPORTS AFIELD	3125	718	3.7	23.0	94	**79	3.9	2.5	99	*110	2.8	3.5	71	529	4.0	16.9	100
SPORTS ILLUSTRATED	11159	3222	16.7	28.9	119	356	17.6	3.2	125	651	16.6	5.8	118	2216	16.6	19.9	118
STAR	4095	876	4.5	21.4	88	**117	5.8	2.9	112	*193	4.9	4.7	95	567	4.2	13.8	82
SUNDAY	25169	6972	36.1	27.7	114	702	34.7	2.8	109	1538	39.3	6.1	124	4732	35.4	18.8	112
SUNSET	1294	715	3.7	55.3	227	**93	4.6	7.2	281	**99	2.5	7.7	155	523	3.9	40.4	240
TV GUIDE	18508	4856	25.2	26.2	108	463	22.9	2.5	98	1113	28.4	6.0	122	3280	24.6	17.7	105
TENNIS	645	*289	1.5	44.8	184	**64	3.2	9.9	388	**42	1.1	6.5	132	*184	1.4	28.5	169
TIME	12124	4143	21.5	34.2	140	416	20.5	3.4	134	916	23.4	7.6	153	2811	21.0	23.2	138
TOWN & COUNTRY	493	*251	1.3	50.9	209	**65	3.2	13.2	516	**32	0.8	6.5	131	*154	1.2	31.2	185
TRAVEL & LEISURE	1122	424	2.2	37.8	155	**73	3.6	6.5	255	*135	3.4	12.0	243	216	1.6	19.3	114
TRUE STORY	690	**170	0.9	24.6	101	**53	2.6	7.7	301	**4	0.1	0.6	12	**113	0.8	16.4	97
U.S.NEWS & WORLD REPORT	6571	1930	10.0	29.4	121	*205	10.1	3.1	122	368	9.4	5.6	113	1357	10.2	20.7	123
USA TODAY	3120	1053	5.5	33.8	139	*94	4.6	3.0	118	235	6.0	7.5	152	724	5.4	23.2	138
US	1315	483	2.5	36.7	151	**63	3.1	4.8	188	**101	2.6	7.7	155	319	2.4	24.3	144
VOGUE	632	*209	1.1	33.1	136	**54	2.7	8.5	334	**19	0.5	3.0	61	**137	1.0	21.7	129
WALL STREET JOURNAL	4247	1730	9.0	40.7	167	*157	7.8	3.7	145	352	9.0	8.3	168	1221	9.1	28.7	171
WEIGHT WATCHERS	398	**106	0.5	26.6	109	**2	0.1	0.5	20	**23	0.6	5.8	117	**81	0.6	20.4	121
WOMAN'S DAY	1139	401	2.1	35.2	145	**51	2.5	4.5	175	**64	1.6	5.6	114	286	2.1	25.1	149
WORKING MOTHER	*298	**174	0.9	58.4	240	**57	2.8	19.1	749	**24	0.6	8.1	163	**93	0.7	31.2	185
WORKING WOMAN	327	**136	0.7	41.6	171	**51	2.5	15.6	610	**1	0.0	0.3	6	**84	0.6	25.7	152
WORLD TENNIS	397	*203	1.1	51.1	210	**49	2.4	12.3	483	**27	0.7	6.8	138	**127	1.0	32.0	190
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3131	16.2	32.5	133	492	24.3	5.1	200	457	11.7	4.7	96	2181	16.3	22.6	134
BLAIR INSERTS	43762	12710	65.9	29.0	119	1278	63.1	2.9	114	2609	66.6	6.0	121	8823	66.1	20.2	120
DAILY NEWSPAPERS																	
READ ANY	52459	13670	70.8	26.1	107	1416	69.9	2.7	106	2843	72.6	5.4	110	9411	70.5	17.9	106
READ ONE	41891	10241	53.1	24.4	100	1083	53.5	2.6	101	2120	54.1	5.1	102	7037	52.7	16.8	100
READ TWO OR MORE	10568	3430	17.8	32.5	133	333	16.4	3.2	123	723	18.5	6.8	138	2374	17.8	22.5	133
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	14279	74.0	27.5	113	1382	68.2	2.7	104	2954	75.4	5.7	115	9943	74.4	19.1	114
READ ONE	44561	11662	60.4	26.2	107	1194	59.0	2.7	105	2359	60.2	5.3	107	8109	60.7	18.2	108
READ TWO OR MORE	7368	2616	13.6	35.5	146	188	9.3	2.6	100	595	15.2	8.1	163	1834	13.7	24.9	148
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.24				27.73				30.21				33.51			
30 DAY REACH	71522	17904	92.8	25.0	103	1872	92.4	2.6	102	3612	92.2	5.1	102	12421	93.0	17.4	103
50 SHWG - 30 DAY AV FREQ	15.55	16.70				14.50				15.42				17.41			
30 DAY REACH	68168	17308	89.7	25.4	104	1792	88.5	2.6	103	3548	90.6	5.2	105	11968	89.6	17.6	104
25 SHWG - 30 DAY AV FREQ	8.43	8.95				8.00				8.37				9.25			
30 DAY REACH	62898	16141	83.6	25.7	105	1615	79.8	2.6	101	3260	83.2	5.2	105	11265	84.3	17.9	106
CABLE TV: HOME WIRED	31664	8146	42.2	25.7	106	633	31.3	2.0	78	1524	38.9	4.8	97	5989	44.8	18.9	112
HOME NOT WIRED	47599	11154	57.8	23.4	96	1392	68.7	2.9	114	2394	61.1	5.0	102	7369	55.2	15.5	92
HAVE PAY CABLE	17139	4939	25.6	28.8	118	*319	15.8	1.9	73	906	23.1	5.3	107	3715	27.8	21.7	129

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C ACROSS %	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C ACROSS %	D INDX	MEDIUM USERS ONE - TWO A '000	B % DOWN	C ACROSS %	D INDX	LIGHT USERS NONE A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	19300	100.0	24.3	100	2025	100.0	2.6	100	3918	100.0	4.9	100	13357	100.0	16.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	12821	66.4	26.9	111	1428	70.5	3.0	117	2622	66.9	5.5	111	8771	65.7	18.4	109
10:00 AM - 3:00 PM	29926	7734	40.1	25.8	106	698	34.5	2.3	91	1797	45.9	6.0	121	5239	39.2	17.5	104
3:00 PM - 7:00 PM	37666	10168	52.7	27.0	111	1004	49.6	2.7	104	2218	56.6	5.9	119	6946	52.0	18.4	109
7:00 PM - MIDNIGHT	18909	5156	26.7	27.3	112	586	28.9	3.1	121	1022	26.1	5.4	109	3548	26.6	18.8	111
MIDNIGHT - 6:00 AM	11822	3020	15.6	25.5	105	354	17.5	3.0	117	657	16.8	5.6	112	2009	15.0	17.0	101
6:00 AM - MIDNIGHT	63254	16455	85.3	26.0	107	1751	86.5	2.8	108	3322	84.8	5.3	106	11381	85.2	18.0	107
ENTIRE DAY	64057	16646	86.2	26.0	107	1781	88.0	2.8	109	3340	85.2	5.2	105	11525	86.3	18.0	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	4741	24.6	28.6	117	519	25.6	3.1	122	989	25.2	6.0	121	3233	24.2	19.5	116
ALL NEWS	3542	1226	6.4	34.6	142	*217	10.7	6.1	240	222	5.7	6.3	127	787	5.9	22.2	132
AOR/PROGRESSIVE	7465	2209	11.4	29.6	122	257	12.7	3.4	135	554	14.1	7.4	150	1398	10.5	18.7	111
BEAUTIFUL MUSIC	5061	1504	7.8	29.7	122	*141	7.0	2.8	109	345	8.8	6.8	138	1017	7.6	20.1	119
BLACK	1914	404	2.1	21.1	87	**111	5.5	5.8	227	**78	2.0	4.1	82	*216	1.6	11.3	67
CLASSICAL	2304	695	3.6	30.2	124	**63	3.1	2.7	107	*146	3.7	6.3	128	486	3.6	21.1	125
CHR/ROCK	10663	3332	17.3	31.2	128	379	18.7	3.6	139	703	17.9	6.6	133	2250	16.8	21.1	125
COUNTRY	13919	2883	14.9	20.7	85	*163	8.0	1.2	46	562	14.3	4.0	82	2159	16.2	15.5	92
GOLDEN OLDIES	2040	608	3.2	29.8	122	**93	4.6	4.6	178	**69	1.8	3.4	68	447	3.3	21.9	130
MOR/NOSTALGIA	5105	1328	6.9	26.0	107	*128	6.3	2.5	98	*243	6.2	4.8	96	958	7.2	18.8	111
NEWS/TALK	4764	1429	7.4	30.0	123	*184	9.1	3.9	151	258	6.6	5.4	110	987	7.4	20.7	123
RELIGIOUS	2164	420	2.2	19.4	80	**4	0.2	0.2	7	**72	1.8	3.3	67	344	2.6	15.9	94
SOFT ROCK	623	*229	1.2	36.8	151	**48	2.4	7.7	302	**75	1.9	12.0	244	**106	0.8	17.0	101
URBAN CONTEMPORARY	1331	354	1.8	26.6	109	**134	6.6	10.1	394	**73	1.9	5.5	111	*147	1.1	11.0	66
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	874	4.5	27.4	113	**159	7.9	5.0	195	*158	4.0	5.0	100	557	4.2	17.5	104
ABC DIRECTION	2724	844	4.4	31.0	127	*85	4.2	3.1	122	*196	5.0	7.2	146	563	4.2	20.7	123
ABC ENTERTAINMENT	5256	1214	6.3	23.1	95	**130	6.4	2.5	97	*247	6.3	4.7	95	837	6.3	15.9	94
ABC FM	2263	546	2.8	24.1	99	**109	5.4	4.8	189	**94	2.4	4.2	84	343	2.6	15.2	90
ABC INFORMATION	5618	1554	8.1	27.7	114	**170	8.4	3.0	118	218	5.6	3.9	79	1166	8.7	20.8	123
ABC ROCK	2857	949	4.9	33.2	136	**113	5.6	4.0	155	*275	7.0	9.6	195	561	4.2	19.6	117
CBS	5953	1647	8.5	27.7	114	*202	10.0	3.4	133	275	7.0	4.6	93	1170	8.8	19.7	117
MUTUAL	4979	1375	7.1	27.6	113	**122	6.0	2.5	96	324	8.3	6.5	132	929	7.0	18.7	111
NBC	7279	1897	9.8	26.1	107	*161	8.0	2.2	87	400	10.2	5.5	111	1336	10.0	18.4	109
RADIORADIO	2389	712	3.7	29.8	122	*99	4.9	4.1	162	*223	5.7	9.3	189	390	2.9	16.3	97
RKO ONE	2583	646	3.3	25.0	103	**106	5.2	4.1	161	**137	3.5	5.3	107	403	3.0	15.6	93
RKO TWO	3674	855	4.4	23.3	96	**134	6.6	3.6	143	*151	3.9	4.1	83	570	4.3	15.5	92
THE SOURCE	3514	917	4.8	26.1	107	*115	5.7	3.3	128	*231	5.9	6.6	133	571	4.3	16.2	96
NON-WIRED : BLAIR	9864	2699	14.0	27.4	112	327	16.1	3.3	130	558	14.2	5.7	114	1815	13.6	18.4	109
INTERNET	13522	3965	20.5	29.3	120	496	24.5	3.7	144	791	20.2	5.8	118	2679	20.1	19.8	118
KATZ RADIO GROUP	19321	5495	28.5	28.4	117	584	28.8	3.0	118	1158	29.6	6.0	121	3754	28.1	19.4	115
SUPERNET	10739	2853	14.8	26.6	109	329	16.2	3.1	120	710	18.1	6.6	134	1814	13.6	16.9	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1142	5.9	22.4	92	160	7.9	3.1	123	270	6.9	5.3	107	712	5.3	13.9	83
WKDAY 9:00 AM - 1:00 PM	5383	911	4.7	16.9	70	116	5.7	2.2	84	210	5.4	3.9	79	584	4.4	10.8	64
WKDAY 1:00 PM - 4:30 PM	6469	1142	5.9	17.7	73	160	7.9	2.5	97	247	6.3	3.8	77	735	5.5	11.4	67
WKDAY 4:30 PM - 7:30 PM	19661	4486	23.2	22.8	94	497	24.5	2.5	99	975	24.9	5.0	100	3014	22.6	15.3	91
WKDAY 7:30 PM - 8:00 PM	27579	6153	31.9	22.3	92	683	33.7	2.5	97	1252	32.0	4.5	92	4218	31.6	15.3	91
WKDAY 11:00 PM - 11:30 PM	22964	5703	29.5	24.8	102	719	35.5	3.1	123	1166	29.8	5.1	103	3818	28.6	16.6	99
WKDAY 11:30 PM - 1:00 AM	8158	1979	10.3	24.3	100	242	12.0	3.0	116	371	9.5	4.5	92	1366	10.2	16.7	99
M-SAT 8-11 PM+SUN 7-11 PM	30140	7364	38.2	24.4	100	811	40.0	2.7	105	1477	37.7	4.9	99	5075	38.0	16.8	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	333	1.7	16.3	67	**41	2.0	2.0	78	**35	0.9	1.7	35	257	1.9	12.5	74
ANOTHER WORLD N	1214	144	0.7	11.9	49	**29	1.4	2.4	94	**47	1.2	3.9	78	*68	0.5	5.6	33
AS THE WORLD TURNS C	1740	237	1.2	13.6	56	**22	1.1	1.3	49	**79	2.0	4.5	92	136	1.0	7.8	46
CAPITOL C	1016	174	0.9	17.1	70	**19	0.9	1.9	73	**65	1.7	6.4	129	*89	0.7	8.8	52
CBS MORN. NEWS 1 C	1203	279	1.4	23.2	95	**32	1.6	2.7	104	*83	2.1	6.9	140	164	1.2	13.6	81
CBS MORN. NEWS 2 C	773	154	0.8	19.9	82	**29	1.4	3.8	147	**50	1.3	6.5	131	*75	0.6	9.7	58
DAYS OF OUR LIVES N	1629	279	1.4	17.1	70	**46	2.3	2.8	111	*80	2.0	4.9	99	152	1.1	9.3	55
FACTS OF LIFE - DAYTIME N	961	140	0.7	14.6	60	**11	0.5	1.1	45	**21	0.5	2.2	44	108	0.8	11.2	67
FAMILY FEUD A	1390	184	1.0	13.2	54	**3	0.1	0.2	8	**42	1.1	3.0	61	140	1.0	10.1	60
GENERAL HOSPITAL A	1463	258	1.3	17.6	72	**43	2.1	2.9	115	**41	1.0	2.8	57	174	1.3	11.9	71
GOOD MORNING, AMERICA-730 A	1705	347	1.8	20.4	84	**37	1.8	2.2	85	*70	1.8	4.1	83	240	1.8	14.1	84
GOOD MORNING, AMERICA-830 A	889	141	0.7	15.9	65	**15	0.7	1.7	66	**30	0.8	3.4	68	96	0.7	10.8	64
GUIDING LIGHT C	1754	264	1.4	15.1	62	**26	1.3	1.5	58	*101	2.6	5.8	116	137	1.0	7.8	46
ONE LIFE TO LIVE A	1100	200	1.0	18.2	75	**21	1.0	1.9	75	**20	0.5	1.8	37	159	1.2	14.5	86
PRESS YOUR LUCK C	1222	192	1.0	15.7	65	**34	1.7	2.8	109	**35	0.9	2.9	58	123	0.9	10.1	60
PRICE IS RIGHT 1 C	2692	355	1.8	13.2	54	**33	1.6	1.2	48	*89	2.3	3.3	67	233	1.7	8.7	51
PRICE IS RIGHT 2 C	2764	397	2.1	14.4	59	**37	1.8	1.3	52	*122	3.1	4.4	89	238	1.8	8.6	51
RYAN'S HOPE A	880	175	0.9	19.9	82	**19	0.9	2.2	85	**35	0.9	4.0	80	*120	0.9	13.6	81
SALE OF THE CENTURY N	926	156	0.8	16.8	69	**5	0.2	0.5	21	**64	1.6	6.9	140	87	0.7	9.4	56
SEARCH FOR TOMORROW N	359	**43	0.2	12.0	49	**13	0.6	3.6	142	**13	0.3	3.6	73	**17	0.1	4.7	28
TODAY SHOW 1 N	1890	550	2.8	29.1	120	*83	4.1	4.4	172	*133	3.4	7.0	142	334	2.5	17.7	105
TODAY SHOW 2 N	1344	210	1.1	15.6	64	**17	0.8	1.3	50	*50	1.3	3.7	75	143	1.1	10.6	63
$25,000 PYRAMID C	1462	240	1.2	16.4	67	**33	1.6	2.3	88	*87	2.2	6.0	120	120	0.9	8.2	49
WHEEL OF FORTUNE N	1497	263	1.4	17.6	72	**23	1.1	1.5	60	*69	1.8	4.6	93	171	1.3	11.4	68
YOUNG AND THE RESTLESS C	1954	264	1.4	13.5	55	**14	0.7	0.7	28	**98	2.5	5.0	101	152	1.1	7.8	46
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	730	3.8	26.5	109	*80	4.0	2.9	114	*131	3.3	4.8	96	519	3.9	18.8	112
NBA PLAYOFF GAME -1 C	3881	985	5.1	25.4	104	*141	7.0	3.6	142	208	5.3	5.4	108	635	4.8	16.4	97
NBC MAJOR LEAGUE PRE-GAME N	2805	573	3.0	20.4	84	**67	3.3	2.4	93	*155	4.0	5.5	112	352	2.6	12.5	74
SPORTSWORLD - SUN N	2041	441	2.3	21.6	89	**49	2.4	2.4	94	*127	3.2	6.2	126	265	2.0	13.0	77
SUNDAY MORNING C	2555	747	3.9	29.2	120	*122	6.0	4.8	187	*152	3.9	5.9	120	474	3.5	18.6	110

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES		79263	19300	100.0	24.3	100	2025	100.0	2.6	100	3918	100.0	4.9	100	13357	100.0	16.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	5272	27.3	21.7	89	548	27.1	2.3	88	1112	28.4	4.6	92	3612	27.0	14.9	88
NETWORK AFFILIATES - LATE		17197	4226	21.9	24.6	101	536	26.5	3.1	122	885	22.6	5.1	104	2806	21.0	16.3	97
INDEPENDENTS - LATE		2887	769	4.0	26.6	109	95	4.7	3.3	129	192	4.9	6.7	135	482	3.6	16.7	99
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	2406	12.5	21.3	87	245	12.1	2.2	85	552	14.1	4.9	99	1609	12.0	14.2	84
ABC MONDAY NIGHT MOVIE	A	4379	1181	6.1	27.0	111	*111	5.5	2.5	99	222	5.7	5.1	103	848	6.3	19.4	115
ABC SUNDAY NIGHT MOVIE	A	9910	2411	12.5	24.3	100	244	12.0	2.5	96	520	13.3	5.2	106	1647	12.3	16.6	99
ABC WORLD NEWS TONIGHT	A	6212	1461	7.6	23.5	97	114	5.6	1.8	72	335	8.6	5.4	109	1012	7.6	16.3	97
AFTERMASH	C	4575	986	5.1	21.6	89	**124	6.1	2.7	106	*210	5.4	4.6	93	652	4.9	14.3	85
ALICE	C	6777	1487	7.7	21.9	90	*220	10.9	3.2	127	290	7.4	4.3	87	977	7.3	14.4	86
AMERICAN PARADE	C	4868	1152	6.0	23.7	97	*88	4.3	1.8	71	287	7.3	5.9	119	777	5.8	16.0	95
BENSON	A	7593	1663	8.6	21.9	90	*148	7.3	1.9	76	342	8.7	4.5	91	1173	8.8	15.4	92
BLUE THUNDER	A	6036	1367	7.1	22.6	93	*105	5.2	1.7	68	278	7.1	4.6	93	984	7.4	16.3	97
CAGNEY & LACEY	C	7698	1871	9.7	24.3	100	229	11.3	3.0	116	409	10.4	5.3	107	1233	9.2	16.0	95
CBS EVENING NEWS-DEAN	C	4066	917	4.8	22.6	93	*136	6.7	3.3	131	*149	3.8	3.7	74	631	4.7	15.5	92
CBS EVENING NEWS-RATHER	C	8092	1678	8.7	20.7	85	178	8.8	2.2	86	340	8.7	4.2	85	1160	8.7	14.3	85
CBS SAT. NEWS-SCHIEFFER	C	4795	857	4.4	17.9	73	*110	5.4	2.3	90	182	4.6	3.8	77	565	4.2	11.8	70
CBS SATURDAY NIGHT MOVIE	C	6034	1437	7.4	23.8	98	*108	5.3	1.8	70	321	8.2	5.3	108	1008	7.5	16.7	99
CBS WEDNESDAY NIGHT MOVIE	C	4993	1128	5.8	22.6	93	159	7.9	3.2	125	337	8.6	6.7	137	631	4.7	12.6	75
CHEERS	N	6976	2209	11.4	31.7	130	285	14.1	4.1	160	379	9.7	5.4	110	1545	11.6	22.1	131
DALLAS	C	13575	2996	15.5	22.1	91	314	15.5	2.3	91	594	15.2	4.4	89	2088	15.6	15.4	91
DIFF'RENT STROKES	N	3684	836	4.3	22.7	93	**107	5.3	2.9	114	*152	3.9	4.1	83	578	4.3	15.7	93
DOUBLE TROUBLE	N	4462	1025	5.3	23.0	94	**99	4.9	2.2	87	*131	3.3	2.9	59	794	5.9	17.8	106
DUCK FACTORY	N	4810	1480	7.7	30.8	126	*166	8.2	3.5	135	242	6.2	5.0	102	1072	8.0	22.3	132
DUKES OF HAZZARD	C	5951	1329	6.9	22.3	92	*101	5.0	1.7	66	262	6.7	4.4	89	967	7.2	16.2	96
DYNASTY	A	11325	2682	13.9	23.7	97	215	10.6	1.9	74	652	16.6	5.8	116	1815	13.6	16.0	95
FACTS OF LIFE	N	4512	931	4.8	20.6	85	*119	5.9	2.6	103	*163	4.2	3.6	73	649	4.9	14.4	85
FALCON CREST	C	9215	2189	11.3	23.8	98	*263	13.0	2.9	112	457	11.7	5.0	100	1469	11.0	15.9	95
FALL GUY	A	8604	2007	10.4	23.3	96	208	10.3	2.4	95	479	12.2	5.6	113	1320	9.9	15.3	91
FAMILY TIES	N	4179	842	4.4	20.1	83	*105	5.2	2.5	98	*164	4.2	3.9	79	573	4.3	13.7	81
FANTASY ISLAND	A	4781	1191	6.2	24.9	102	*125	6.2	2.6	102	286	7.3	6.0	121	780	5.8	16.3	97
FOULUPS,BLEEPS & BLUNDERS	A	6697	1795	9.3	26.8	110	199	9.8	3.0	116	329	8.4	4.9	99	1267	9.5	18.9	112
FOUR SEASONS	C	3873	834	4.3	21.5	88	*147	7.3	3.8	149	**152	3.9	3.9	79	535	4.0	13.8	82
GIMME A BREAK	N	4310	820	4.2	19.0	78	*99	4.9	2.3	90	*197	5.0	4.6	92	524	3.9	12.2	72
HART TO HART	A	5751	1186	6.1	20.6	85	*143	7.1	2.5	97	286	7.3	5.0	101	757	5.7	13.2	78
HILL STREET BLUES	N	8568	2313	12.0	27.0	111	330	16.3	3.9	151	387	9.9	4.5	91	1596	11.9	18.6	111
HOTEL	A	8801	1922	10.0	21.8	90	182	9.0	2.1	81	433	11.1	4.9	100	1307	9.8	14.9	88
JEFFERSONS	C	6978	1426	7.4	20.4	84	*211	10.4	3.0	118	292	7.5	4.2	85	924	6.9	13.2	79
JENNIFER SLEPT HERE	N	3021	657	3.4	21.7	89	**89	4.4	2.9	115	*107	2.7	3.5	72	461	3.5	15.3	91
KATE & ALLIE	C	6811	1758	9.1	25.8	106	238	11.8	3.5	137	316	8.1	4.6	94	1205	9.0	17.7	105
KNIGHT RIDER	N	5256	1279	6.6	24.3	100	*144	7.1	2.7	107	321	8.2	6.1	124	814	6.1	15.5	92
LOVE BOAT	A	7174	1639	8.5	22.8	94	195	9.6	2.7	106	375	9.6	5.2	106	1069	8.0	14.9	88
MAGNUM PI	C	10438	2526	13.1	24.2	99	296	14.6	2.8	111	461	11.8	4.4	89	1769	13.2	16.9	101
MAMA'S FAMILY	N	3488	750	3.9	21.5	88	**75	3.7	2.2	84	*93	2.4	2.7	54	582	4.4	16.7	99
MASTER, THE	N	4127	1137	5.9	27.6	113	**127	6.3	3.1	120	*283	7.2	6.9	139	727	5.4	17.6	105
MATT HOUSTON	A	5978	1568	8.1	26.2	108	*159	7.9	2.7	104	322	8.2	5.4	109	1087	8.1	18.2	108
NBC MONDAY NIGHT MOVIE	N	10446	2957	15.3	28.3	116	331	16.3	3.2	124	557	14.2	5.3	108	2069	15.5	19.8	118
NBC NIGHTLY NEWS	N	5571	1284	6.7	23.0	95	130	6.4	2.3	91	238	6.1	4.3	86	916	6.9	16.4	98
NBC NIGHTLY NEWS-SAT	N	3675	848	4.4	23.1	95	**125	6.2	3.4	133	*150	3.8	4.1	83	573	4.3	15.6	93
NBC NIGHTLY NEWS-SUN	N	2905	682	3.5	23.5	96	**80	4.0	2.8	108	*98	2.5	3.4	68	504	3.8	17.3	103
NBC SUNDAY NIGHT MOVIE	N	8352	2406	12.5	28.8	118	*271	13.4	3.2	127	522	13.3	6.3	126	1613	12.1	19.3	115
NEWHART	C	6864	1730	9.0	25.2	104	216	10.7	3.1	123	339	8.7	4.9	100	1175	8.8	17.1	102
ONE DAY AT A TIME	C	3866	834	4.3	21.6	89	*108	5.3	2.8	109	*203	5.2	5.3	106	523	3.9	13.5	80
PEOPLE ARE FUNNY	N	3956	844	4.4	21.3	88	**91	4.5	2.3	90	*138	3.5	3.5	71	615	4.6	15.5	92
REAL PEOPLE	N	6305	1109	5.7	17.6	72	*91	4.5	1.4	56	*197	5.0	3.1	63	821	6.1	13.0	77
REMINGTON STEELE	N	5884	1309	6.8	22.2	91	*119	5.9	2.0	79	233	5.9	4.0	80	958	7.2	16.3	97
RIPLEY'S BELIEVE IT - NOT	A	5706	1387	7.2	24.3	100	*128	6.3	2.2	88	209	5.3	3.7	74	1049	7.9	18.4	109
RIPTIDE	N	6202	1290	6.7	20.8	85	*134	6.6	2.2	85	309	7.9	5.0	101	848	6.3	13.7	81
SCARECROW & MRS. KING	C	6513	1702	8.8	26.1	107	251	12.4	3.9	151	339	8.7	5.2	105	1112	8.3	17.1	101
SIMON & SIMON	C	8593	2188	11.3	25.5	105	*223	11.0	2.6	102	441	11.3	5.1	104	1523	11.4	17.7	105
60 MINUTES	C	13342	3215	16.7	24.1	99	342	16.9	2.6	100	592	15.1	4.4	90	2282	17.1	17.1	101
ST. ELSEWHERE	N	6029	1819	9.4	30.2	124	*191	9.4	3.2	124	335	8.6	5.6	112	1293	9.7	21.4	127
THREE'S COMPANY	A	8565	2062	10.7	24.1	99	239	11.8	2.8	109	404	10.3	4.7	95	1418	10.6	16.6	98
T.J. HOOKER	A	7400	1566	8.1	21.2	87	*114	5.6	1.5	60	403	10.3	5.4	110	1049	7.9	14.2	84
TONIGHT SHOW	N	2433	659	3.4	27.1	111	101	5.0	4.2	162	103	2.6	4.2	86	455	3.4	18.7	111
TRAPPER JOHN, M.D.	C	5958	1426	7.4	23.9	98	*163	8.0	2.7	107	302	7.7	5.1	103	962	7.2	16.1	96
TV BLOOPERS & PRAC. JOKES	N	9086	2104	10.9	23.2	95	*216	10.7	2.4	93	278	7.1	3.1	62	1610	12.1	17.7	105
20/20	A	8306	1931	10.0	23.2	95	214	10.6	2.6	101	343	8.8	4.1	84	1373	10.3	16.5	98
WEBSTER	A	6788	1497	7.8	22.1	91	*164	8.1	2.4	95	245	6.3	3.6	73	1088	8.1	16.0	95
WORLD NEWS - SUN	A	2036	464	2.4	22.8	94	**27	1.3	1.3	52	*103	2.6	5.1	102	335	2.5	16.5	98
YELLOW ROSE	N	3174	615	3.2	19.4	80	**68	3.4	2.1	84	*167	4.3	5.3	106	380	2.8	12.0	71
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	3889	20.2	23.8	98	*341	16.8	2.1	82	878	22.4	5.4	109	2671	20.0	16.4	97
BASKETBALL - COLLEGE GAMES		10054	2555	13.2	25.4	104	*252	12.4	2.5	98	506	12.9	5.0	102	1797	13.5	17.9	106
BASKETBALL - PRO GAMES		8248	2366	12.3	28.7	118	*288	14.2	3.5	137	470	12.0	5.7	115	1609	12.0	19.5	116
BOWLING		5356	1220	6.3	22.8	94	**162	8.0	3.0	118	*264	6.7	4.9	100	794	5.9	14.8	88
BOXING		11255	2891	15.0	25.7	105	*373	18.4	3.3	130	604	15.4	5.4	109	1915	14.3	17.0	101
FOOTBALL - COLLEGE GAMES		14647	3941	20.4	26.9	111	*262	12.9	1.8	70	799	20.4	5.5	110	2880	21.6	19.7	117
FOOTBALL - PRO GAMES		23581	6970	36.1	29.6	121	711	35.1	3.0	118	1318	33.6	5.6	113	4942	37.0	21.0	124
GOLF		6145	1955	10.1	31.8	131	**182	9.0	3.0	116	*586	15.0	9.5	193	1187	8.9	19.3	115
POST-SEASON COLL. FOOTBALL		12828	3589	18.6	28.0	115	*314	15.5	2.4	96	739	18.9	5.8	117	2537	19.0	19.8	117
POST-SEASON PRO FOOTBALL		15397	4767	24.7	31.0	127	*416	20.5	2.7	106	857	21.9	5.6	113	3495	26.2	22.7	135
TENNIS		3483	1353	7.0	38.8	160	**266	13.1	7.6	299	*277	7.1	8.0	161	811	6.1	23.3	138
WRESTLING - PROFESSIONAL		6023	1209	6.3	20.1	82	**100	4.9	1.7	65	*250	6.4	4.2	84	859	6.4	14.3	85

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL FEMALES	88464	24268	100.0	27.4	100	2479	100.0	2.8	100	4927	100.0	5.6	100	16863	100.0	19.1	100
FEMALE HOMEMAKERS	80986	21882	90.2	27.0	98	2102	84.8	2.6	93	4382	88.9	5.4	97	15398	91.3	19.0	100
EMPLOYED MOTHERS	18702	6180	25.5	33.0	120	*567	22.9	3.0	108	1044	21.2	5.6	100	4569	27.1	24.4	128
18 - 24	14726	4527	18.7	30.7	112	*613	24.7	4.2	149	889	18.0	6.0	108	3025	17.9	20.5	108
25 - 34	20202	6949	28.6	34.4	125	580	23.4	2.9	102	1060	21.5	5.2	94	5309	31.5	26.3	138
35 - 44	14781	4313	17.8	29.2	106	*487	19.6	3.3	118	835	16.9	5.6	101	2991	17.7	20.2	106
45 - 54	11449	3217	13.3	28.1	102	*273	11.0	2.4	85	825	16.7	7.2	129	2119	12.6	18.5	97
55 - 64	11846	2838	11.7	24.0	87	*229	9.2	1.9	69	*570	11.6	4.8	86	2039	12.1	17.2	90
65 OR OLDER	15459	2423	10.0	15.7	57	*297	12.0	1.9	69	747	15.2	4.8	87	1379	8.2	8.9	47
18 - 34	34928	11477	47.3	32.9	120	1193	48.1	3.4	122	1949	39.6	5.6	100	8334	49.4	23.9	125
18 - 49	55154	17275	71.2	31.3	114	1754	70.8	3.2	113	3153	64.0	5.7	103	12368	73.3	22.4	118
25 - 54	46433	14479	59.7	31.2	114	1340	54.1	2.9	103	2721	55.2	5.9	105	10419	61.8	22.4	118
35 - 49	20226	5799	23.9	28.7	105	560	22.6	2.8	99	1204	24.4	6.0	107	4034	23.9	19.9	105
50 OR OLDER	33310	6993	28.8	21.0	77	725	29.2	2.2	78	1773	36.0	5.3	96	4495	26.7	13.5	71
GRADUATED COLLEGE	12110	4970	20.5	41.0	150	*387	15.6	3.2	114	882	17.9	7.3	131	3701	21.9	30.6	160
ATTENDED COLLEGE	15309	5946	24.5	38.8	142	635	25.6	4.1	148	1078	21.9	7.0	126	4233	25.1	27.7	145
GRADUATED HIGH SCHOOL	36912	9646	39.7	26.1	95	812	32.8	2.2	79	2082	42.3	5.6	101	6752	40.0	18.3	96
DID NOT GRADUATE HIGH SCHOOL	24134	3706	15.3	15.4	56	645	26.0	2.7	95	884	17.9	3.7	66	2177	12.9	9.0	47
EMPLOYED FULL-TIME	35457	12090	49.8	34.1	124	1101	44.4	3.1	111	2300	46.7	6.5	116	8689	51.5	24.5	129
EMPLOYED PART-TIME	8514	2915	12.0	34.2	125	**176	7.1	2.1	74	600	12.2	7.0	127	2139	12.7	25.1	132
NOT EMPLOYED	44494	9264	38.2	20.8	76	1201	48.4	2.7	96	2027	41.1	4.6	82	6035	35.8	13.6	71
PROFESSIONAL/MANAGER	10811	4627	19.1	42.8	156	*432	17.4	4.0	143	795	16.1	7.4	132	3401	20.2	31.5	165
TECH/CLERICAL/SALES	19640	7035	29.0	35.8	131	*516	20.8	2.6	94	1415	28.7	7.2	129	5105	30.3	26.0	136
PRECISION/CRAFT	1023	*384	1.6	37.5	137	**10	0.4	1.0	35	**71	1.4	6.9	125	**304	1.8	29.7	156
OTHER EMPLOYED	12498	2958	12.2	23.7	86	*320	12.9	2.6	91	620	12.6	5.0	89	2018	12.0	16.1	85
SINGLE	15995	5572	23.0	34.8	127	794	32.0	5.0	177	1214	24.6	7.6	136	3564	21.1	22.3	117
MARRIED	51689	14139	58.3	27.4	100	1181	47.6	2.3	82	2557	51.9	4.9	89	10402	61.7	20.1	106
DIVORCED/SEPARATED/WIDOWED	20780	4558	18.8	21.9	80	504	20.3	2.4	87	1156	23.5	5.6	100	2897	17.2	13.9	73
PARENTS	33922	9495	39.1	28.0	102	921	37.2	2.7	97	1604	32.6	4.7	85	6970	41.3	20.5	108
WHITE	76422	21649	89.2	28.3	103	2109	85.1	2.8	98	4089	83.0	5.4	96	15452	91.6	20.2	106
BLACK	10066	1946	8.0	19.3	70	*285	11.5	2.8	101	718	14.6	7.1	128	943	5.6	9.4	49
OTHER	1976	*673	2.8	34.1	124	**85	3.4	4.3	154	**120	2.4	6.1	109	**468	2.8	23.7	124
NORTHEAST-CENSUS	19803	6389	26.3	32.3	118	625	25.2	3.2	113	1429	29.0	7.2	130	4335	25.7	21.9	115
NORTH CENTRAL	22181	6248	25.7	28.2	103	474	19.1	2.1	76	1290	26.2	5.8	104	4484	26.6	20.2	106
SOUTH	30082	5390	22.2	17.9	65	*551	22.2	1.8	65	1125	22.8	3.7	67	3714	22.0	12.3	65
WEST	16398	6241	25.7	38.1	139	829	33.4	5.1	180	1083	22.0	6.6	119	4329	25.7	26.4	138
NORTHEAST-MKTG.	20163	6604	27.2	32.8	119	691	27.9	3.4	122	1407	28.6	7.0	125	4505	26.7	22.3	117
EAST CENTRAL	13054	3273	13.5	25.1	91	*222	9.0	1.7	61	830	16.8	6.4	114	2221	13.2	17.0	89
WEST CENTRAL	14993	4402	18.1	29.4	107	*416	16.8	2.8	99	773	15.7	5.2	93	3214	19.1	21.4	112
SOUTH	25785	4330	17.8	16.8	61	*443	17.9	1.7	61	928	18.8	3.6	65	2959	17.5	11.5	60
PACIFIC	14470	5660	23.3	39.1	143	707	28.5	4.9	174	989	20.1	6.8	123	3964	23.5	27.4	144
COUNTY SIZE A	36705	12238	50.4	33.3	122	1483	59.8	4.0	144	2459	49.9	6.7	120	8296	49.2	22.6	119
COUNTY SIZE B	26819	6749	27.8	25.2	92	430	17.3	1.6	57	1487	30.2	5.5	100	4832	28.7	18.0	95
COUNTY SIZE C	13597	3471	14.3	25.5	93	*407	16.4	3.0	107	514	10.4	3.8	68	2550	15.1	18.8	98
COUNTY SIZE D	11344	1810	7.5	16.0	58	**159	6.4	1.4	50	*467	9.5	4.1	74	1185	7.0	10.4	55
METRO CENTRAL CITY	26825	7922	32.6	29.5	108	876	35.3	3.3	117	1755	35.6	6.5	117	5291	31.4	19.7	103
METRO SUBURBAN	39912	12144	50.0	30.4	111	1190	48.0	3.0	106	2385	48.4	6.0	107	8569	50.8	21.5	113
NON METRO	21728	4203	17.3	19.3	71	*413	16.7	1.9	68	787	16.0	3.6	65	3003	17.8	13.8	73
TOP 5 ADI'S	20847	7750	31.9	37.2	136	996	40.2	4.8	170	1510	30.6	7.2	130	5244	31.1	25.2	132
TOP 10 ADI'S	28719	9739	40.1	33.9	124	1283	51.8	4.5	159	1993	40.5	6.9	125	6463	38.3	22.5	118
TOP 20 ADI'S	40904	13359	55.0	32.7	119	1600	64.5	3.9	140	2827	57.4	6.9	124	8932	53.0	21.8	115
HSHLD INC. $50,000 OR MORE	7931	3360	13.8	42.4	154	**263	10.6	3.3	118	*561	11.4	7.1	127	2537	15.0	32.0	168
$40,000 OR MORE	15233	5897	24.3	38.7	141	*595	24.0	3.9	139	1055	21.4	6.9	124	4247	25.2	27.9	146
$30,000 OR MORE	28333	10338	42.6	36.5	133	1036	41.8	3.7	130	1828	37.1	6.5	116	7473	44.3	26.4	138
$25,000 OR MORE	36417	13337	55.0	36.6	134	1343	54.2	3.7	132	2447	49.7	6.7	121	9547	56.6	26.2	138
$20,000 - $24,999	9943	2987	12.3	30.0	110	**266	10.7	2.7	95	651	13.2	6.5	118	2071	12.3	20.8	109
$15,000 - $19,999	9211	2482	10.2	26.9	98	*202	8.1	2.2	78	523	10.6	5.7	102	1756	10.4	19.1	100
$10,000 - $14,999	13477	2718	11.2	20.2	74	*183	7.4	1.4	48	574	11.7	4.3	76	1962	11.6	14.6	76
UNDER $10,000	19418	2744	11.3	14.1	52	485	19.6	2.5	89	732	14.9	3.8	68	1527	9.1	7.9	41
HOUSEHOLD OF 1 PERSON	11987	2889	11.9	24.1	88	386	15.6	3.2	115	755	15.3	6.3	113	1748	10.4	14.6	77
2 PEOPLE	27046	7481	30.8	27.7	101	692	27.9	2.6	91	1464	29.7	5.4	97	5325	31.6	19.7	103
3 OR 4 PEOPLE	34251	9896	40.8	28.9	105	899	36.3	2.6	94	1843	37.4	5.4	97	7155	42.4	20.9	110
5 OR MORE PEOPLE	15180	4003	16.5	26.4	96	**502	20.3	3.3	118	866	17.6	5.7	102	2635	15.6	17.4	91
NO CHILD IN HSHLD	49819	13471	55.5	27.0	99	1310	52.8	2.6	94	3016	61.2	6.1	109	9145	54.2	18.4	96
CHILD(REN) UNDER 2 YRS	6045	1586	6.5	26.2	96	**143	5.8	2.4	84	**172	3.5	2.8	51	1271	7.5	21.0	110
2 - 5 YEARS	15233	3980	16.4	26.1	95	*473	19.1	3.1	111	564	11.4	3.7	66	2943	17.5	19.3	101
6 - 11 YEARS	16260	4009	16.5	24.7	90	*441	17.8	2.7	97	830	16.8	5.1	92	2738	16.2	16.8	88
12 - 17 YEARS	19173	5506	22.7	28.7	105	*591	23.8	3.1	110	1164	23.6	6.1	109	3751	22.2	19.6	103
RESIDENCE OWNED	61371	16623	68.5	27.1	99	1493	60.2	2.4	87	3440	69.8	5.6	101	11690	69.3	19.0	100
VALUE: $50,000 OR MORE	35355	12477	51.4	35.3	129	1122	45.3	3.2	113	2552	51.8	7.2	130	8803	52.2	24.9	131
VALUE: UNDER $50,000	26016	4146	17.1	15.9	58	*372	15.0	1.4	51	888	18.0	3.4	61	2886	17.1	11.1	58

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL FEMALES		88464	24268	100.0	27.4	100	2479	100.0	2.8	100	4927	100.0	5.6	100	16863	100.0	19.1	100
MAGAZINES	QUINTILE 1	17988	6621	27.3	36.8	134	654	26.4	3.6	130	1603	32.5	8.9	160	4364	25.9	24.3	127
	QUINTILE 2	19446	6613	27.2	34.0	124	733	29.6	3.8	135	1361	27.6	7.0	126	4519	26.8	23.2	122
	QUINTILE 3	14626	4032	16.6	27.6	100	*343	13.8	2.3	84	686	13.9	4.7	84	3004	17.8	20.5	108
	QUINTILE 4	16014	3793	15.6	23.7	86	*314	12.7	2.0	70	544	11.0	3.4	61	2935	17.4	18.3	96
	QUINTILE 5	20389	3210	13.2	15.7	57	*435	17.5	2.1	76	733	14.9	3.6	65	2041	12.1	10.0	53
NEWSPAPERS	QUINTILE 1	13830	5112	21.1	37.0	135	522	21.1	3.8	135	1323	26.9	9.6	172	3267	19.4	23.6	124
	QUINTILE 2	26350	7427	30.6	28.2	103	653	26.3	2.5	88	1415	28.7	5.4	96	5359	31.8	20.3	107
	QUINTILE 3	12415	3801	15.7	30.6	112	*385	15.5	3.1	111	647	13.1	5.2	94	2769	16.4	22.3	117
	QUINTILE 4	21911	5302	21.8	24.2	88	*604	24.4	2.8	98	1124	22.8	5.1	92	3575	21.2	16.3	86
	QUINTILE 5	13960	2627	10.8	18.8	69	*315	12.7	2.3	81	*419	8.5	3.0	54	1893	11.2	13.6	71
OUTDOOR	QUINTILE 1	16810	5686	23.4	33.8	123	*459	18.5	2.7	97	1165	23.6	6.9	124	4063	24.1	24.2	127
	QUINTILE 2	17101	4984	20.5	29.1	106	625	25.2	3.7	130	856	17.4	5.0	90	3504	20.8	20.5	107
	QUINTILE 3	17579	5074	20.9	28.9	105	*439	17.7	2.5	89	953	19.3	5.4	97	3683	21.8	21.0	110
	QUINTILE 4	18343	4825	19.9	26.3	96	590	23.8	3.2	115	1117	22.7	6.1	109	3119	18.5	17.0	89
	QUINTILE 5	18631	3698	15.2	19.8	72	*367	14.8	2.0	70	836	17.0	4.5	81	2495	14.8	13.4	70
RADIO-DRIVE TIME	QUINTILE 1	17390	4987	20.5	28.7	105	490	19.8	2.8	101	966	19.6	5.6	100	3531	20.9	20.3	107
	QUINTILE 2	16591	4800	19.8	28.9	105	*409	16.5	2.5	88	1053	21.4	6.3	114	3337	19.8	20.1	106
	QUINTILE 3	16910	5143	21.2	30.4	111	533	21.5	3.2	112	1041	21.1	6.2	111	3569	21.2	21.1	111
	QUINTILE 4	18002	5052	20.8	28.1	102	*441	17.8	2.4	87	1040	21.1	5.8	104	3572	21.2	19.8	104
	QUINTILE 5	19572	4286	17.7	21.9	80	606	24.4	3.1	110	826	16.8	4.2	76	2855	16.9	14.6	77
RADIO-MID-DAY	TERCILE 1	23248	6501	26.8	28.0	102	661	26.7	2.8	101	1121	22.8	4.8	87	4720	28.0	20.3	107
	TERCILE 2	23667	6840	28.2	28.9	105	538	21.7	2.3	81	1672	33.9	7.1	127	4631	27.5	19.6	103
	TERCILE 3	41549	10927	45.0	26.3	96	1280	51.6	3.1	110	2134	43.3	5.1	92	7512	44.5	18.1	95
RADIO-TOTAL	QUINTILE 1	17786	5027	20.7	28.3	103	*491	19.8	2.8	99	884	17.9	5.0	89	3653	21.7	20.5	108
	QUINTILE 2	17316	5062	20.9	29.2	107	*460	18.6	2.7	95	1093	22.2	6.3	113	3509	20.8	20.3	106
	QUINTILE 3	18428	5472	22.5	29.7	108	570	23.0	3.1	110	1298	26.3	7.0	126	3604	21.4	19.6	103
	QUINTILE 4	17669	5069	20.9	28.7	105	*455	18.4	2.6	92	1019	20.7	5.8	104	3595	21.3	20.3	107
	QUINTILE 5	17265	3637	15.0	21.1	77	*503	20.3	2.9	104	633	12.8	3.7	66	2501	14.8	14.5	76
TV-PRIME TIME	QUINTILE 1	17416	4314	17.8	24.8	90	599	24.2	3.4	123	1013	20.6	5.8	104	2703	16.0	15.5	81
	QUINTILE 2	17413	4751	19.6	27.3	99	*422	17.0	2.4	86	1046	21.2	6.0	108	3283	19.5	18.9	99
	QUINTILE 3	17943	5351	22.0	29.8	109	*402	16.2	2.2	80	947	19.2	5.3	95	4002	23.7	22.3	117
	QUINTILE 4	18442	5542	22.8	30.1	110	463	18.7	2.5	90	973	19.7	5.3	95	4106	24.3	22.3	117
	QUINTILE 5	17250	4310	17.8	25.0	91	594	24.0	3.4	123	948	19.2	5.5	99	2769	16.4	16.1	84
TV-DAYTIME	TERCILE 1	29966	6627	27.3	22.1	81	716	28.9	2.4	85	1624	33.0	5.4	97	4287	25.4	14.3	75
	TERCILE 2	29480	8444	34.8	28.6	104	851	34.3	2.9	103	1733	35.2	5.9	106	5861	34.8	19.9	104
	TERCILE 3	29018	9197	37.9	31.7	116	912	36.8	3.1	112	1570	31.9	5.4	97	6715	39.8	23.1	121
TV-TOTAL	QUINTILE 1	17740	4092	16.9	23.1	84	506	20.4	2.9	102	1101	22.3	6.2	111	2486	14.7	14.0	74
	QUINTILE 2	17674	4459	18.4	25.2	92	*378	15.2	2.1	76	1093	22.2	6.2	111	2988	17.7	16.9	89
	QUINTILE 3	17730	5117	21.1	28.9	105	*505	20.4	2.8	102	946	19.2	5.3	96	3666	21.7	20.7	108
	QUINTILE 4	17563	5674	23.4	32.3	118	*475	19.2	2.7	97	725	14.7	4.1	74	4474	26.5	25.5	134
	QUINTILE 5	17757	4927	20.3	27.7	101	615	24.8	3.5	124	1062	21.6	6.0	107	3250	19.3	18.3	96
MAGAZINES-NEWSPAPERS: DUAL		23278	8356	34.4	35.9	131	736	29.7	3.2	113	2039	41.4	8.8	157	5581	33.1	24.0	126
MAGAZINE IMPERATIVE		21634	6826	28.1	31.6	115	830	33.5	3.8	137	1276	25.9	5.9	106	4721	28.0	21.8	114
NEWSPAPER IMPERATIVE		23455	5944	24.5	25.3	92	627	25.3	2.7	95	1036	21.0	4.4	79	4281	25.4	18.3	96
MAGAZINES-OUTDOOR: DUAL		17482	6583	27.1	37.7	137	624	25.2	3.6	127	1315	26.7	7.5	135	4644	27.5	26.6	139
MAGAZINE IMPERATIVE		28830	8864	36.5	30.7	112	898	36.2	3.1	111	2018	41.0	7.0	126	5948	35.3	20.6	108
OUTDOOR IMPERATIVE		26119	6214	25.6	23.8	87	602	24.3	2.3	82	1079	21.9	4.1	74	4533	26.9	17.4	91
MAGAZINES-RADIO: DUAL		20162	6738	27.8	33.4	122	704	28.4	3.5	125	1380	28.0	6.8	123	4654	27.6	23.1	121
MAGAZINE IMPERATIVE		26292	8838	36.4	33.6	123	913	36.8	3.5	124	1998	40.6	7.6	136	5928	35.2	22.5	118
RADIO IMPERATIVE		25308	5838	24.1	23.1	84	524	21.1	2.1	74	1031	20.9	4.1	73	4283	25.4	16.9	89
MAGAZINES-TELEVISION: DUAL		17312	5534	22.8	32.0	117	545	22.0	3.1	112	1447	29.4	8.4	150	3542	21.0	20.5	107
MAGAZINE IMPERATIVE		29099	10439	43.0	35.9	131	1051	42.4	3.6	129	1900	38.6	6.5	117	7489	44.4	25.7	135
TELEVISION IMPERATIVE		27505	5253	21.6	19.1	70	502	20.3	1.8	65	1027	20.8	3.7	67	3724	22.1	13.5	71
NEWSPAPERS-OUTDOOR: DUAL		18628	6562	27.0	35.2	128	576	23.2	3.1	110	1286	26.1	6.9	124	4700	27.9	25.2	132
NEWSPAPER IMPERATIVE		29178	8092	33.3	27.7	101	804	32.4	2.8	98	1875	38.1	6.4	115	5414	32.1	18.6	97
OUTDOOR IMPERATIVE		25260	6675	27.5	26.4	96	695	28.0	2.8	98	1189	24.1	4.7	85	4791	28.4	19.0	100
NEWSPAPERS-RADIO: DUAL		19246	6078	25.0	31.6	115	554	22.3	2.9	103	1333	27.1	6.9	124	4191	24.9	21.8	114
NEWSPAPER IMPERATIVE		28155	8765	36.1	31.1	113	849	34.2	3.0	108	1856	37.7	6.6	118	6061	35.9	21.5	113
RADIO IMPERATIVE		25308	6541	27.0	25.8	94	689	27.8	2.7	97	1097	22.3	4.3	78	4755	28.2	18.8	99
NEWSPAPERS-TELEVISION: DUAL		18615	5222	21.5	28.1	102	514	20.7	2.8	99	1356	27.5	7.3	131	3353	19.9	18.0	94
NEWSPAPER IMPERATIVE		29207	9827	40.5	33.6	123	937	37.8	3.2	114	1747	35.5	6.0	107	7143	42.4	24.5	128
TELEVISION IMPERATIVE		25472	5630	23.2	22.1	81	658	26.5	2.6	92	1183	24.0	4.6	83	3789	22.5	14.9	78
OUTDOOR-RADIO: DUAL		17292	5551	22.9	32.1	117	609	24.6	3.5	126	1183	24.0	6.8	123	3758	22.3	21.7	114
OUTDOOR IMPERATIVE		26915	7911	32.6	29.4	107	705	28.4	2.6	93	1488	30.2	5.5	99	5717	33.9	21.2	111
RADIO IMPERATIVE		28938	7620	31.4	26.3	96	674	27.2	2.3	83	1622	32.9	5.6	101	5323	31.6	18.4	96
OUTDOOR-TELEVISION: DUAL		16112	4593	18.9	28.5	104	*399	16.1	2.5	88	887	18.0	5.5	99	3308	19.6	20.5	108
OUTDOOR IMPERATIVE		28226	9300	38.3	32.9	120	906	36.5	3.2	115	1582	32.1	5.6	101	6812	40.4	24.1	127
TELEVISION IMPERATIVE		30034	6863	28.3	22.9	83	775	31.3	2.6	92	1829	37.1	6.1	109	4259	25.3	14.2	74
RADIO-TELEVISION: DUAL		17803	4812	19.8	27.0	99	435	17.5	2.4	87	1106	22.4	6.2	112	3271	19.4	18.4	96
RADIO IMPERATIVE		28338	8875	36.6	31.3	114	920	37.1	3.2	116	1562	31.7	5.5	99	6393	37.9	22.6	118
TELEVISION IMPERATIVE		28445	6825	28.1	24.0	87	715	28.8	2.5	90	1638	33.2	5.8	103	4473	26.5	15.7	82

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE		
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C
			% ACROSS				% ACROSS				% ACROSS				% ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%
TOTAL FEMALES	88464	24268	100.0	27.4	100	2479	100.0	2.8	100	4927	100.0	5.6	100	16863	100.0	19.1
ATLANTIC MONTHLY	415	*129	0.5	31.1	113	**13	0.5	3.1	112	**15	0.3	3.6	65	*101	0.6	24.3
BARRON'S	522	*274	1.1	52.5	191	**5	0.2	1.0	34	**78	1.6	14.9	268	*191	1.1	36.6
BETTER HOMES & GARDENS	17429	5743	23.7	33.0	120	560	22.6	3.2	115	1338	27.2	7.7	138	3845	22.8	22.1
BON APPETIT	2772	1157	4.8	41.7	152	**107	4.3	3.9	138	283	5.7	10.2	183	767	4.5	27.7
BUSINESS WEEK	1469	620	2.6	42.2	154	**10	0.4	0.7	24	*153	3.1	10.4	187	457	2.7	31.1
CAR AND DRIVER	397	*120	0.5	30.2	110	**0	0.0	0.0	0	**22	0.4	5.5	99	**98	0.6	24.7
CBS MAGAZINE NETWORK (GROSS)	1633	652	2.7	39.9	146	**22	0.9	1.3	48	*132	2.7	8.1	145	498	3.0	30.5
CHANGING TIMES	1554	558	2.3	35.9	131	**93	3.8	6.0	214	**105	2.1	6.8	121	360	2.1	23.2
COLONIAL HOMES	1304	507	2.1	38.9	142	**55	2.2	4.2	151	**90	1.8	6.9	124	362	2.1	27.8
CONDE NAST MAG. PKG. (GROSS)	17858	7096	29.2	39.7	145	909	36.7	5.1	182	1679	34.1	9.4	169	4508	26.7	25.2
CONSUMERS DIGEST	1406	513	2.1	36.5	133	**41	1.7	2.9	104	**151	3.1	10.7	193	321	1.9	22.8
COSMOPOLITAN	8815	3341	13.8	37.9	138	377	15.2	4.3	153	735	14.9	8.3	150	2229	13.2	25.3
COUNTRY LIVING	2636	1208	5.0	45.8	167	**79	3.2	3.0	107	*214	4.3	8.1	146	916	5.4	34.7
CUISINE	1554	697	2.9	44.9	163	**88	3.5	5.7	202	*194	3.9	12.5	224	415	2.5	26.7
CYCLE WORLD	469	**174	0.7	37.1	135	**7	0.3	1.5	53	**35	0.7	7.5	134	**132	0.8	28.1
DCI:CREATIVE IDEAS FOR LIV	2631	775	3.2	29.5	107	**68	2.7	2.6	92	*141	2.9	5.4	96	566	3.4	21.5
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2106	8.7	29.8	109	*260	10.5	3.7	131	359	7.3	5.1	91	1488	8.8	21.1
DISCOVER	998	359	1.5	36.0	131	**30	1.2	3.0	107	**48	1.0	4.8	86	281	1.7	28.2
EBONY	4289	1065	4.4	24.8	91	*163	6.6	3.8	136	355	7.2	8.3	149	547	3.2	12.8
ESQUIRE	1176	342	1.4	29.1	106	**49	2.0	4.2	149	**48	1.0	4.1	73	246	1.5	20.9
ESSENCE	2392	540	2.2	22.6	82	**52	2.1	2.2	78	220	4.5	9.2	165	268	1.6	11.2
FAMILY CIRCLE	17209	5147	21.2	29.9	109	438	17.7	2.5	91	1229	24.9	7.1	128	3480	20.6	20.2
THE FAMILY HANDYMAN	1184	339	1.4	28.6	104	**21	0.8	1.8	63	**91	1.8	7.7	138	*227	1.3	19.2
FAMILY WEEKLY	12391	3267	13.5	26.4	96	335	13.5	2.7	96	718	14.6	5.8	104	2215	13.1	17.9
FIELD & STREAM	2438	740	3.0	30.4	111	**101	4.1	4.1	148	**133	2.7	5.5	98	506	3.0	20.8
FOOD & WINE	614	257	1.1	41.9	153	**37	1.5	6.0	215	**29	0.6	4.7	85	*191	1.1	31.1
FORBES	813	469	1.9	57.7	210	**16	0.6	2.0	70	**80	1.6	9.8	177	373	2.2	45.9
FORTUNE	1083	561	2.3	51.8	189	**43	1.7	4.0	142	**63	1.3	5.8	104	455	2.7	42.0
GENTLEMEN'S QUARTERLY	1197	485	2.0	40.5	148	**65	2.6	5.4	194	**84	1.7	7.0	126	336	2.0	28.1
GLAMOUR	6625	2583	10.6	39.0	142	323	13.0	4.9	174	569	11.5	8.6	154	1691	10.0	25.5
GOLF DIGEST	707	319	1.3	45.1	164	**8	0.3	1.1	40	**107	2.2	15.1	272	*204	1.2	28.9
GOLF DIGEST/TENNIS (GROSS)	1316	556	2.3	42.2	154	**10	0.4	0.8	27	*176	3.6	13.4	240	371	2.2	28.2
GOLF MAGAZINE	469	*170	0.7	36.2	132	**12	0.5	2.6	91	**69	1.4	14.7	264	**89	0.5	19.0
GOLF MAGAZINE/SKI (GROSS)	1060	391	1.6	36.9	134	**70	2.8	6.6	236	**106	2.2	10.0	180	*215	1.3	20.3
GOOD HOUSEKEEPING	17784	5600	23.1	31.5	115	452	18.2	2.5	91	1207	24.5	6.8	122	3941	23.4	22.2
HARPER'S BAZAAR	2931	1341	5.5	45.8	167	*225	9.1	7.7	274	316	6.4	10.8	194	800	4.7	27.3
HEALTH	2199	740	3.0	33.7	123	**53	2.1	2.4	86	*244	5.0	11.1	199	443	2.6	20.1
HEARST MAG CORP. BUY (GROSS)	49148	17756	73.2	36.1	132	1746	70.4	3.6	127	3750	76.1	7.6	137	12260	72.7	24.9
HEARST MAN POWER (GROSS)	2113	691	2.8	32.7	119	**65	2.6	3.1	110	*204	4.1	9.7	173	422	2.5	20.0
HEARST WOMAN POWER (GROSS)	35062	11891	49.0	33.9	124	1044	42.1	3.0	106	2484	50.4	7.1	127	8363	49.6	23.9
HOUSE BEAUTIFUL	3865	1585	6.5	41.0	149	*221	8.9	5.7	204	338	6.9	8.7	157	1026	6.1	26.5
INC.	315	*165	0.7	52.4	191	**6	0.2	1.9	68	**13	0.3	4.1	74	*146	0.9	46.3
JET	3690	841	3.5	22.8	83	**84	3.4	2.3	81	300	6.1	8.1	146	457	2.7	12.4
LADIES' HOME JOURNAL	12930	4392	18.1	34.0	124	409	16.5	3.2	113	980	19.9	7.6	136	3002	17.8	23.2
LHJ FAMILY GRP COMBO(GROSS)	18161	6252	25.8	34.4	125	556	22.4	3.1	109	1358	27.6	7.5	134	4338	25.7	23.9
LIFE	5065	1879	7.7	37.1	135	*309	12.5	6.1	218	444	9.0	8.8	157	1126	6.7	22.2
L.A. TIMES HOME MAGAZINE	1310	603	2.5	46.0	168	**53	2.1	4.0	144	**43	0.9	3.3	59	507	3.0	38.7
MADEMOISELLE	3759	1477	6.1	39.3	143	*215	8.7	5.7	204	375	7.6	10.0	179	887	5.3	23.6
MC CALL'S	14658	4800	19.8	32.7	119	424	17.1	2.9	103	1215	24.7	8.3	149	3161	18.7	21.6
MC CALL'S/WRK MOTHER (GROSS)	15857	5196	21.4	32.8	119	459	18.5	2.9	103	1262	25.6	8.0	143	3475	20.6	21.9
MECHANIX ILLUSTRATED	809	*209	0.9	25.8	94	**14	0.6	1.7	62	**30	0.6	3.7	67	*165	1.0	20.4
METROPOLITAN HOME	1009	449	1.9	44.5	162	**39	1.6	3.9	138	**66	1.3	6.5	117	344	2.0	34.1
MONEY	1707	722	3.0	42.3	154	**58	2.3	3.4	121	**95	1.9	5.6	100	569	3.4	33.3
MOTHER EARTH NEWS	1123	436	1.8	38.8	142	**40	1.6	3.6	127	**48	1.0	4.3	77	348	2.1	31.0
MS.	932	367	1.5	39.4	144	**30	1.2	3.2	115	**85	1.7	9.1	164	252	1.5	27.0
NATIONAL ENQUIRER	11971	2752	11.3	23.0	84	322	13.0	2.7	96	738	15.0	6.2	111	1693	10.0	14.1
NATIONAL GEOGRAPHIC	10503	4111	16.9	39.1	143	310	12.5	3.0	105	839	17.0	8.0	143	2962	17.6	28.2
NATIONAL SUNDAY MAGAZINE PKG	54325	16647	68.6	30.6	112	1630	65.8	3.0	107	3482	70.7	6.4	115	11534	68.4	21.2
NATURAL HISTORY	626	261	1.1	41.7	152	**7	0.3	1.1	40	**50	1.0	8.0	143	*204	1.2	32.6
NEW WOMAN	1992	630	2.6	31.6	115	**77	3.1	3.9	138	**105	2.1	5.3	95	447	2.7	22.4
NEW YORK INCLUDING CUE	547	256	1.1	46.8	171	**45	1.8	8.2	294	**95	1.9	17.4	312	*116	0.7	21.2
THE NEW YORKER	1380	714	2.9	51.7	189	**82	3.3	5.9	212	*174	3.5	12.6	226	458	2.7	33.2
NEWSWEEK	6925	2772	11.4	40.0	146	224	9.0	3.2	115	604	12.3	8.7	157	1944	11.5	28.1
THE N.Y. TIMES DAILY EDITION	1363	722	3.0	53.0	193	**58	2.3	4.3	152	*174	3.5	12.8	229	489	2.9	35.9
THE N.Y. TIMES MAGAZINE	2333	1160	4.8	49.7	181	**90	3.6	3.9	138	323	6.6	13.8	249	747	4.4	32.0
OMNI	872	349	1.4	40.0	146	**23	0.9	2.6	94	**71	1.4	8.1	146	*256	1.5	29.4
ON CABLE	1298	444	1.8	34.2	125	**38	1.5	2.9	104	**99	2.0	7.6	137	306	1.8	23.6
1001 HOME IDEAS	3032	1120	4.6	36.9	135	**93	3.8	3.1	109	*134	2.7	4.4	79	893	5.3	29.5
ORGANIC GARDENING	1680	494	2.0	29.4	107	**20	0.8	1.2	42	**93	1.9	5.5	99	381	2.3	22.7
OUTDOOR LIFE	960	269	1.1	28.0	102	**36	1.5	3.8	134	**68	1.4	7.1	127	*165	1.0	17.2
PARADE MAGAZINE	26755	8483	35.0	31.7	116	861	34.7	3.2	115	1981	40.2	7.4	133	5641	33.5	21.1

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	24268	100.0	27.4	100	2479	100.0	2.8	100	4927	100.0	5.6	100	16863	100.0	19.1	100
PARENTS	4173	1518	6.3	36.4	133	**111	4.5	2.7	95	208	4.2	5.0	89	1199	7.1	28.7	151
PENTHOUSE	973	328	1.4	33.7	123	**43	1.7	4.4	158	**87	1.8	8.9	161	*198	1.2	20.3	107
PEOPLE	13479	4989	20.6	37.0	135	632	25.5	4.7	167	1029	20.9	7.6	137	3328	19.7	24.7	130
PLAYBOY	2183	835	3.4	38.3	139	**115	4.6	5.3	188	*169	3.4	7.7	139	551	3.3	25.2	132
POPULAR HOT RODDING	388	**115	0.5	29.6	108	**22	0.9	5.7	202	**28	0.6	7.2	130	**65	0.4	16.8	89
POPULAR MECHANICS	1037	336	1.4	32.4	118	**44	1.8	4.2	151	**97	2.0	9.4	168	*195	1.2	18.8	99
POPULAR SCIENCE	920	354	1.5	38.5	140	**10	0.4	1.1	39	**47	1.0	5.1	92	*298	1.8	32.4	170
PREVENTION	4071	1160	4.8	28.5	104	**126	5.1	3.1	110	218	4.4	5.4	96	816	4.8	20.0	105
PSYCHOLOGY TODAY	1940	599	2.5	30.9	113	**35	1.4	1.8	64	*131	2.7	6.8	121	433	2.6	22.3	117
READER'S DIGEST	24031	7215	29.7	30.0	109	659	26.6	2.7	98	1625	33.0	6.8	121	4931	29.2	20.5	108
REDBOOK	8464	2950	12.2	34.9	127	215	8.7	2.5	91	543	11.0	6.4	115	2192	13.0	25.9	136
ROAD & TRACK	429	**162	0.7	37.8	138	**5	0.2	1.2	42	**46	0.9	10.7	193	**111	0.7	25.9	136
ROLLING STONE	1355	511	2.1	37.7	137	**61	2.5	4.5	161	**138	2.8	10.2	183	312	1.9	23.0	121
RUNNER'S WORLD	329	*109	0.4	33.1	121	**11	0.4	3.3	119	**24	0.5	7.3	131	**75	0.4	22.8	120
SATURDAY EVENING POST	1268	460	1.9	36.3	132	**76	3.1	6.0	214	**73	1.5	5.8	103	311	1.8	24.5	129
SCIENCE 84	702	356	1.5	50.7	185	**39	1.6	5.6	198	**54	1.1	7.7	138	*264	1.6	37.6	197
SCIENCE DIGEST	553	*184	0.8	33.3	121	**16	0.6	2.9	103	**57	1.2	10.3	185	*110	0.7	19.9	104
SCIENTIFIC AMERICAN	615	316	1.3	51.4	187	**20	0.8	3.3	116	**57	1.2	9.3	166	*238	1.4	38.7	203
SELF	2683	1093	4.5	40.7	149	*95	3.8	3.5	126	*207	4.2	7.7	139	792	4.7	29.5	155
SEVENTEEN	3309	1174	4.8	35.5	129	*231	9.3	7.0	249	*294	6.0	8.9	160	648	3.8	19.6	103
SKI	591	*221	0.9	37.4	136	**57	2.3	9.6	344	**37	0.8	6.3	112	*126	0.7	21.3	112
SMITHSONIAN	3039	1448	6.0	47.6	174	*203	8.2	6.7	238	251	5.1	8.3	148	993	5.9	32.7	171
SOAP OPERA DIGEST	3683	895	3.7	24.3	89	**58	2.3	1.6	56	312	6.3	8.5	152	525	3.1	14.3	75
SOUTHERN LIVING	4434	1332	5.5	30.0	110	*191	7.7	4.3	154	*218	4.4	4.9	88	922	5.5	20.8	109
SPORT	701	*207	0.9	29.5	108	**7	0.3	1.0	36	**34	0.7	4.9	87	**166	1.0	23.7	124
THE SPORTING NEWS	518	**188	0.8	36.3	132	**3	0.1	0.6	21	**27	0.5	5.2	94	**158	0.9	30.5	160
SPORTS AFIELD	523	*172	0.7	32.9	120	**5	0.2	1.0	34	**50	1.0	9.6	172	**117	0.7	22.4	117
SPORTS ILLUSTRATED	3325	1277	5.3	38.4	140	**102	4.1	3.1	109	262	5.3	7.9	141	913	5.4	27.5	144
STAR	8567	2092	8.6	24.4	89	*194	7.8	2.3	81	537	10.9	6.3	113	1361	8.1	15.9	83
SUNDAY	27630	9035	37.2	32.7	119	899	36.3	3.3	116	1942	39.4	7.0	126	6194	36.7	22.4	118
SUNSET	2219	1030	4.2	46.4	169	**128	5.2	5.8	206	**182	3.7	8.2	147	720	4.3	32.4	170
TV GUIDE	24258	6877	28.3	28.3	103	658	26.5	2.7	97	1462	29.7	6.0	108	4756	28.2	19.6	103
TENNIS	609	*237	1.0	38.9	142	**2	0.1	0.3	12	**68	1.4	11.2	200	*167	1.0	27.4	144
TIME	9929	3838	15.8	38.7	141	439	17.7	4.4	158	819	16.6	8.2	148	2580	15.3	26.0	136
TOWN & COUNTRY	1062	462	1.9	43.5	159	**44	1.8	4.1	148	**94	1.9	8.9	159	325	1.9	30.6	161
TRAVEL & LEISURE	1051	540	2.2	51.4	187	**17	0.7	1.6	58	*120	2.4	11.4	205	402	2.4	38.2	201
TRUE STORY	3946	853	3.5	21.6	79	**89	3.6	2.3	80	*227	4.6	5.8	103	536	3.2	13.6	71
U.S.NEWS & WORLD REPORT	3782	1362	5.6	36.0	131	**73	2.9	1.9	69	330	6.7	8.7	157	960	5.7	25.4	133
USA TODAY	1874	625	2.6	33.4	122	**69	2.8	3.7	131	*107	2.2	5.7	103	450	2.7	24.0	126
US	2213	816	3.4	36.9	134	**34	1.4	1.5	55	*206	4.2	9.3	167	576	3.4	26.0	137
VOGUE	4792	1943	8.0	40.5	148	*276	11.1	5.8	206	529	10.7	11.0	198	1139	6.8	23.8	125
WALL STREET JOURNAL	2045	841	3.5	41.1	150	**70	2.8	3.4	122	*142	2.9	6.9	125	629	3.7	30.8	161
WEIGHT WATCHERS	2364	703	2.9	29.7	108	**76	3.1	3.2	115	*146	3.0	6.2	111	480	2.8	20.3	107
WOMAN'S DAY	15182	4641	19.1	30.6	111	434	17.5	2.9	102	1051	21.3	6.9	124	3155	18.7	20.8	109
WORKING MOTHER	1198	395	1.6	33.0	120	**35	1.4	2.9	104	**47	1.0	3.9	70	314	1.9	26.2	138
WORKING WOMAN	1523	658	2.7	43.2	157	**129	5.2	8.5	302	**92	1.9	6.0	108	438	2.6	28.8	151
WORLD TENNIS	*183	**51	0.2	27.9	102	**0	0.0	0.0	0	**25	0.5	13.7	245	**26	0.2	14.2	75
ZIFF-DAVIS MAG NETWK (GROSS)	2776	850	3.5	30.6	112	**94	3.8	3.4	121	*150	3.0	5.4	97	607	3.6	21.9	115
BLAIR INSERTS	47909	15323	63.1	32.0	117	1497	60.4	3.1	112	3217	65.3	6.7	121	10609	62.9	22.1	116
DAILY NEWSPAPERS																	
READ ANY	56731	16566	68.3	29.2	106	1667	67.2	2.9	105	3559	72.2	6.3	113	11340	67.2	20.0	105
READ ONE	47696	13367	55.1	28.0	102	1347	54.3	2.8	101	2803	56.9	5.9	106	9217	54.7	19.3	101
READ TWO OR MORE	9034	3199	13.2	35.4	129	320	12.9	3.5	126	756	15.3	8.4	150	2123	12.6	23.5	123
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	17661	72.8	30.6	112	1712	69.1	3.0	106	3668	74.4	6.4	114	12281	72.8	21.3	112
READ ONE	50513	14896	61.4	29.5	107	1451	58.5	2.9	103	2994	60.8	5.9	106	10452	62.0	20.7	109
READ TWO OR MORE	7219	2765	11.4	38.3	140	261	10.5	3.6	129	674	13.7	9.3	168	1829	10.8	25.3	133
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.41				29.61				29.60				32.19			
30 DAY REACH	78184	22350	92.1	28.6	104	2256	91.0	2.9	103	4453	90.4	5.7	102	15641	92.8	20.0	105
50 SHWG - 30 DAY AV FREQ	14.80	16.38				15.42				15.25				16.85			
30 DAY REACH	74239	21472	88.5	28.9	105	2166	87.4	2.9	104	4321	87.7	5.8	105	14986	88.9	20.2	106
25 SHWG - 30 DAY AV FREQ	8.05	8.74				8.18				8.35				8.93			
30 DAY REACH	68254	20135	83.0	29.5	108	2022	81.6	3.0	106	3939	79.9	5.8	104	14174	84.1	20.8	109
CABLE TV: HOME WIRED	35215	10510	43.3	29.8	109	1091	44.0	3.1	111	2086	42.3	5.9	106	7333	43.5	20.8	109
HOME NOT WIRED	53250	13758	56.7	25.8	94	1388	56.0	2.6	93	2841	57.7	5.3	96	9529	56.5	17.9	94
HAVE PAY CABLE	17885	5997	24.7	33.5	122	*711	28.7	4.0	142	971	19.7	5.4	97	4315	25.6	24.1	127

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	24268	100.0	27.4	100	2479	100.0	2.8	100	4927	100.0	5.6	100	16863	100.0	19.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	14208	58.5	29.6	108	1306	52.7	2.7	97	2940	59.7	6.1	110	9962	59.1	20.8	109
10:00 AM - 3:00 PM	33674	9583	39.5	28.5	104	872	35.2	2.6	92	1964	39.9	5.8	105	6748	40.0	20.0	105
3:00 PM - 7:00 PM	34431	10581	43.6	30.7	112	1003	40.5	2.9	104	1839	37.3	5.3	96	7739	45.9	22.5	118
7:00 PM - MIDNIGHT	17761	5226	21.5	29.4	107	528	21.3	3.0	106	1084	22.0	6.1	110	3613	21.4	20.3	107
MIDNIGHT - 6:00 AM	10087	3206	13.2	31.8	116	318	12.8	3.2	113	622	12.6	6.2	111	2266	13.4	22.5	118
6:00 AM - MIDNIGHT	64318	18696	77.0	29.1	106	1770	71.4	2.8	98	3821	77.6	5.9	107	13104	77.7	20.4	107
ENTIRE DAY	65181	18934	78.0	29.0	106	1787	72.1	2.7	98	3863	78.4	5.9	106	13285	78.8	20.4	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	5254	21.6	30.2	110	414	16.7	2.4	85	947	19.2	5.4	98	3894	23.1	22.4	117
ALL NEWS	2520	1005	4.1	39.9	145	**84	3.4	3.3	119	*158	3.2	6.3	113	763	4.5	30.3	159
AOR/PROGRESSIVE	4419	1659	6.8	37.5	137	*166	6.7	3.8	134	258	5.2	5.8	105	1236	7.3	28.0	147
BEAUTIFUL MUSIC	6119	1856	7.6	30.3	111	*187	7.5	3.1	109	376	7.6	6.1	110	1293	7.7	21.1	111
BLACK	2623	633	2.6	24.1	88	**72	2.9	2.7	98	*198	4.0	7.5	136	363	2.2	13.8	73
CLASSICAL	1553	650	2.7	41.9	153	**75	3.0	4.8	172	*136	2.8	8.8	157	439	2.6	28.3	148
CHR/ROCK	11282	3930	16.2	34.8	127	359	14.5	3.2	114	699	14.2	6.2	111	2872	17.0	25.5	134
COUNTRY	13343	2988	12.3	22.4	82	256	10.3	1.9	68	583	11.8	4.4	78	2149	12.7	16.1	84
GOLDEN OLDIES	1299	335	1.4	25.8	94	**48	1.9	3.7	132	**47	1.0	3.6	65	*241	1.4	18.6	97
MOR/NOSTALGIA	5241	1581	6.5	30.2	110	*147	5.9	2.8	100	355	7.2	6.8	122	1079	6.4	20.6	108
NEWS/TALK	4165	1437	5.9	34.5	126	**78	3.1	1.9	67	281	5.7	6.7	121	1078	6.4	25.9	136
RELIGIOUS	3324	661	2.7	19.9	72	**42	1.7	1.3	45	*164	3.3	4.9	89	455	2.7	13.7	72
SOFT ROCK	609	*195	0.8	32.0	117	**20	0.8	3.3	117	**33	0.7	5.4	97	*143	0.8	23.5	123
URBAN CONTEMPORARY	1853	594	2.4	32.1	117	*115	4.6	6.2	221	*215	4.4	11.6	208	264	1.6	14.2	75
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1096	4.5	29.4	107	*125	5.0	3.4	120	*263	5.3	7.1	127	709	4.2	19.0	100
ABC DIRECTION	2488	631	2.6	25.4	92	**134	5.4	5.4	192	*129	2.6	5.2	93	368	2.2	14.8	78
ABC ENTERTAINMENT	5129	1390	5.7	27.1	99	**84	3.4	1.6	58	307	6.2	6.0	107	999	5.9	19.5	102
ABC FM	2498	749	3.1	30.0	109	**82	3.3	3.3	117	*187	3.8	7.5	134	480	2.8	19.2	101
ABC INFORMATION	5721	1742	7.2	30.4	111	*148	6.0	2.6	92	276	5.6	4.8	87	1317	7.8	23.0	121
ABC ROCK	2021	828	3.4	41.0	149	**121	4.9	6.0	214	**109	2.2	5.4	97	598	3.5	29.6	155
CBS	4756	1478	6.1	31.1	113	**87	3.5	1.8	65	282	5.7	5.9	106	1109	6.6	23.3	122
MUTUAL	5272	1478	6.1	28.0	102	**107	4.3	2.0	72	314	6.4	6.0	107	1056	6.3	20.0	105
NBC	4964	1458	6.0	29.4	107	**59	2.4	1.2	42	292	5.9	5.9	106	1107	6.6	22.3	117
RADIORADIO	2218	696	2.9	31.4	114	**75	3.0	3.4	121	*158	3.2	7.1	128	464	2.8	20.9	110
RKO ONE	2565	810	3.3	31.6	115	**73	2.9	2.8	102	**123	2.5	4.8	86	613	3.6	23.9	125
RKO TWO	3640	966	4.0	26.5	97	**84	3.4	2.3	82	*206	4.2	5.7	102	675	4.0	18.5	97
THE SOURCE	2467	761	3.1	30.8	112	**114	4.6	4.6	165	*132	2.7	5.4	96	515	3.1	20.9	110
NON-WIRED : BLAIR	9466	2714	11.2	28.7	105	*239	9.6	2.5	90	397	8.1	4.2	75	2079	12.3	22.0	115
INTERNET	13616	4611	19.0	33.9	123	375	15.1	2.8	98	1054	21.4	7.7	139	3183	18.9	23.4	123
KATZ RADIO GROUP	16998	5388	22.2	31.7	116	470	19.0	2.8	99	929	18.9	5.5	98	3989	23.7	23.5	123
SUPERNET	11622	3384	13.9	29.1	106	311	12.5	2.7	95	770	15.6	6.6	119	2303	13.7	19.8	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	2406	9.9	25.5	93	220	8.9	2.3	83	608	12.3	6.5	116	1578	9.4	16.7	88
WKDAY 9:00 AM - 1:00 PM	13304	3058	12.6	23.0	84	310	12.5	2.3	83	730	14.8	5.5	99	2018	12.0	15.2	80
WKDAY 1:00 PM - 4:30 PM	17591	4059	16.7	23.1	84	432	17.4	2.5	88	982	19.9	5.6	100	2645	15.7	15.0	79
WKDAY 4:30 PM - 7:30 PM	24418	6288	25.9	25.8	94	636	25.7	2.6	93	1421	28.8	5.8	104	4231	25.1	17.3	91
WKDAY 7:30 PM - 8:00 PM	34400	8615	35.5	25.0	91	898	36.2	2.6	93	1773	36.0	5.2	93	5944	35.2	17.3	91
WKDAY 11:00 PM - 11:30 PM	26120	7039	29.0	26.9	98	810	32.7	3.1	111	1493	30.3	5.7	103	4735	28.1	18.1	95
WKDAY 11:30 PM - 1:00 AM	8402	2217	9.1	26.4	96	192	7.7	2.3	82	493	10.0	5.9	105	1532	9.1	18.2	96
M-SAT 8-11 PM+SUN 7-11 PM	36828	9976	41.1	27.1	99	1033	41.7	2.8	100	2043	41.5	5.5	100	6901	40.9	18.7	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	1922	7.9	26.6	97	250	10.1	3.5	124	334	6.8	4.6	83	1338	7.9	18.5	97
ANOTHER WORLD N	4924	997	4.1	20.2	74	*121	4.9	2.5	88	271	5.5	5.5	99	605	3.6	12.3	64
AS THE WORLD TURNS C	5966	1031	4.2	17.3	63	*88	3.5	1.5	53	260	5.3	4.4	78	684	4.1	11.5	60
CAPITOL C	3672	758	3.1	20.6	75	*40	1.6	1.1	39	193	3.9	5.3	94	524	3.1	14.3	75
CBS MORN. NEWS 1 C	1590	400	1.6	25.2	92	**59	2.4	3.7	132	*80	1.6	5.0	90	261	1.5	16.4	86
CBS MORN. NEWS 2 C	1298	327	1.3	25.2	92	**76	3.1	5.9	209	*80	1.6	6.2	111	172	1.0	13.3	70
DAYS OF OUR LIVES N	6389	1570	6.5	24.6	90	*135	5.4	2.1	75	419	8.5	6.6	118	1017	6.0	15.9	84
FACTS OF LIFE - DAYTIME N	2526	525	2.2	20.8	76	*63	2.5	2.5	89	118	2.4	4.7	84	344	2.0	13.6	71
FAMILY FEUD A	3427	711	2.9	20.7	76	*61	2.5	1.8	64	181	3.7	5.3	95	469	2.8	13.7	72
GENERAL HOSPITAL A	6870	1772	7.3	25.8	94	218	8.8	3.2	113	430	8.7	6.3	112	1124	6.7	16.4	86
GOOD MORNING, AMERICA-730 A	3767	1001	4.1	26.6	97	*60	2.4	1.6	57	210	4.3	5.6	100	731	4.3	19.4	102
GOOD MORNING, AMERICA-830 A	3076	881	3.6	28.6	104	*56	2.3	1.8	65	185	3.8	6.0	108	641	3.8	20.8	109
GUIDING LIGHT C	5789	1226	5.1	21.2	77	*93	3.8	1.6	57	291	5.9	5.0	90	843	5.0	14.6	76
ONE LIFE TO LIVE A	4918	1237	5.1	25.2	92	157	6.3	3.2	114	282	5.7	5.7	103	799	4.7	16.2	85
PRESS YOUR LUCK C	2367	502	2.1	21.2	77	**38	1.5	1.6	57	*108	2.2	4.6	82	356	2.1	15.0	79
PRICE IS RIGHT 1 C	4727	879	3.6	18.6	68	*70	2.8	1.5	53	226	4.6	4.8	86	582	3.5	12.3	65
PRICE IS RIGHT 2 C	5511	1051	4.3	19.1	70	*83	3.3	1.5	54	314	6.4	5.7	102	654	3.9	11.9	62
RYAN'S HOPE A	3479	862	3.6	24.8	90	*83	3.3	2.4	85	155	3.1	4.5	80	624	3.7	17.9	94
SALE OF THE CENTURY N	2823	527	2.2	18.7	68	*80	3.2	2.8	101	132	2.7	4.7	84	316	1.9	11.2	59
SEARCH FOR TOMORROW N	2525	546	2.2	21.6	79	**51	2.1	2.0	72	*87	1.8	3.4	62	409	2.4	16.2	85
TODAY SHOW 1 N	2979	776	3.2	26.0	95	*71	2.9	2.4	85	204	4.1	6.8	123	502	3.0	16.9	88
TODAY SHOW 2 N	2792	677	2.8	24.2	88	*49	2.0	1.8	63	229	4.6	8.2	147	399	2.4	14.3	75
$25,000 PYRAMID C	2899	633	2.6	21.8	80	*71	2.9	2.4	87	120	2.4	4.1	74	442	2.6	15.2	80
WHEEL OF FORTUNE N	4689	978	4.0	20.9	76	*110	4.4	2.3	84	217	4.4	4.6	83	651	3.9	13.9	73
YOUNG AND THE RESTLESS C	6231	1164	4.8	18.7	68	*87	3.5	1.4	50	373	7.6	6.0	107	705	4.2	11.3	59
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	629	2.6	31.9	116	**50	2.0	2.5	90	*118	2.4	6.0	107	461	2.7	23.4	123
NBA PLAYOFF GAME -1 C	1246	312	1.3	25.0	91	**34	1.4	2.7	97	*114	2.3	9.1	164	164	1.0	13.2	69
NBC MAJOR LEAGUE PRE-GAME N	1140	*156	0.6	13.7	50	**23	0.9	2.0	72	**36	0.7	3.2	57	**98	0.6	8.6	45
SPORTSWORLD - SUN N	1328	285	1.2	21.5	78	**30	1.2	2.3	81	**49	1.0	3.7	66	*206	1.2	15.5	81
SUNDAY MORNING C	1645	492	2.0	29.9	109	**90	3.6	5.5	195	*114	2.3	6.9	124	288	1.7	17.5	92

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TOTAL FEMALES		88464	24268	100.0	27.4	100	2479	100.0	2.8	100	4927	100.0	5.6	100	16863	100.0	19.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	6606	27.2	23.6	86	625	25.2	2.2	80	1350	27.4	4.8	87	4631	27.5	16.6	87
NETWORK AFFILIATES - LATE		21966	5875	24.2	26.7	97	682	27.5	3.1	111	1233	25.0	5.6	101	3960	23.5	18.0	95
INDEPENDENTS - LATE		2247	821	3.4	36.5	133	*126	5.1	5.6	200	133	2.7	5.9	106	562	3.3	25.0	131
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	2770	11.4	24.0	88	301	12.1	2.6	93	561	11.4	4.9	87	1908	11.3	16.6	87
ABC MONDAY NIGHT MOVIE	A	6879	1844	7.6	26.8	98	*168	6.8	2.4	87	293	5.9	4.3	76	1383	8.2	20.1	105
ABC SUNDAY NIGHT MOVIE	A	13690	3974	16.4	29.0	106	397	16.0	2.9	103	784	15.9	5.7	103	2793	16.6	20.4	107
ABC WORLD NEWS TONIGHT	A	6589	1433	5.9	21.7	79	124	5.0	1.9	67	336	6.8	5.1	92	973	5.8	14.8	77
AFTERMASH	C	6391	1690	7.0	26.4	96	**130	5.2	2.0	73	390	7.9	6.1	110	1170	6.9	18.3	96
ALICE	C	10273	2721	11.2	26.5	97	*175	7.1	1.7	61	583	11.8	5.7	102	1962	11.6	19.1	100
AMERICAN PARADE	C	7130	1736	7.2	24.3	89	*203	8.2	2.8	102	347	7.0	4.9	87	1186	7.0	16.6	87
BENSON	A	11665	3292	13.6	28.2	103	318	12.8	2.7	97	673	13.7	5.8	104	2301	13.6	19.7	103
BLUE THUNDER	A	5442	1438	5.9	26.4	96	*131	5.3	2.4	86	416	8.4	7.6	137	891	5.3	16.4	86
CAGNEY & LACEY	C	10565	2717	11.2	25.7	94	208	8.4	2.0	70	529	10.7	5.0	90	1979	11.7	18.7	98
CBS EVENING NEWS-DEAN	C	3668	1024	4.2	27.9	102	**96	3.9	2.6	93	*221	4.5	6.0	108	707	4.2	19.3	101
CBS EVENING NEWS-RATHER	C	7561	1939	8.0	25.6	93	145	5.8	1.9	68	414	8.4	5.5	98	1380	8.2	18.3	96
CBS SAT. NEWS-SCHIEFFER	C	3948	1046	4.3	26.5	97	*119	4.8	3.0	108	159	3.2	4.0	72	768	4.6	19.5	102
CBS SATURDAY NIGHT MOVIE	C	5966	1624	6.7	27.2	99	216	8.7	3.6	129	318	6.5	5.3	96	1090	6.5	18.3	96
CBS WEDNESDAY NIGHT MOVIE	C	6529	1498	6.2	22.9	84	196	7.9	3.0	107	290	5.9	4.4	80	1012	6.0	15.5	81
CHEERS	N	9842	2912	12.0	29.6	108	317	12.8	3.2	115	546	11.1	5.5	100	2048	12.1	20.8	109
DALLAS	C	23935	6536	26.9	27.3	100	607	24.5	2.5	90	1337	27.1	5.6	100	4592	27.2	19.2	101
DIFF'RENT STROKES	N	7574	1617	6.7	21.3	78	*207	8.4	2.7	98	395	8.0	5.2	94	1015	6.0	13.4	70
DOUBLE TROUBLE	N	7786	2169	8.9	27.9	102	313	12.6	4.0	143	465	9.4	6.0	107	1390	8.2	17.9	94
DUCK FACTORY	N	6290	1917	7.9	30.5	111	*306	12.3	4.9	174	336	6.8	5.3	96	1274	7.6	20.3	106
DUKES OF HAZZARD	C	6402	1328	5.5	20.7	76	*155	6.3	2.4	86	269	5.5	4.2	75	904	5.4	14.1	74
DYNASTY	A	21955	5900	24.3	26.9	98	544	21.9	2.5	88	1228	24.9	5.6	100	4128	24.5	18.8	99
FACTS OF LIFE	N	8898	2519	10.4	28.3	103	341	13.8	3.8	137	557	11.3	6.3	112	1621	9.6	18.2	96
FALCON CREST	C	21877	6188	25.5	28.3	103	580	23.4	2.7	95	1150	23.3	5.3	94	4458	26.4	20.4	107
FALL GUY	A	10045	2552	10.5	25.4	93	296	11.9	2.9	105	543	11.0	5.4	97	1713	10.2	17.1	89
FAMILY TIES	N	8922	2272	9.4	25.5	93	*361	14.6	4.0	144	424	8.6	4.8	85	1486	8.8	16.7	87
FANTASY ISLAND	A	8288	2034	8.4	24.5	89	215	8.7	2.6	93	433	8.8	5.2	94	1386	8.2	16.7	88
FOULUPS,BLEEPS & BLUNDERS	A	9891	2550	10.5	25.8	94	276	11.1	2.8	100	471	9.6	4.8	85	1803	10.7	18.2	96
FOUR SEASONS	C	5429	1447	6.0	26.7	97	*164	6.6	3.0	108	329	6.7	6.1	109	954	5.7	17.6	92
GIMME A BREAK	N	9646	2239	9.2	23.2	85	336	13.6	3.5	124	512	10.4	5.3	95	1391	8.2	14.4	76
HART TO HART	A	9983	2504	10.3	25.1	91	269	10.9	2.7	96	501	10.2	5.0	90	1735	10.3	17.4	91
HILL STREET BLUES	N	9688	2993	12.3	30.9	113	*256	10.3	2.6	94	679	13.8	7.0	126	2058	12.2	21.2	111
HOTEL	A	15435	4022	16.6	26.1	95	380	15.3	2.5	88	916	18.6	5.9	107	2725	16.2	17.7	93
JEFFERSONS	C	10031	2676	11.0	26.7	97	*189	7.6	1.9	67	671	13.6	6.7	120	1816	10.8	18.1	95
JENNIFER SLEPT HERE	N	6376	1487	6.1	23.3	85	*169	6.8	2.7	95	367	7.4	5.8	103	952	5.6	14.9	78
KATE & ALLIE	C	9951	2717	11.2	27.3	100	283	11.4	2.8	101	496	10.1	5.0	89	1938	11.5	19.5	102
KNIGHT RIDER	N	7908	2105	8.7	26.6	97	*207	8.4	2.6	93	380	7.7	4.8	86	1518	9.0	19.2	101
LOVE BOAT	A	13226	3400	14.0	25.7	94	313	12.6	2.4	84	746	15.1	5.6	101	2341	13.9	17.7	93
MAGNUM PI	C	12105	2965	12.2	24.5	89	220	8.9	1.8	65	557	11.3	4.6	83	2188	13.0	18.1	95
MAMA'S FAMILY	N	6364	1440	5.9	22.6	82	*219	8.8	3.4	123	305	6.2	4.8	86	917	5.4	14.4	76
MASTER, THE	N	3955	1002	4.1	25.3	92	**58	2.3	1.5	52	275	5.6	7.0	125	669	4.0	16.9	89
MATT HOUSTON	A	6903	1899	7.8	27.5	100	*169	6.8	2.4	87	461	9.4	6.7	120	1268	7.5	18.4	96
NBC MONDAY NIGHT MOVIE	N	13443	3766	15.5	28.0	102	400	16.1	3.0	106	911	18.5	6.8	122	2454	14.6	18.3	96
NBC NIGHTLY NEWS	N	5585	1306	5.4	23.4	85	103	4.2	1.8	66	221	4.5	4.0	71	983	5.8	17.6	92
NBC NIGHTLY NEWS-SAT	N	3688	857	3.5	23.2	85	**70	2.8	1.9	68	*208	4.2	5.6	101	579	3.4	15.7	82
NBC NIGHTLY NEWS-SUN	N	3310	769	3.2	23.2	85	**63	2.5	1.9	68	*139	2.8	4.2	75	567	3.4	17.1	90
NBC SUNDAY NIGHT MOVIE	N	9238	2305	9.5	25.0	91	*259	10.4	2.8	100	496	10.1	5.4	96	1550	9.2	16.8	88
NEWHART	C	9876	2632	10.8	26.7	97	302	12.2	3.1	109	492	10.0	5.0	89	1838	10.9	18.6	98
ONE DAY AT A TIME	C	7954	2147	8.8	27.0	98	*246	9.9	3.1	110	447	9.1	5.6	101	1454	8.6	18.3	96
PEOPLE ARE FUNNY	N	5182	1175	4.8	22.7	83	*175	7.1	3.4	121	253	5.1	4.9	88	747	4.4	14.4	76
REAL PEOPLE	N	9674	2262	9.3	23.4	85	224	9.0	2.3	83	428	8.7	4.4	79	1610	9.5	16.6	87
REMINGTON STEELE	N	8511	2196	9.0	25.8	94	238	9.6	2.8	100	568	11.5	6.7	120	1390	8.2	16.3	86
RIPLEY'S BELIEVE IT - NOT	A	5656	1423	5.9	25.2	92	*91	3.7	1.6	57	241	4.9	4.3	77	1091	6.5	19.3	101
RIPTIDE	N	7718	1890	7.8	24.5	89	*180	7.3	2.3	83	428	8.7	5.5	100	1282	7.6	16.6	87
SCARECROW & MRS. KING	C	11058	2657	10.9	24.0	88	295	11.9	2.7	95	510	10.4	4.6	83	1851	11.0	16.7	88
SIMON & SIMON	C	11615	2845	11.7	24.5	89	289	11.7	2.5	89	664	13.5	5.7	103	1891	11.2	16.3	85
60 MINUTES	C	14326	3762	15.5	26.3	96	312	12.6	2.2	78	871	17.7	6.1	109	2579	15.3	18.0	94
ST. ELSEWHERE	N	7670	2377	9.8	31.0	113	287	11.6	3.7	134	448	9.1	5.8	105	1642	9.7	21.4	112
THREE'S COMPANY	A	12068	3351	13.8	27.8	101	435	17.5	3.6	129	639	13.0	5.3	95	2277	13.5	18.9	99
T.J. HOOKER	A	9735	2432	10.0	25.0	91	188	7.6	1.9	69	519	10.5	5.3	96	1725	10.2	17.7	93
TONIGHT SHOW	N	2531	758	3.1	29.9	109	*60	2.4	2.4	85	180	3.7	7.1	128	518	3.1	20.5	107
TRAPPER JOHN, M.D.	C	10374	2424	10.0	23.4	85	*168	6.8	1.6	58	532	10.8	5.1	92	1723	10.2	16.6	87
TV BLOOPERS & PRAC. JOKES	N	9795	2668	11.0	27.2	99	276	11.1	2.8	101	486	9.9	5.0	89	1906	11.3	19.5	102
20/20	A	10009	2687	11.1	26.8	98	264	10.6	2.6	94	494	10.0	4.9	89	1929	11.4	19.3	101
WEBSTER	A	11934	3409	14.0	28.6	104	353	14.2	3.0	106	728	14.8	6.1	110	2328	13.8	19.5	102
WORLD NEWS - SUN	A	3291	881	3.6	26.8	98	**92	3.7	2.8	100	*261	5.3	7.9	142	528	3.1	16.0	84
YELLOW ROSE	N	5196	1199	4.9	23.1	84	*112	4.5	2.2	77	203	4.1	3.9	70	884	5.2	17.0	89
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	3122	12.9	32.7	119	*246	9.9	2.6	92	635	12.9	6.6	119	2242	13.3	23.5	123
BASKETBALL - COLLEGE GAMES		4414	1454	6.0	32.9	120	**109	4.4	2.5	88	*355	7.2	8.0	144	990	5.9	22.4	118
BASKETBALL - PRO GAMES		3876	1367	5.6	35.3	129	**67	2.7	1.7	62	*337	6.8	8.7	156	963	5.7	24.8	130
BOWLING		4056	1313	5.4	32.4	118	**104	4.2	2.6	92	*315	6.4	7.8	139	894	5.3	22.0	116
BOXING		4154	1260	5.2	30.3	111	**111	4.5	2.7	95	**175	3.6	4.2	76	975	5.8	23.5	123
FOOTBALL - COLLEGE GAMES		6754	2248	9.3	33.3	121	**204	8.2	3.0	108	*332	6.7	4.9	88	1713	10.2	25.4	133
FOOTBALL - PRO GAMES		12364	4384	18.1	35.5	129	*368	14.8	3.0	106	602	12.2	4.9	87	3414	20.2	27.6	145
GOLF		3615	1529	6.3	42.3	154	**119	4.8	3.3	117	*266	5.4	7.4	132	1143	6.8	31.6	166
POST-SEASON COLL. FOOTBALL		5296	1797	7.4	33.9	124	**212	8.6	4.0	143	*223	4.5	4.2	76	1363	8.1	25.7	135
POST-SEASON PRO FOOTBALL		6693	2539	10.5	37.9	138	**171	6.9	2.6	91	*412	8.4	6.2	111	1957	11.6	29.2	153
TENNIS		3281	1137	4.7	34.7	126	**41	1.7	1.2	45	**178	3.6	5.4	97	919	5.4	28.0	147
WRESTLING - PROFESSIONAL		3672	859	3.5	23.4	85	**89	3.6	2.4	86	**193	3.9	5.3	94	*577	3.4	15.7	82

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

	TOTAL	ALL USERS				ASTI SPUMANTI				DOMESTIC CHAMPAGNE				IMPORTED CHAMPAGNE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	14347	100.0	8.6	100	20515	100.0	12.2	100	8046	100.0	4.8	100
MALES	79263	19300	44.3	24.3	94	5837	40.7	7.4	86	9571	46.7	12.1	99	3915	48.7	4.9	103
FEMALES	88464	24268	55.7	27.4	106	8510	59.3	9.6	112	10943	53.3	12.4	101	4131	51.3	4.7	97
18 - 24	28671	8169	18.8	28.5	110	2972	20.7	10.4	121	4114	20.1	14.3	117	1828	22.7	6.4	133
25 - 34	39536	12401	28.5	31.4	121	4251	29.6	10.8	126	5862	28.6	14.8	121	2505	31.1	6.3	132
35 - 44	28978	8415	19.3	29.0	112	3069	21.4	10.6	124	3840	18.7	13.3	108	1588	19.7	5.5	114
45 - 54	22345	5895	13.5	26.4	102	1978	13.8	8.9	103	2533	12.3	11.3	93	987	12.3	4.4	92
55 - 64	22224	4838	11.1	21.8	84	1243	8.7	5.6	65	2355	11.5	10.6	87	653	8.1	2.9	61
65 OR OLDER	25973	3851	8.8	14.8	57	836	5.8	3.2	38	1810	8.8	7.0	57	486	6.0	1.9	39
18 - 34	68207	20570	47.2	30.2	116	7223	50.3	10.6	124	9976	48.6	14.6	120	4333	53.9	6.4	132
18 - 49	108058	31826	73.0	29.5	113	11198	78.1	10.4	121	15071	73.5	13.9	114	6367	79.1	5.9	123
25 - 54	90859	26711	61.3	29.4	113	9297	64.8	10.2	120	12235	59.6	13.5	110	5079	63.1	5.6	117
35 - 49	39851	11256	25.8	28.2	109	3976	27.7	10.0	117	5095	24.8	12.8	105	2034	25.3	5.1	106
50 OR OLDER	59669	11742	27.0	19.7	76	3149	21.9	5.3	62	5444	26.5	9.1	75	1679	20.9	2.8	59
GRADUATED COLLEGE	28091	10770	24.7	38.3	148	3323	23.2	11.8	138	6454	31.5	23.0	188	2826	35.1	10.1	210
ATTENDED COLLEGE	28938	10328	23.7	35.7	137	3799	26.5	13.1	153	5028	24.5	17.4	142	1997	24.8	6.9	144
GRADUATED HIGH SCHOOL	65503	16278	37.4	24.9	96	5653	39.4	8.6	101	6711	32.7	10.2	84	2137	26.6	3.3	68
DID NOT GRADUATE HIGH SCHOOL	45195	6192	14.2	13.7	53	1572	11.0	3.5	41	2323	11.3	5.1	42	1086	13.5	2.4	50
EMPLOYED MALES	56429	15399	35.3	27.3	105	4847	33.8	8.6	100	7808	38.1	13.8	113	3269	40.6	5.8	121
EMPLOYED FEMALES	43971	15004	34.4	34.1	131	5700	39.7	13.0	152	6689	32.6	15.2	124	2725	33.9	6.2	129
EMPLOYED FULL-TIME	87773	26357	60.5	30.0	116	8951	62.4	10.2	119	12672	61.8	14.4	118	5233	65.0	6.0	124
EMPLOYED PART-TIME	12627	4046	9.3	32.0	123	1597	11.1	12.6	148	1825	8.9	14.5	118	761	9.5	6.0	126
NOT EMPLOYED	67327	13165	30.2	19.6	75	3800	26.5	5.6	66	6018	29.3	8.9	73	2052	25.5	3.0	64
PROFESSIONAL/MANAGER	25845	10035	23.0	38.8	149	3278	22.8	12.7	148	5582	27.2	21.6	177	2223	27.6	8.6	179
TECH/CLERICAL/SALES	30895	10562	24.2	34.2	132	3975	27.7	12.9	150	5012	24.4	16.2	133	1853	23.0	6.0	125
PRECISION/CRAFT	12629	3011	6.9	23.8	92	1114	7.8	8.8	103	1087	5.3	8.6	70	469	5.8	3.7	77
OTHER EMPLOYED	31031	6795	15.6	21.9	84	2180	15.2	7.0	82	2816	13.7	9.1	74	1450	18.0	4.7	97
SINGLE	35557	10961	25.2	30.8	119	3740	26.1	10.5	123	5641	27.5	15.9	130	2578	32.0	7.3	151
MARRIED	103585	26501	60.8	25.6	98	8876	61.9	8.6	100	12190	59.4	11.8	96	4339	53.9	4.2	87
DIVORCED/SEPARATED/WIDOWED	28585	6107	14.0	21.4	82	1731	12.1	6.1	71	2685	13.1	9.4	77	1129	14.0	3.9	82
PARENTS	59295	15839	36.4	26.7	103	5701	39.7	9.6	112	6682	32.6	11.3	92	2483	30.9	4.2	87
WHITE	146081	38742	88.9	26.5	102	12974	90.4	8.9	104	18433	89.9	12.6	103	6931	86.1	4.7	99
BLACK	17974	3707	8.5	20.6	79	1065	7.4	5.9	69	1369	6.7	7.6	62	768	9.5	4.3	89
OTHER	3672	1120	2.6	30.5	117	**308	2.1	8.4	98	*713	3.5	19.4	159	**346	4.3	9.4	196
NORTHEAST-CENSUS	37005	11395	26.2	30.8	119	4729	33.0	12.8	149	4902	23.9	13.2	108	2444	30.4	6.6	138
NORTH CENTRAL	42642	11390	26.1	26.7	103	5042	35.1	11.8	138	4141	20.2	9.7	79	1481	18.4	3.5	72
SOUTH	56777	9524	21.9	16.8	65	2682	18.7	4.7	55	4648	22.7	8.2	67	1896	23.6	3.3	70
WEST	31303	11259	25.8	36.0	138	1895	13.2	6.1	71	6825	33.3	21.8	178	2224	27.6	7.1	148
NORTHEAST-MKTG.	38125	11547	26.5	30.3	117	4806	33.5	12.6	147	5029	24.5	13.2	108	2686	33.4	7.0	147
EAST CENTRAL	24794	5949	13.7	24.0	92	3149	21.9	12.7	148	2089	10.2	8.4	69	591	7.3	2.4	50
WEST CENTRAL	28511	8182	18.8	28.7	110	2830	19.7	9.9	116	3116	15.2	10.9	89	1190	14.8	4.2	87
SOUTH	48953	7866	18.1	16.1	62	1957	13.6	4.0	47	3921	19.1	8.0	65	1483	18.4	3.0	63
PACIFIC	27344	10024	23.0	36.7	141	1606	11.2	5.9	69	6359	31.0	23.3	190	2095	26.0	7.7	160
COUNTY SIZE A	69301	21949	50.4	31.7	122	7343	51.2	10.6	124	11190	54.5	16.1	132	4696	58.4	6.8	141
COUNTY SIZE B	50633	12567	28.8	24.8	96	4072	28.4	8.0	94	5864	28.6	11.6	95	2227	27.7	4.4	92
COUNTY SIZE C	26259	5946	13.6	22.6	87	1878	13.1	7.2	84	2236	10.9	8.5	70	810	10.1	3.1	64
COUNTY SIZE D	21534	3106	7.1	14.4	56	1055	7.4	4.9	57	1225	6.0	5.7	47	*313	3.9	1.5	30
METRO CENTRAL CITY	50014	14354	32.9	28.7	110	3887	27.1	7.8	91	7557	36.8	15.1	124	3595	44.7	7.2	150
METRO SUBURBAN	76832	22145	50.8	28.8	111	8126	56.6	10.6	124	10162	49.5	13.2	108	3455	42.9	4.5	94
NON METRO	40881	7069	16.2	17.3	67	2334	16.3	5.7	67	2796	13.6	6.8	56	996	12.4	2.4	51
TOP 5 ADI'S	39550	13957	32.0	35.3	136	4268	29.7	10.8	126	7261	35.4	18.4	150	3232	40.2	8.2	170
TOP 10 ADI'S	54877	17581	40.4	32.0	123	5824	40.6	10.6	124	8844	43.1	16.1	132	4202	52.2	7.7	160
TOP 20 ADI'S	77516	23830	54.7	30.7	118	7942	55.4	10.2	120	12081	58.9	15.6	127	5004	62.2	6.5	135
HSHLD INC. $50,000 OR MORE	17257	6656	15.3	38.6	148	2359	16.4	13.7	160	3590	17.5	20.8	170	1642	20.4	9.5	198
$40,000 OR MORE	33235	11922	27.4	35.9	138	4357	30.4	13.1	153	6148	30.0	18.5	151	2606	32.4	7.8	163
$30,000 OR MORE	59693	20373	46.8	34.1	131	7482	52.2	12.5	147	10196	49.7	17.1	140	4202	52.2	7.0	147
$25,000 OR MORE	76275	25724	59.0	33.7	130	9304	64.8	12.2	143	12837	62.6	16.8	138	5126	63.7	6.7	140
$20,000 - $24,999	18607	4911	11.3	26.4	102	1452	10.1	7.8	91	2205	10.7	11.9	97	767	9.5	4.1	86
$15,000 - $19,999	17175	4134	9.5	24.1	93	1329	9.3	7.7	90	1960	9.6	11.4	93	688	8.6	4.0	84
$10,000 - $14,999	24569	4645	10.7	18.9	73	1324	9.2	5.4	63	1936	9.4	7.9	64	752	9.3	3.1	64
UNDER $10,000	31101	4154	9.5	13.4	51	939	6.5	3.0	35	1578	7.7	5.1	41	714	8.9	2.3	48
HOUSEHOLD OF 1 PERSON	19441	4578	10.5	23.5	91	1216	8.5	6.3	73	2361	11.5	12.1	99	967	12.0	5.0	104
2 PEOPLE	51803	13155	30.2	25.4	98	3922	27.3	7.6	89	6819	33.2	13.2	108	2513	31.2	4.9	101
3 OR 4 PEOPLE	66933	18302	42.0	27.3	105	6624	46.2	9.9	116	8092	39.4	12.1	99	3269	40.6	4.9	102
5 OR MORE PEOPLE	29550	7534	17.3	25.5	98	2585	18.0	8.7	102	3243	15.8	11.0	90	1297	16.1	4.4	91
NO CHILD IN HSHLD	96587	24672	56.6	25.5	98	7604	53.0	7.9	92	12291	59.9	12.7	104	5007	62.2	5.2	108
CHILD(REN) UNDER 2 YRS	10844	2661	6.1	24.5	94	870	6.1	8.0	94	1118	5.4	10.3	84	*409	5.1	3.8	79
2 - 5 YEARS	26358	6659	15.3	25.3	97	2110	14.7	8.0	94	3046	14.8	11.6	94	1138	14.1	4.3	90
6 - 11 YEARS	30453	7505	17.2	24.6	95	2517	17.5	8.3	97	3230	15.7	10.6	87	1246	15.5	4.1	85
12 - 17 YEARS	36575	9754	22.4	26.7	103	3628	25.3	9.9	116	4061	19.8	11.1	91	1492	18.5	4.1	85
RESIDENCE OWNED	117770	30261	69.5	25.7	99	10111	70.5	8.6	100	14382	70.1	12.2	100	4917	61.1	4.2	87
VALUE: $50,000 OR MORE	70166	22764	52.2	32.4	125	7494	52.2	10.7	125	11693	57.0	16.7	136	4141	51.5	5.9	123
VALUE: UNDER $50,000	47604	7497	17.2	15.7	61	2618	18.2	5.5	64	2689	13.1	5.6	46	776	9.6	1.6	34

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				ASTI SPUMANTI				DOMESTIC CHAMPAGNE				IMPORTED CHAMPAGNE			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	43568	100.0	26.0	100	14347	100.0	8.6	100	20515	100.0	12.2	100	8046	100.0	4.8	100
MAGAZINES	QUINTILE 1	34022	12208	28.0	35.9	138	4027	28.1	11.8	138	6225	30.3	18.3	150	2510	31.2	7.4	154
	QUINTILE 2	34800	11184	25.7	32.1	124	3820	26.6	11.0	128	5268	25.7	15.1	124	2100	26.1	6.0	126
	QUINTILE 3	30514	7280	16.7	23.9	92	2752	19.2	9.0	105	3130	15.3	10.3	84	1272	15.8	4.2	87
	QUINTILE 4	33324	7533	17.3	22.6	87	2191	15.3	6.6	77	3753	18.3	11.3	92	1315	16.3	3.9	82
	QUINTILE 5	35066	5363	12.3	15.3	59	1557	10.9	4.4	52	2138	10.4	6.1	50	849	10.6	2.4	50
NEWSPAPERS	QUINTILE 1	29107	10099	23.2	34.7	134	3833	26.7	13.2	154	4918	24.0	16.9	138	1888	23.5	6.5	135
	QUINTILE 2	49095	13077	30.0	26.6	103	4383	30.5	8.9	104	6126	29.9	12.5	102	2545	31.6	5.2	108
	QUINTILE 3	23107	6507	14.9	28.2	108	2146	15.0	9.3	109	3038	14.8	13.1	107	1118	13.9	4.8	101
	QUINTILE 4	33556	8117	18.6	24.2	93	2397	16.7	7.1	84	3795	18.5	11.3	92	1332	16.6	4.0	83
	QUINTILE 5	32863	5768	13.2	17.6	68	1589	11.1	4.8	57	2637	12.9	8.0	66	1162	14.4	3.5	74
OUTDOOR	QUINTILE 1	33431	10332	23.7	30.9	119	3490	24.3	10.4	122	5099	24.9	15.3	125	1995	24.8	6.0	124
	QUINTILE 2	33478	9433	21.7	28.2	108	3282	22.9	9.8	115	4435	21.6	13.2	108	1763	21.9	5.3	110
	QUINTILE 3	33574	9098	20.9	27.1	104	3069	21.4	9.1	107	4127	20.1	12.3	100	1707	21.2	5.1	106
	QUINTILE 4	33935	8254	18.9	24.3	94	2519	17.6	7.4	87	4145	20.2	12.2	100	1502	18.7	4.4	92
	QUINTILE 5	33310	6451	14.8	19.4	75	1987	13.8	6.0	70	2710	13.2	8.1	67	1079	13.4	3.2	68
RADIO-DRIVE TIME	QUINTILE 1	33136	9336	21.4	28.2	108	3073	21.4	9.3	108	4352	21.2	13.1	107	1700	21.1	5.1	107
	QUINTILE 2	31658	9047	20.8	28.6	110	3049	21.3	9.6	113	4304	21.0	13.6	111	1727	21.5	5.5	114
	QUINTILE 3	32541	9168	21.0	28.2	108	3247	22.6	10.0	117	4188	20.4	12.9	105	1929	24.0	5.9	124
	QUINTILE 4	34247	9022	20.7	26.3	101	2978	20.8	8.7	102	4112	20.0	12.0	98	1658	20.6	4.8	101
	QUINTILE 5	36144	6996	16.1	19.4	75	2001	13.9	5.5	65	3559	17.3	9.8	81	1033	12.8	2.9	60
RADIO-MID-DAY	TERCILE 1	45037	12317	28.3	27.3	105	4354	30.3	9.7	113	5781	28.2	12.8	105	2366	29.4	5.3	110
	TERCILE 2	44819	11822	27.1	26.4	102	4008	27.9	8.9	105	5288	25.8	11.8	96	2032	25.3	4.5	95
	TERCILE 3	77872	19429	44.6	24.9	96	5985	41.7	7.7	90	9447	46.0	12.1	99	3648	45.3	4.7	98
RADIO-TOTAL	QUINTILE 1	33763	9592	22.0	28.4	109	3079	21.5	9.1	107	4703	22.9	13.9	114	1861	23.1	5.5	115
	QUINTILE 2	33240	8967	20.6	27.0	104	3069	21.4	9.2	108	3942	19.2	11.9	97	1677	20.8	5.0	105
	QUINTILE 3	33408	9888	22.7	29.6	114	3596	25.1	10.8	126	4573	22.3	13.7	112	1914	23.8	5.7	119
	QUINTILE 4	34792	8884	20.4	25.5	98	2920	20.4	8.4	98	4147	20.2	11.9	97	1589	19.7	4.6	95
	QUINTILE 5	32524	6237	14.3	19.2	74	1682	11.7	5.2	60	3150	15.4	9.7	79	1005	12.5	3.1	64
TV-PRIME TIME	QUINTILE 1	33090	8129	18.7	24.6	95	2425	16.9	7.3	86	3924	19.1	11.9	97	1555	19.3	4.7	98
	QUINTILE 2	33357	8761	20.1	26.3	101	2979	20.8	8.9	104	4037	19.7	12.1	99	1756	21.8	5.3	110
	QUINTILE 3	33980	9293	21.3	27.3	105	3067	21.4	9.0	106	4627	22.6	13.6	111	1595	19.8	4.7	98
	QUINTILE 4	33854	9459	21.7	27.9	108	3395	23.7	10.0	117	3927	19.1	11.6	95	1687	21.0	5.0	104
	QUINTILE 5	33444	7927	18.2	23.7	91	2481	17.3	7.4	87	4000	19.5	12.0	98	1453	18.1	4.3	91
TV-DAYTIME	TERCILE 1	49121	10209	23.4	20.8	80	3204	22.3	6.5	76	4637	22.6	9.4	77	1807	22.5	3.7	77
	TERCILE 2	48823	13094	30.1	26.8	103	4565	31.8	9.4	109	6097	29.7	12.5	102	2229	27.7	4.6	95
	TERCILE 3	69782	20265	46.5	29.0	112	6578	45.8	9.4	110	9780	47.7	14.0	115	4010	49.8	5.7	120
TV-TOTAL	QUINTILE 1	33584	7533	17.3	22.4	86	1934	13.5	5.8	67	3533	17.2	10.5	86	1699	21.1	5.1	105
	QUINTILE 2	33441	8246	18.9	24.7	95	2768	19.3	8.3	97	4029	19.6	12.0	99	1328	16.5	4.0	83
	QUINTILE 3	33505	8787	20.2	26.2	101	3311	23.1	9.9	116	3833	18.7	11.4	94	1290	16.0	3.9	80
	QUINTILE 4	33466	9884	22.7	29.5	114	3425	23.9	10.2	120	4678	22.8	14.0	114	1932	24.0	5.8	120
	QUINTILE 5	33731	9118	20.9	27.0	104	2909	20.3	8.6	101	4442	21.7	13.2	108	1797	22.3	5.3	111
MAGAZINES-NEWSPAPERS: DUAL		44503	15334	35.2	34.5	133	5508	38.4	12.4	145	7326	35.7	16.5	135	3178	39.5	7.1	149
MAGAZINE IMPERATIVE		39363	11524	26.5	29.3	113	3618	25.2	9.2	107	5659	27.6	14.4	118	2103	26.1	5.3	111
NEWSPAPER IMPERATIVE		46441	10841	24.9	23.3	90	3750	26.1	8.1	94	4950	24.1	10.7	87	1754	21.8	3.8	79
MAGAZINES-OUTDOOR: DUAL		33726	11785	27.0	34.9	135	4160	29.0	12.3	144	5928	28.9	17.6	144	2237	27.8	6.6	138
MAGAZINE IMPERATIVE		52846	15439	35.4	29.2	112	5119	35.7	9.7	113	7205	35.1	13.6	111	2986	37.1	5.7	118
OUTDOOR IMPERATIVE		52140	11859	27.2	22.7	88	3759	26.2	7.2	84	5362	26.1	10.3	84	2176	27.0	4.2	87
MAGAZINES-RADIO: DUAL		37081	12409	28.5	33.5	129	4344	30.3	11.7	137	5837	28.5	15.7	129	2380	29.6	6.4	134
MAGAZINE IMPERATIVE		49747	15224	34.9	30.6	118	5044	35.2	10.1	119	7502	36.6	15.1	123	2981	37.0	6.0	125
RADIO IMPERATIVE		49208	10838	24.9	22.0	85	3657	25.5	7.4	87	4827	23.5	9.8	80	1947	24.2	4.0	82
MAGAZINES-TELEVISION: DUAL		33103	10005	23.0	30.2	116	3311	23.1	10.0	117	4683	22.8	14.1	116	1907	23.7	5.8	120
MAGAZINE IMPERATIVE		54575	18183	41.7	33.3	128	6561	45.7	12.0	141	8674	42.3	15.9	130	3514	43.7	6.4	134
TELEVISION IMPERATIVE		53249	9743	22.4	18.3	70	2940	20.5	5.5	65	4574	22.3	8.6	70	1712	21.3	3.2	67
NEWSPAPERS-OUTDOOR: DUAL		36255	11587	26.6	32.0	123	4250	29.6	11.7	137	5713	27.8	15.8	129	2297	28.5	6.3	132
NEWSPAPER IMPERATIVE		55591	14873	34.1	26.8	103	5009	34.9	9.0	105	6822	33.3	12.3	100	2644	32.9	4.8	99
OUTDOOR IMPERATIVE		48319	12213	28.0	25.3	97	3847	26.8	8.0	93	5617	27.4	11.6	95	2129	26.5	4.4	92
NEWSPAPERS-RADIO: DUAL		37242	11541	26.5	31.0	119	4078	28.4	11.0	128	5490	26.8	14.7	121	2215	27.5	5.9	124
NEWSPAPER IMPERATIVE		54423	15549	35.7	28.6	110	5415	37.7	9.9	116	7453	36.3	13.7	112	2847	35.4	5.2	109
RADIO IMPERATIVE		46650	11578	26.6	24.8	96	3658	25.5	7.8	92	5232	25.5	11.2	92	2163	26.9	4.6	97
NEWSPAPERS-TELEVISION: DUAL		35974	9670	22.2	26.9	103	3323	23.2	9.2	108	4797	23.4	13.3	109	1810	22.5	5.0	105
NEWSPAPER IMPERATIVE		56095	17624	40.5	31.4	121	6388	44.5	11.4	133	8170	39.8	14.6	119	3351	41.6	6.0	125
TELEVISION IMPERATIVE		47170	9899	22.7	21.0	81	2769	19.3	5.9	69	4496	21.9	9.5	78	1880	23.4	4.0	83
OUTDOOR-RADIO: DUAL		33748	10418	23.9	30.9	119	3563	24.8	10.6	123	5040	24.6	14.9	122	2144	26.6	6.4	132
OUTDOOR IMPERATIVE		52785	14344	32.9	27.2	105	4787	33.4	9.1	106	6854	33.4	13.0	106	2639	32.8	5.0	104
RADIO IMPERATIVE		52882	13463	30.9	25.5	98	4492	31.3	8.5	99	6150	30.0	11.6	95	2381	29.6	4.5	94
OUTDOOR-TELEVISION: DUAL		32030	8928	20.5	27.9	107	2770	19.3	8.6	101	4429	21.6	13.8	113	1727	21.5	5.4	112
OUTDOOR IMPERATIVE		54626	16594	38.1	30.4	117	5967	41.6	10.9	128	7741	37.7	14.2	116	3063	38.1	5.6	117
TELEVISION IMPERATIVE		54874	11647	26.7	21.2	82	3656	25.5	6.7	78	5183	25.3	9.4	77	1981	24.6	3.6	75
RADIO-TELEVISION: DUAL		33386	8807	20.2	26.4	102	2862	19.9	8.6	100	4209	20.5	12.6	103	1744	21.7	5.2	109
RADIO IMPERATIVE		53810	16070	36.9	29.9	115	5658	39.4	10.5	123	7325	35.7	13.6	111	3109	38.6	5.8	120
TELEVISION IMPERATIVE		54023	12223	28.1	22.6	87	3791	26.4	7.0	82	5830	28.4	10.8	88	2018	25.1	3.7	78

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				ASTI SPUMANTI				DOMESTIC CHAMPAGNE				IMPORTED CHAMPAGNE			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	14347	100.0	8.6	100	20515	100.0	12.2	100	8046	100.0	4.8	100
ATLANTIC MONTHLY	867	374	0.9	43.1	166	**96	0.7	11.1	129	*225	1.1	26.0	212	**130	1.6	15.0	313
BARRON'S	1580	718	1.6	45.4	175	*223	1.6	14.1	165	467	2.3	29.6	242	*196	2.4	12.4	259
BETTER HOMES & GARDENS	22203	7344	16.9	33.1	127	2616	18.2	11.8	138	3187	15.5	14.4	117	1126	14.0	5.1	106
BON APPETIT	3810	1612	3.7	42.3	163	519	3.6	13.6	159	930	4.5	24.4	200	345	4.3	9.1	189
BUSINESS WEEK	4663	1765	4.1	37.9	146	592	4.1	12.7	148	1025	5.0	22.0	180	457	5.7	9.8	204
CAR AND DRIVER	3102	971	2.2	31.3	121	361	2.5	11.6	136	485	2.4	15.6	128	305	3.8	9.8	205
CBS MAGAZINE NETWORK (GROSS)	7311	2827	6.5	38.7	149	972	6.8	13.3	155	1594	7.8	21.8	178	687	8.5	9.4	196
CHANGING TIMES	3400	1248	2.9	36.7	141	311	2.2	9.1	107	685	3.3	20.1	165	213	2.6	6.3	131
COLONIAL HOMES	1796	725	1.7	40.4	155	*193	1.3	10.7	126	447	2.2	24.9	203	*110	1.4	6.1	128
CONDE NAST MAG. PKG. (GROSS)	19924	7865	18.1	39.5	152	2855	19.9	14.3	168	3977	19.4	20.0	163	1646	20.5	8.3	172
CONSUMERS DIGEST	3125	1040	2.4	33.3	128	413	2.9	13.2	155	472	2.3	15.1	123	*193	2.4	6.2	129
COSMOPOLITAN	10577	3997	9.2	37.8	145	1549	10.8	14.6	171	2018	9.8	19.1	156	860	10.7	8.1	169
COUNTRY LIVING	3746	1522	3.5	40.6	156	557	3.9	14.9	174	762	3.7	20.3	166	*160	2.0	4.3	89
CUISINE	2214	1031	2.4	46.6	179	436	3.0	19.7	230	501	2.4	22.6	185	201	2.5	9.1	189
CYCLE WORLD	2394	653	1.5	27.3	105	*217	1.5	9.1	106	*329	1.6	13.7	112	**117	1.5	4.9	102
DCI:CREATIVE IDEAS FOR LIV	3068	926	2.1	30.2	116	320	2.2	10.4	122	411	2.0	13.4	110	**92	1.1	3.0	63
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2764	6.3	28.9	111	786	5.5	8.2	96	1470	7.2	15.4	126	428	5.3	4.5	93
DISCOVER	2277	836	1.9	36.7	141	*236	1.6	10.4	121	435	2.1	19.1	156	*197	2.4	8.7	180
EBONY	7187	1802	4.1	25.1	97	628	4.4	8.7	102	623	3.0	8.7	71	330	4.1	4.6	96
ESQUIRE	2560	879	2.0	34.3	132	350	2.4	13.7	160	527	2.6	20.6	168	*164	2.0	6.4	134
ESSENCE	3242	856	2.0	26.4	102	255	1.8	7.9	92	327	1.6	10.1	82	*165	2.1	5.1	106
FAMILY CIRCLE	19639	5940	13.6	30.2	116	2272	15.8	11.6	135	2596	12.7	13.2	108	729	9.1	3.7	77
THE FAMILY HANDYMAN	3540	964	2.2	27.2	105	320	2.2	9.0	106	435	2.1	12.3	100	*147	1.8	4.2	87
FAMILY WEEKLY	23924	5948	13.7	24.9	96	1881	13.1	7.9	92	2746	13.4	11.5	94	848	10.5	3.5	74
FIELD & STREAM	9883	2543	5.8	25.7	99	828	5.8	8.4	98	1034	5.0	10.5	86	482	6.0	4.9	102
FOOD & WINE	1030	440	1.0	42.7	164	*119	0.8	11.6	135	255	1.2	24.8	202	*113	1.4	11.0	229
FORBES	2679	1169	2.7	43.6	168	336	2.3	12.5	147	740	3.6	27.6	226	329	4.1	12.3	256
FORTUNE	2931	1277	2.9	43.6	168	314	2.2	10.7	125	789	3.8	26.9	220	404	5.0	13.8	287
GENTLEMEN'S QUARTERLY	3481	1421	3.3	40.8	157	437	3.0	12.6	147	846	4.1	24.3	199	524	6.5	15.1	314
GLAMOUR	7163	2794	6.4	39.0	150	1047	7.3	14.6	171	1436	7.0	20.0	164	585	7.3	8.2	170
GOLF DIGEST	2355	851	2.0	36.1	139	320	2.2	13.6	159	424	2.1	18.0	147	*165	2.1	7.0	146
GOLF DIGEST/TENNIS (GROSS)	3610	1377	3.2	38.1	147	423	2.9	11.7	137	755	3.7	20.9	171	342	4.3	9.5	197
GOLF MAGAZINE	2046	702	1.6	34.3	132	260	1.8	12.7	149	393	1.9	19.2	157	*202	2.5	9.9	206
GOLF MAGAZINE/SKI (GROSS)	3547	1294	3.0	36.5	140	396	2.8	11.2	131	766	3.7	21.6	177	334	4.2	9.4	196
GOOD HOUSEKEEPING	20353	6321	14.5	31.1	120	2233	15.6	11.0	128	2880	14.0	14.2	116	764	9.5	3.8	78
HARPER'S BAZAAR	3362	1542	3.5	45.9	177	493	3.4	14.7	171	761	3.7	22.6	185	355	4.4	10.6	220
HEALTH	2987	956	2.2	32.0	123	*288	2.0	9.6	113	448	2.2	15.0	123	*215	2.7	7.2	150
HEARST MAG CORP. BUY (GROSS)	67928	23684	54.4	34.9	134	8250	57.5	12.1	142	11530	56.2	17.0	139	3957	49.2	5.8	121
HEARST MAN POWER (GROSS)	11282	3369	7.7	29.9	115	1091	7.6	9.7	113	1565	7.6	13.9	113	566	7.0	5.0	105
HEARST WOMAN POWER (GROSS)	40514	13584	31.2	33.5	129	5038	35.1	12.4	145	6344	30.9	15.7	128	2089	26.0	5.2	107
HOUSE BEAUTIFUL	4885	1930	4.4	39.5	152	495	3.5	10.1	118	1083	5.3	22.2	181	359	4.5	7.3	153
INC.	1308	608	1.4	46.5	179	*145	1.0	11.1	130	397	1.9	30.4	248	*158	2.0	12.1	252
JET	6498	1614	3.7	24.8	96	474	3.3	7.3	85	600	2.9	9.2	75	350	4.3	5.4	112
LADIES' HOME JOURNAL	14797	4966	11.4	33.6	129	1943	13.5	13.1	154	2005	9.8	13.6	111	816	10.1	5.5	115
LHJ FAMILY GRP COMBO(GROSS)	21743	7439	17.1	34.2	132	2748	19.2	12.6	148	3167	15.4	14.6	119	1278	15.9	5.9	123
LIFE	9881	3484	8.0	35.3	136	1251	8.7	12.7	148	1712	8.3	17.3	142	636	7.9	6.4	134
L.A. TIMES HOME MAGAZINE	2775	1234	2.8	44.5	171	*181	1.3	6.5	76	1004	4.9	36.2	296	437	5.4	15.7	328
MADEMOISELLE	4219	1660	3.8	39.3	151	608	4.2	14.4	168	913	4.5	21.6	177	345	4.3	8.2	170
MC CALL'S	16422	5303	12.2	32.3	124	1894	13.2	11.5	135	2396	11.7	14.6	119	727	9.0	4.4	92
MC CALL'S/WRK MOTHER (GROSS)	17919	5872	13.5	32.8	126	2110	14.7	11.8	138	2641	12.9	14.7	120	781	9.7	4.4	91
MECHANIX ILLUSTRATED	4433	1172	2.7	26.4	102	425	3.0	9.6	112	508	2.5	11.5	94	*147	1.8	3.3	69
METROPOLITAN HOME	1504	693	1.6	46.1	177	*169	1.2	11.2	131	439	2.1	29.2	239	*167	2.1	11.1	231
MONEY	4723	1892	4.3	40.1	154	620	4.3	13.1	153	1127	5.5	23.9	195	459	5.7	9.7	203
MOTHER EARTH NEWS	2325	851	2.0	36.6	141	307	2.1	13.2	154	460	2.2	19.8	162	*229	2.8	9.8	205
MS.	1189	483	1.1	40.6	156	*135	0.9	11.4	133	235	1.1	19.8	162	*87	1.1	7.3	153
NATIONAL ENQUIRER	18892	4303	9.9	22.8	88	1462	10.2	7.7	90	1734	8.5	9.2	75	739	9.2	3.9	82
NATIONAL GEOGRAPHIC	22129	7988	18.3	36.1	139	2278	15.9	10.3	120	4298	21.0	19.4	159	1820	22.6	8.2	171
NATIONAL SUNDAY MAGAZINE PKG	103750	30283	69.5	29.2	112	10368	72.3	10.0	117	14406	70.2	13.9	114	5635	70.0	5.4	113
NATURAL HISTORY	1379	552	1.3	40.0	154	*131	0.9	9.5	111	327	1.6	23.7	194	**121	1.5	8.8	183
NEW WOMAN	2289	766	1.8	33.5	129	303	2.1	13.2	155	295	1.4	12.9	105	**82	1.0	3.6	75
NEW YORK INCLUDING CUE	1088	473	1.1	43.5	167	*181	1.3	16.6	194	238	1.2	21.9	179	*138	1.7	12.7	264
THE NEW YORKER	2459	1183	2.7	48.1	185	416	2.9	16.9	198	674	3.3	27.4	224	335	4.2	13.6	284
NEWSWEEK	16527	5925	13.6	35.9	138	2022	14.1	12.2	143	3143	15.3	19.0	155	1350	16.8	8.2	170
THE N.Y. TIMES DAILY EDITION	2739	1273	2.9	46.5	179	467	3.3	17.1	199	709	3.5	25.9	212	408	5.1	14.9	311
THE N.Y. TIMES MAGAZINE	4443	2040	4.7	45.9	177	726	5.1	16.3	191	1151	5.6	25.9	212	657	8.2	14.8	308
OMNI	2799	1097	2.5	39.2	151	393	2.7	14.0	164	737	3.6	26.3	215	317	3.9	11.3	236
ON CABLE	2209	673	1.5	30.5	117	335	2.3	15.2	177	*295	1.4	13.4	109	**73	0.9	3.3	69
1001 HOME IDEAS	3959	1517	3.5	38.3	148	517	3.6	13.1	153	714	3.5	18.0	147	*246	3.1	6.2	130
ORGANIC GARDENING	3111	837	1.9	26.9	104	276	1.9	8.9	104	362	1.8	11.6	95	*131	1.6	4.2	88
OUTDOOR LIFE	5024	1200	2.8	23.9	92	333	2.3	6.6	77	558	2.7	11.1	91	*148	1.8	2.9	61
PARADE MAGAZINE	51292	15402	35.4	30.0	116	5184	36.1	10.1	118	7122	34.7	13.9	114	3044	37.8	5.9	124

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

	TOTAL	ALL USERS				ASTI SPUMANTI				DOMESTIC CHAMPAGNE				IMPORTED CHAMPAGNE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	14347	100.0	8.6	100	20515	100.0	12.2	100	8046	100.0	4.8	100
PARENTS	5298	1844	4.2	34.8	134	654	4.6	12.3	144	893	4.4	16.9	138	*195	2.4	3.7	77
PENTHOUSE	5129	1812	4.2	35.3	136	601	4.2	11.7	137	912	4.4	17.8	145	372	4.6	7.3	151
PEOPLE	21070	7400	17.0	35.1	135	2675	18.6	12.7	148	3678	17.9	17.5	143	1408	17.5	6.7	139
PLAYBOY	10562	3876	8.9	36.7	141	1361	9.5	12.9	151	2172	10.6	20.6	168	627	7.8	5.9	124
POPULAR HOT RODDING	2498	667	1.5	26.7	103	*225	1.6	9.0	105	*262	1.3	10.5	86	**52	0.6	2.1	43
POPULAR MECHANICS	5887	1869	4.3	31.7	122	608	4.2	10.3	121	901	4.4	15.3	125	*284	3.5	4.8	101
POPULAR SCIENCE	4317	1588	3.6	36.8	142	546	3.8	12.6	148	771	3.8	17.9	146	*288	3.6	6.7	139
PREVENTION	5792	1578	3.6	27.2	105	564	3.9	9.7	114	816	4.0	14.1	115	215	2.7	3.7	77
PSYCHOLOGY TODAY	3284	1123	2.6	34.2	132	460	3.2	14.0	164	623	3.0	19.0	155	273	3.4	8.3	173
READER'S DIGEST	40046	11355	26.1	28.4	109	3669	25.6	9.2	107	5313	25.9	13.3	108	1699	21.1	4.2	88
REDBOOK	9584	3266	7.5	34.1	131	1255	8.7	13.1	153	1447	7.1	15.1	123	465	5.8	4.9	101
ROAD & TRACK	2590	1133	2.6	43.7	168	*384	2.7	14.8	173	671	3.3	25.9	212	*340	4.2	13.1	274
ROLLING STONE	3302	1208	2.8	36.6	141	509	3.5	15.4	180	728	3.5	22.0	180	*258	3.2	7.8	163
RUNNER'S WORLD	1229	492	1.1	40.0	154	*180	1.3	14.6	171	379	1.8	30.8	252	**111	1.4	9.0	188
SATURDAY EVENING POST	2110	769	1.8	36.4	140	296	2.1	14.0	164	424	2.1	20.1	164	**71	0.9	3.4	70
SCIENCE 84	1543	715	1.6	46.3	178	*137	1.0	8.9	104	396	1.9	25.7	210	*149	1.9	9.7	201
SCIENCE DIGEST	1747	611	1.4	35.0	135	*202	1.4	11.6	135	273	1.3	15.6	128	**135	1.7	7.7	161
SCIENTIFIC AMERICAN	1994	978	2.2	49.0	189	386	2.7	19.4	226	539	2.6	27.0	221	369	4.6	18.5	386
SELF	3119	1259	2.9	40.4	155	518	3.6	16.6	194	579	2.8	18.6	152	*144	1.8	4.6	96
SEVENTEEN	3923	1342	3.1	34.2	132	435	3.0	11.1	130	759	3.7	19.3	158	*179	2.2	4.6	95
SKI	1501	593	1.4	39.5	152	*136	0.9	9.1	106	373	1.8	24.9	203	*132	1.6	8.8	183
SMITHSONIAN	5976	2709	6.2	45.3	175	711	5.0	11.9	139	1638	8.0	27.4	224	782	9.7	13.1	273
SOAP OPERA DIGEST	4228	1132	2.6	26.8	103	320	2.2	7.6	88	486	2.4	11.5	94	*87	1.1	2.1	43
SOUTHERN LIVING	6488	1838	4.2	28.3	109	466	3.2	7.2	84	1059	5.2	16.3	133	337	4.2	5.2	108
SPORT	3500	1101	2.5	31.5	121	363	2.5	10.4	121	527	2.6	15.1	123	*232	2.9	6.6	138
THE SPORTING NEWS	2456	864	2.0	35.2	135	358	2.5	14.6	170	424	2.1	17.3	141	*144	1.8	5.9	122
SPORTS AFIELD	3648	889	2.0	24.4	94	282	2.0	7.7	90	392	1.9	10.7	88	**148	1.8	4.1	85
SPORTS ILLUSTRATED	14484	4499	10.3	31.1	120	1533	10.7	10.6	124	2241	10.9	15.5	126	903	11.2	6.2	130
STAR	12661	2968	6.8	23.4	90	1110	7.7	8.8	102	1346	6.6	10.6	87	429	5.3	3.4	71
SUNDAY	52799	16007	36.7	30.3	117	6280	43.8	11.9	139	7394	36.0	14.0	114	2857	35.5	5.4	113
SUNSET	3513	1745	4.0	49.7	191	*262	1.8	7.5	87	1312	6.4	37.3	305	306	3.8	8.7	182
TV GUIDE	42766	11733	26.9	27.4	106	3839	26.8	9.0	105	5594	27.3	13.1	107	1987	24.7	4.6	97
TENNIS	1254	527	1.2	42.0	162	**103	0.7	8.2	96	*331	1.6	26.4	216	*178	2.2	14.2	296
TIME	22054	7981	18.3	36.2	139	2850	19.9	12.9	151	4224	20.6	19.2	157	1960	24.4	8.9	185
TOWN & COUNTRY	1555	713	1.6	45.9	177	270	1.9	17.4	203	387	1.9	24.9	203	*221	2.7	14.2	296
TRAVEL & LEISURE	2173	964	2.2	44.4	171	362	2.5	16.7	195	518	2.5	23.8	195	205	2.5	9.4	197
TRUE STORY	4636	1023	2.3	22.1	85	272	1.9	5.9	69	403	2.0	8.7	71	**67	0.8	1.4	30
U.S.NEWS & WORLD REPORT	10353	3293	7.6	31.8	122	985	6.9	9.5	111	1694	8.3	16.4	134	608	7.6	5.9	122
USA TODAY	4994	1679	3.9	33.6	129	570	4.0	11.4	133	945	4.6	18.9	155	391	4.9	7.8	163
US	3528	1299	3.0	36.8	142	495	3.5	14.0	164	646	3.1	18.3	150	*237	2.9	6.7	140
VOGUE	5424	2153	4.9	39.7	153	682	4.8	12.6	147	1050	5.1	19.4	158	572	7.1	10.5	220
WALL STREET JOURNAL	6292	2571	5.9	40.9	157	733	5.1	11.6	136	1467	7.2	23.3	191	601	7.5	9.6	199
WEIGHT WATCHERS	2762	809	1.9	29.3	113	298	2.1	10.8	126	404	2.0	14.6	120	*113	1.4	4.1	85
WOMAN'S DAY	16320	5041	11.6	30.9	119	1947	13.6	11.9	139	1985	9.7	12.2	99	568	7.1	3.5	73
WORKING MOTHER	1496	569	1.3	38.0	146	*216	1.5	14.4	169	*245	1.2	16.4	134	**53	0.7	3.5	74
WORKING WOMAN	1851	794	1.8	42.9	165	*253	1.8	13.7	160	437	2.1	23.6	193	*194	2.4	10.5	218
WORLD TENNIS	580	*254	0.6	43.8	169	**59	0.4	10.2	119	**169	0.8	29.1	238	**112	1.4	19.3	403
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3981	9.1	32.1	123	1396	9.7	11.2	131	2219	10.8	17.9	146	898	11.2	7.2	151
BLAIR INSERTS	91671	28034	64.3	30.6	118	9851	68.7	10.7	126	13493	65.8	14.7	120	5500	68.4	6.0	125
DAILY NEWSPAPERS																	
READ ANY	109190	30236	69.4	27.7	107	10405	72.5	9.5	111	14175	69.1	13.0	106	5471	68.0	5.0	104
READ ONE	89587	23607	54.2	26.4	101	7869	54.8	8.8	103	10909	53.2	12.2	100	4191	52.1	4.7	98
READ TWO OR MORE	19602	6629	15.2	33.8	130	2536	17.7	12.9	151	3266	15.9	16.7	136	1280	15.9	6.5	136
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	31939	73.3	29.1	112	10931	76.2	10.0	117	15227	74.2	13.9	114	6054	75.2	5.5	115
READ ONE	95074	26559	61.0	27.9	108	9054	63.1	9.5	111	12363	60.3	13.0	106	4952	61.5	5.2	109
READ TWO OR MORE	14588	5381	12.4	36.9	142	1877	13.1	12.9	150	2865	14.0	19.6	161	1103	13.7	7.6	158
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.78				32.72				31.82				32.64			
30 DAY REACH	149706	40254	92.4	26.9	104	13279	92.6	8.9	104	19142	93.3	12.8	105	7551	93.8	5.0	105
50 SHWG - 30 DAY AV FREQ	15.16	16.52				16.93				16.51				17.06			
30 DAY REACH	142406	38780	89.0	27.2	105	12848	89.6	9.0	105	18494	90.1	13.0	106	7240	90.0	5.1	106
25 SHWG - 30 DAY AV FREQ	8.23	8.83				9.00				8.78				9.11			
30 DAY REACH	131152	36276	83.3	27.7	106	12127	84.5	9.2	108	17316	84.4	13.2	108	6772	84.2	5.2	108
CABLE TV: HOME WIRED	66879	18657	42.8	27.9	107	6443	44.9	9.6	113	8593	41.9	12.8	105	3063	38.1	4.6	95
HOME NOT WIRED	100848	24912	57.2	24.7	95	7904	55.1	7.8	92	11922	58.1	11.8	97	4983	61.9	4.9	103
HAVE PAY CABLE	35024	10936	25.1	31.2	120	4232	29.5	12.1	141	4984	24.3	14.2	116	2071	25.7	5.9	123

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

		ALL USERS				ASTI SPUMANTI				DOMESTIC CHAMPAGNE				IMPORTED CHAMPAGNE			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	14347	100.0	8.6	100	20515	100.0	12.2	100	8046	100.0	4.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	27029	62.0	28.3	109	9236	64.4	9.7	113	12491	60.9	13.1	107	5240	65.1	5.5	114
10:00 AM - 3:00 PM	63599	17318	39.7	27.2	105	5966	41.6	9.4	110	8113	39.5	12.8	104	3177	39.5	5.0	104
3:00 PM - 7:00 PM	72097	20748	47.6	28.8	111	7110	49.6	9.9	115	9781	47.7	13.6	111	4035	50.1	5.6	117
7:00 PM - MIDNIGHT	36670	10382	23.8	28.3	109	3520	24.5	9.6	112	4894	23.9	13.3	109	2218	27.6	6.0	126
MIDNIGHT - 6:00 AM	21908	6226	14.3	28.4	109	2170	15.1	9.9	116	2790	13.6	12.7	104	1130	14.0	5.2	108
6:00 AM - MIDNIGHT	127571	35150	80.7	27.6	106	11868	82.7	9.3	109	16437	80.1	12.9	105	6730	83.6	5.3	110
ENTIRE DAY	129239	35581	81.7	27.5	106	12037	83.9	9.3	109	16630	81.1	12.9	105	6819	84.8	5.3	110
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9995	22.9	29.4	113	3548	24.7	10.4	122	4568	22.3	13.4	110	1856	23.1	5.5	114
ALL NEWS	6062	2231	5.1	36.8	142	761	5.3	12.6	147	1201	5.9	19.8	162	592	7.4	9.8	204
AOR/PROGRESSIVE	11884	3868	8.9	32.5	125	1486	10.4	12.5	146	1999	9.7	16.8	138	1018	12.7	8.6	179
BEAUTIFUL MUSIC	11180	3360	7.7	30.1	116	1184	8.3	10.6	124	1549	7.6	13.9	113	562	7.0	5.0	105
BLACK	4538	1037	2.4	22.9	88	360	2.5	7.9	93	367	1.8	8.1	66	*226	2.8	5.0	104
CLASSICAL	3857	1346	3.1	34.9	134	429	3.0	11.1	130	740	3.6	19.2	157	328	4.1	8.5	177
CHR/ROCK	21946	7262	16.7	33.1	127	2653	18.5	12.1	141	3313	16.1	15.1	123	1611	20.0	7.3	153
COUNTRY	27262	5871	13.5	21.5	83	1772	12.4	6.5	76	2593	12.6	9.5	78	929	11.5	3.4	71
GOLDEN OLDIES	3339	943	2.2	28.2	109	244	1.7	7.3	85	499	2.4	14.9	122	*253	3.1	7.6	158
MOR/NOSTALGIA	10346	2909	6.7	28.1	108	882	6.1	8.5	100	1418	6.9	13.7	112	485	6.0	4.7	98
NEWS/TALK	8929	2866	6.6	32.1	124	1001	7.0	11.2	131	1424	6.9	15.9	130	403	5.0	4.5	94
RELIGIOUS	5488	1081	2.5	19.7	76	339	2.4	6.2	72	494	2.4	9.0	74	*220	2.7	4.0	84
SOFT ROCK	1232	424	1.0	34.4	132	*148	1.0	12.0	140	*190	0.9	15.4	126	**43	0.5	3.5	73
URBAN CONTEMPORARY	3184	947	2.2	29.7	115	286	2.0	9.0	105	408	2.0	12.8	105	281	3.5	8.8	184
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1970	4.5	28.5	110	778	5.4	11.3	132	789	3.8	11.4	93	253	3.1	3.7	76
ABC DIRECTION	5212	1475	3.4	28.3	109	540	3.8	10.4	121	680	3.3	13.0	107	190	2.4	3.6	76
ABC ENTERTAINMENT	10385	2604	6.0	25.1	97	868	6.1	8.4	98	1299	6.3	12.5	102	327	4.1	3.1	66
ABC FM	4762	1295	3.0	27.2	105	454	3.2	9.5	111	591	2.9	12.4	101	*206	2.6	4.3	90
ABC INFORMATION	11339	3295	7.6	29.1	112	1140	7.9	10.1	118	1458	7.1	12.9	105	539	6.7	4.8	99
ABC ROCK	4878	1777	4.1	36.4	140	794	5.5	16.3	190	803	3.9	16.5	135	440	5.5	9.0	188
CBS	10709	3125	7.2	29.2	112	1052	7.3	9.8	115	1479	7.2	13.8	113	673	8.4	6.3	131
MUTUAL	10251	2853	6.5	27.8	107	1001	7.0	9.8	114	1170	5.7	11.4	93	403	5.0	3.9	82
NBC	12243	3356	7.7	27.4	106	1090	7.6	8.9	104	1470	7.2	12.0	98	605	7.5	4.9	103
RADIORADIO	4606	1408	3.2	30.6	118	564	3.9	12.2	143	627	3.1	13.6	111	272	3.4	5.9	123
RKO ONE	5148	1456	3.3	28.3	109	400	2.8	7.8	91	631	3.1	12.3	100	397	4.9	7.7	161
RKO TWO	7313	1821	4.2	24.9	96	543	3.8	7.4	87	1009	4.9	13.8	113	406	5.0	5.6	116
THE SOURCE	5981	1678	3.9	28.1	108	496	3.5	8.3	97	858	4.2	14.3	117	464	5.8	7.8	162
NON-WIRED : BLAIR	19329	5414	12.4	28.0	108	2065	14.4	10.7	125	2513	12.2	13.0	106	922	11.5	4.8	99
INTERNET	27139	8577	19.7	31.6	122	2788	19.4	10.3	120	4245	20.7	15.6	128	1842	22.9	6.8	141
KATZ RADIO GROUP	36319	10883	25.0	30.0	115	3792	26.4	10.4	122	5476	26.7	15.1	123	2273	28.3	6.3	130
SUPERNET	22361	6237	14.3	27.9	107	2128	14.8	9.5	111	2625	12.8	11.7	96	1216	15.1	5.4	113
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	3548	8.1	24.4	94	1005	7.0	6.9	81	1772	8.6	12.2	100	672	8.4	4.6	96
WKDAY 9:00 AM - 1:00 PM	18688	3969	9.1	21.2	82	1219	8.5	6.5	76	1781	8.7	9.5	78	755	9.4	4.0	84
WKDAY 1:00 PM - 4:30 PM	24061	5202	11.9	21.6	83	1709	11.9	7.1	83	2276	11.1	9.5	77	900	11.2	3.7	78
WKDAY 4:30 PM - 7:30 PM	44079	10774	24.7	24.4	94	3265	22.8	7.4	87	5166	25.2	11.7	96	1969	24.5	4.5	93
WKDAY 7:30 PM - 8:00 PM	61979	14767	33.9	23.8	92	4626	32.2	7.5	87	6909	33.7	11.1	91	2842	35.3	4.6	96
WKDAY 11:00 PM - 11:30 PM	49084	12742	29.2	26.0	100	4406	30.7	9.0	105	5846	28.5	11.9	97	2512	31.2	5.1	107
WKDAY 11:30 PM - 1:00 AM	16560	4196	9.6	25.3	98	1460	10.2	8.8	103	1925	9.4	11.6	95	927	11.5	5.6	117
M-SAT 8-11 PM+SUN 7-11 PM	66967	17340	39.8	25.9	100	5679	39.6	8.5	99	8167	39.8	12.2	100	3247	40.4	4.8	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2255	5.2	24.3	94	676	4.7	7.3	85	941	4.6	10.2	83	459	5.7	5.0	103
ANOTHER WORLD N	6138	1141	2.6	18.6	72	353	2.5	5.8	67	511	2.5	8.3	68	176	2.2	2.9	60
AS THE WORLD TURNS C	7707	1268	2.9	16.5	63	314	2.2	4.1	48	553	2.7	7.2	59	154	1.9	2.0	42
CAPITOL C	4688	932	2.1	19.9	77	241	1.7	5.1	60	360	1.8	7.7	63	*80	1.0	1.7	36
CBS MORN. NEWS 1 C	2792	679	1.6	24.3	94	188	1.3	6.7	79	351	1.7	12.6	103	*110	1.4	3.9	82
CBS MORN. NEWS 2 C	2071	481	1.1	23.2	89	131	0.9	6.3	74	260	1.3	12.6	103	*75	0.9	3.6	75
DAYS OF OUR LIVES N	8018	1849	4.2	23.1	89	640	4.5	8.0	93	874	4.3	10.9	89	309	3.8	3.9	80
FACTS OF LIFE - DAYTIME N	3487	665	1.5	19.1	73	229	1.6	6.6	77	304	1.5	8.7	71	120	1.5	3.4	72
FAMILY FEUD A	4817	896	2.1	18.6	72	238	1.7	4.9	58	357	1.7	7.4	61	218	2.7	4.5	94
GENERAL HOSPITAL A	8333	2030	4.7	24.4	94	802	5.6	9.6	113	815	4.0	9.8	80	410	5.1	4.9	103
GOOD MORNING, AMERICA-730 A	5472	1349	3.1	24.7	95	354	2.5	6.5	76	608	3.0	11.1	91	211	2.6	3.9	80
GOOD MORNING, AMERICA-830 A	3965	1022	2.3	25.8	99	299	2.1	7.5	88	415	2.0	10.5	86	176	2.2	4.4	93
GUIDING LIGHT C	7542	1490	3.4	19.8	76	489	3.4	6.5	76	583	2.8	7.7	63	133	1.7	1.8	37
ONE LIFE TO LIVE A	6018	1437	3.3	23.9	92	499	3.5	8.3	97	598	2.9	9.9	81	290	3.6	4.8	100
PRESS YOUR LUCK C	3589	694	1.6	19.3	74	199	1.4	5.5	65	349	1.7	9.7	80	118	1.5	3.3	69
PRICE IS RIGHT 1 C	7418	1234	2.8	16.6	64	357	2.5	4.8	56	511	2.5	6.9	56	189	2.3	2.5	53
PRICE IS RIGHT 2 C	8276	1447	3.3	17.5	67	446	3.1	5.4	63	647	3.2	7.8	64	203	2.5	2.5	51
RYAN'S HOPE A	4358	1037	2.4	23.8	92	343	2.4	7.9	92	474	2.3	10.9	89	222	2.8	5.1	106
SALE OF THE CENTURY N	3749	683	1.6	18.2	70	212	1.5	5.7	66	340	1.7	9.1	74	166	2.1	4.4	92
SEARCH FOR TOMORROW N	2884	589	1.4	20.4	79	185	1.3	6.4	75	224	1.1	7.8	64	*138	1.7	4.8	100
TODAY SHOW 1 N	4869	1327	3.0	27.3	105	448	3.1	9.2	108	693	3.4	14.2	116	241	3.0	4.9	103
TODAY SHOW 2 N	4135	887	2.0	21.5	83	257	1.8	6.2	73	502	2.4	12.1	99	174	2.2	4.2	88
$25,000 PYRAMID C	4361	873	2.0	20.0	77	234	1.6	5.4	63	420	2.0	9.6	79	161	2.0	3.7	77
WHEEL OF FORTUNE N	6187	1241	2.8	20.1	77	408	2.8	6.6	77	543	2.6	8.8	72	261	3.2	4.2	88
YOUNG AND THE RESTLESS C	8186	1428	3.3	17.4	67	472	3.3	5.8	67	583	2.8	7.1	58	237	2.9	2.9	60
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1359	3.1	28.7	111	444	3.1	9.4	110	643	3.1	13.6	111	206	2.6	4.4	91
NBA PLAYOFF GAME -1 C	5127	1297	3.0	25.3	97	389	2.7	7.6	89	683	3.3	13.3	109	316	3.9	6.2	128
NBC MAJOR LEAGUE PRE-GAME N	3945	730	1.7	18.5	71	*174	1.2	4.4	52	410	2.0	10.4	85	*143	1.8	3.6	76
SPORTSWORLD - SUN N	3370	725	1.7	21.5	83	253	1.8	7.5	88	322	1.6	9.6	78	*141	1.8	4.2	87
SUNDAY MORNING C	4200	1239	2.8	29.5	114	302	2.1	7.2	84	646	3.1	15.4	126	278	3.5	6.6	138

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

		TOTAL U.S.	ALL USERS				ASTI SPUMANTI				DOMESTIC CHAMPAGNE				IMPORTED CHAMPAGNE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS		167727	43568	100.0	26.0	100	14347	100.0	8.6	100	20515	100.0	12.2	100	8046	100.0	4.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	11878	27.3	22.7	87	3545	24.7	6.8	79	5760	28.1	11.0	90	2027	25.2	3.9	81
NETWORK AFFILIATES - LATE		39164	10101	23.2	25.8	99	3597	25.1	9.2	107	4616	22.5	11.8	96	1999	24.8	5.1	106
INDEPENDENTS - LATE		5133	1591	3.7	31.0	119	459	3.2	8.9	105	800	3.9	15.6	[illegible]	381	4.7	7.4	155
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	5176	11.9	22.7	87	1746	12.2	7.6	89	2206	10.8	9.7	[illegible]	904	11.2	4.0	83
ABC MONDAY NIGHT MOVIE	A	11258	3025	6.9	26.9	103	949	6.6	8.4	99	1540	7.5	13.7	112	458	5.7	4.1	85
ABC SUNDAY NIGHT MOVIE	A	23600	6385	14.7	27.1	104	2189	15.3	9.3	108	3055	14.9	12.9	106	1145	14.2	4.9	101
ABC WORLD NEWS TONIGHT	A	12801	2894	6.6	22.6	87	874	6.1	6.8	80	1316	6.4	10.3	84	513	6.4	4.0	84
AFTERMASH	C	10966	2677	6.1	24.4	94	764	5.3	7.0	81	1501	7.3	13.7	112	532	6.6	4.9	101
ALICE	C	17050	4207	9.7	24.7	95	1277	8.9	7.5	88	1952	9.5	11.4	94	693	8.6	4.1	85
AMERICAN PARADE	C	11998	2888	6.6	24.1	93	901	6.3	7.5	88	1437	7.0	12.0	98	498	6.2	4.2	87
BENSON	A	19258	4954	11.4	25.7	99	1578	11.0	8.2	96	2477	12.1	12.9	105	881	10.9	4.6	95
BLUE THUNDER	A	11478	2805	6.4	24.4	94	861	6.0	7.5	88	1276	6.2	11.1	91	493	6.1	4.3	90
CAGNEY & LACEY	C	18263	4587	10.5	25.1	97	1566	10.9	8.6	100	2380	11.6	13.0	107	855	10.6	4.7	98
CBS EVENING NEWS-DEAN	C	7733	1940	4.5	25.1	97	530	3.7	6.9	80	1017	5.0	13.2	108	388	4.8	5.0	105
CBS EVENING NEWS-RATHER	C	15653	3617	8.3	23.1	89	996	6.9	6.4	74	1782	8.7	11.4	93	693	8.6	4.4	92
CBS SAT. NEWS-SCHIEFFER	C	8744	1903	4.4	21.8	84	537	3.7	6.1	72	1066	5.2	12.2	100	409	5.1	4.7	98
CBS SATURDAY NIGHT MOVIE	C	12000	3061	7.0	25.5	98	1006	7.0	8.4	98	1351	6.6	11.3	92	589	7.3	4.9	102
CBS WEDNESDAY NIGHT MOVIE	C	11522	2626	6.0	22.8	88	839	5.8	7.3	85	1279	6.2	11.1	91	419	5.2	3.6	76
CHEERS	N	16818	5121	11.8	30.4	117	1727	12.0	10.3	120	2617	12.8	15.6	127	878	10.9	5.2	109
DALLAS	C	37510	9532	21.9	25.4	98	3402	23.7	9.1	106	4256	20.7	11.3	93	1622	20.2	4.3	90
DIFF'RENT STROKES	N	11258	2453	5.6	21.8	84	675	4.7	6.0	70	1121	5.5	10.0	81	386	4.8	3.4	71
DOUBLE TROUBLE	N	12248	3193	7.3	26.1	100	1066	7.4	8.7	102	1618	7.9	13.2	108	716	8.9	5.8	122
DUCK FACTORY	N	11100	3396	7.8	30.6	118	1107	7.7	10.0	117	1810	8.8	16.3	133	558	6.9	5.0	105
DUKES OF HAZZARD	C	12353	2657	6.1	21.5	83	740	5.2	6.0	70	1231	6.0	10.0	81	457	5.7	3.7	77
DYNASTY	A	33279	8582	19.7	25.8	99	2901	20.2	8.7	102	3825	18.6	11.5	94	1613	20.0	4.8	101
FACTS OF LIFE	N	13410	3449	7.9	25.7	99	1126	7.8	8.4	98	1735	8.5	12.9	106	665	8.3	5.0	103
FALCON CREST	C	31093	8377	19.2	26.9	104	2992	20.9	9.6	112	3594	17.5	11.6	95	1460	18.1	4.7	98
FALL GUY	A	18649	4560	10.5	24.5	94	1516	10.6	8.1	95	2100	10.2	11.3	92	767	9.5	4.1	86
FAMILY TIES	N	13101	3114	7.1	23.8	92	1031	7.2	7.9	92	1483	7.2	11.3	93	570	7.1	4.4	91
FANTASY ISLAND	A	13069	3225	7.4	24.7	95	970	6.8	7.4	87	1457	7.1	11.1	91	628	7.8	4.8	100
FOULUPS, BLEEPS & BLUNDERS	A	16588	4345	10.0	26.2	101	1417	9.9	8.5	100	2273	11.1	13.7	112	775	9.6	4.7	97
FOUR SEASONS	C	9302	2281	5.2	24.5	94	617	4.3	6.6	78	1255	6.1	13.5	110	491	6.1	5.3	110
GIMME A BREAK	N	13955	3059	7.0	21.9	84	1043	7.3	7.5	87	1434	7.0	10.3	84	545	6.8	3.9	81
HART TO HART	A	15735	3690	8.5	23.5	90	1196	8.3	7.6	89	1663	8.1	10.6	86	649	8.1	4.1	86
HILL STREET BLUES	N	18257	5306	12.2	29.1	112	1969	13.7	10.8	126	2840	13.8	15.6	127	1040	12.9	5.7	119
HOTEL	A	24236	5944	13.6	24.5	94	2019	14.1	8.3	97	2704	13.2	11.2	91	1078	13.4	4.4	93
JEFFERSONS	C	17010	4101	9.4	24.1	93	1224	8.5	7.2	84	1978	9.6	11.6	95	740	9.2	4.4	91
JENNIFER SLEPT HERE	N	9397	2145	4.9	22.8	88	732	5.1	7.8	91	960	4.7	10.2	84	358	4.4	3.8	79
KATE & ALLIE	C	16762	4475	10.3	26.7	103	1438	10.0	8.6	100	2284	11.1	13.6	111	682	8.5	4.1	85
KNIGHT RIDER	N	13164	3384	7.8	25.7	99	1228	8.6	9.3	109	1465	7.1	11.1	91	677	8.4	5.1	107
LOVE BOAT	A	20400	5039	11.6	24.7	95	1476	10.3	7.2	85	2354	11.5	[illegible]	[illegible]	1020	12.7	5.0	104
MAGNUM PI	C	22543	5491	12.6	24.4	94	1929	13.4	8.6	100	2578	12.6	[illegible]	[illegible]	887	11.0	3.9	82
MAMA'S FAMILY	N	9852	2191	5.0	22.2	86	729	5.1	7.4	87	976	4.8	[illegible]	[illegible]	341	4.2	3.5	72
MASTER, THE	N	8082	2139	4.9	26.5	102	765	5.3	9.5	111	1011	4.9	[illegible]	[illegible]	319	4.0	3.9	82
MATT HOUSTON	A	12881	3467	8.0	26.9	104	1209	8.4	9.4	110	1574	7.7	12.2	[illegible]	793	9.9	6.2	128
NBC MONDAY NIGHT MOVIE	N	23889	6723	15.4	28.1	108	2379	16.6	10.0	116	3123	15.2	[illegible]	[illegible]	1305	16.2	5.5	114
NBC NIGHTLY NEWS	N	11156	2590	5.9	23.2	89	846	5.9	7.6	89	1394	6.8	[illegible]	102	462	5.7	4.1	86
NBC NIGHTLY NEWS-SAT	N	7363	1706	3.9	23.2	89	469	3.3	6.4	74	914	4.5	12.4	101	321	4.0	4.4	91
NBC NIGHTLY NEWS-SUN	N	6214	1451	3.3	23.4	90	417	2.9	6.7	78	786	3.8	12.6	103	329	4.1	5.3	110
NBC SUNDAY NIGHT MOVIE	N	17590	4711	10.8	26.8	103	1735	12.1	9.9	115	2184	10.6	12.4	102	1029	12.8	5.8	122
NEWHART	C	16740	4362	10.0	26.1	100	1309	9.1	7.8	91	2272	11.1	13.6	111	800	9.9	4.8	100
ONE DAY AT A TIME	C	11820	2981	6.8	25.2	97	929	6.5	7.9	92	1513	7.4	12.8	105	567	7.0	4.8	100
PEOPLE ARE FUNNY	N	9138	2019	4.6	22.1	85	678	4.7	7.4	87	914	4.5	10.0	82	376	4.7	4.1	86
REAL PEOPLE	N	15979	3371	7.7	21.1	81	1102	7.7	6.9	81	1668	8.1	10.4	85	503	6.3	3.1	66
REMINGTON STEELE	N	14395	3506	8.0	24.4	94	1303	9.1	9.1	106	1728	8.4	12.0	98	585	7.3	4.1	85
RIPLEY'S BELIEVE IT - NOT	A	11362	2810	6.4	24.7	95	944	6.6	8.3	97	1369	6.7	12.0	99	562	7.0	4.9	103
RIPTIDE	N	13920	3181	7.3	22.9	88	1040	7.2	7.5	87	1595	7.8	11.5	94	551	6.8	4.0	83
SCARECROW & MRS. KING	C	17571	4358	10.0	24.8	95	1482	10.3	8.4	99	2170	10.6	12.3	101	774	9.6	4.4	92
SIMON & SIMON	C	20208	5032	11.5	24.9	96	1677	11.7	8.3	97	2285	11.1	11.3	92	840	10.4	4.2	87
60 MINUTES	C	27668	6978	16.0	25.2	97	2166	15.1	7.8	92	3491	17.0	12.6	103	1381	17.2	5.0	104
ST. ELSEWHERE	N	13699	4196	9.6	30.6	118	1465	10.2	10.7	125	2234	10.9	16.3	133	698	8.7	5.1	106
THREE'S COMPANY	A	20632	5412	12.4	26.2	101	1813	12.6	8.8	103	2680	13.1	13.0	106	1013	12.6	4.9	102
T.J. HOOKER	A	17136	3998	9.2	23.3	90	1207	8.4	7.0	82	1935	9.4	11.3	92	788	9.8	4.6	96
TONIGHT SHOW	N	4963	1417	3.3	28.6	110	558	3.9	11.2	131	737	3.6	14.8	121	311	3.9	6.3	131
TRAPPER JOHN, M.D.	C	16332	3850	8.8	23.6	91	1111	7.7	6.8	80	1713	8.3	10.5	86	683	8.5	4.2	87
TV BLOOPERS & PRAC. JOKES	N	18881	4772	11.0	25.3	97	1507	10.5	8.0	93	2312	11.3	12.2	100	821	10.2	4.3	91
20/20	A	18315	4618	10.6	25.2	97	1437	10.0	7.8	92	2122	10.3	11.6	95	938	11.7	5.1	107
WEBSTER	A	18722	4906	11.3	26.2	101	1577	11.0	8.4	98	2374	11.6	12.7	104	960	11.9	5.1	107
WORLD NEWS - SUN	A	5327	1344	3.1	25.2	97	405	2.8	7.6	89	722	3.5	13.6	111	*255	3.2	4.8	100
YELLOW ROSE	N	8370	1814	4.2	21.7	83	615	4.3	7.3	86	880	4.3	10.5	86	246	3.1	2.9	61
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	7011	16.1	27.1	104	2512	17.5	9.7	114	3482	17.0	13.5	110	1013	12.6	3.9	82
BASKETBALL - COLLEGE GAMES		14468	4009	9.2	27.7	107	1433	10.0	9.9	116	2112	10.3	14.6	119	653	8.1	4.5	94
BASKETBALL - PRO GAMES		12124	3734	8.6	30.8	119	1305	9.1	10.8	126	1705	8.3	14.1	115	686	8.5	5.7	118
BOWLING		9412	2533	5.8	26.9	104	839	5.8	8.9	104	984	4.8	10.5	85	*339	4.2	3.6	75
BOXING		15409	4151	9.5	26.9	104	1089	7.6	7.1	83	1861	9.1	12.1	99	720	8.9	4.7	97
FOOTBALL - COLLEGE GAMES		21400	6189	14.2	28.9	111	2070	14.4	9.7	113	3207	15.6	15.0	123	1001	12.4	4.7	98
FOOTBALL - PRO GAMES		35944	11355	26.1	31.6	122	3905	27.2	10.9	127	5799	28.3	16.1	132	2041	25.4	5.7	118
GOLF		9759	3483	8.0	35.7	137	1156	8.1	11.8	138	1753	8.5	18.0	147	851	10.6	8.7	182
POST-SEASON COLL. FOOTBALL		18123	5386	12.4	29.7	114	1916	13.4	10.6	124	3119	15.2	17.2	141	939	11.7	5.2	108
POST-SEASON PRO FOOTBALL		22091	7306	16.8	33.1	127	2691	18.8	12.2	142	3858	18.8	17.5	143	1363	16.9	6.2	129
TENNIS		6764	2491	5.7	36.8	142	844	5.9	12.5	146	1335	6.5	19.7	161	505	6.3	7.5	156
WRESTLING - PROFESSIONAL		9695	2068	4.7	21.3	82	583	4.1	6.0	70	712	3.5	7.3	60	*300	3.7	3.1	65

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

		COLD DUCK				OTHER SPARKLING WINES											
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	16297	100.0	9.7	100	8302	100.0	4.9	100								
MALES	79263	7233	44.4	9.1	94	3895	46.9	4.9	99								
FEMALES	88464	9064	55.6	10.2	105	4407	53.1	5.0	101								
18 - 24	28671	2758	16.9	9.6	99	1857	22.4	6.5	131								
25 - 34	39536	4395	27.0	11.1	114	2175	26.2	5.5	111								
35 - 44	28978	3367	20.7	11.6	120	1746	21.0	6.0	122								
45 - 54	22345	2400	14.7	10.7	111	950	11.4	4.3	86								
55 - 64	22224	2019	12.4	9.1	93	917	11.0	4.1	83								
65 OR OLDER	25973	1358	8.3	5.2	54	657	7.9	2.5	51								
18 - 34	68207	7153	43.9	10.5	108	4033	48.6	5.9	119								
18 - 49	108058	11841	72.7	11.0	113	6249	75.3	5.8	117								
25 - 54	90859	10162	62.4	11.2	115	4871	58.7	5.4	108								
35 - 49	39851	4689	28.8	11.8	121	2217	26.7	5.6	112								
50 OR OLDER	59669	4456	27.3	7.5	77	2053	24.7	3.4	70								
GRADUATED COLLEGE	28091	3398	20.9	12.1	124	1755	21.1	6.2	126								
ATTENDED COLLEGE	28938	3867	23.7	13.4	138	2095	25.2	7.2	146								
GRADUATED HIGH SCHOOL	65503	6594	40.5	10.1	104	3266	39.3	5.0	101								
DID NOT GRADUATE HIGH SCHOOL	45195	2438	15.0	5.4	56	1186	14.3	2.6	53								
EMPLOYED MALES	56429	5799	35.6	10.3	106	2784	33.5	4.9	100								
EMPLOYED FEMALES	43971	5479	33.6	12.5	128	2683	32.3	6.1	123								
EMPLOYED FULL-TIME	87773	9800	60.1	11.2	115	4771	57.5	5.4	110								
EMPLOYED PART-TIME	12627	1477	9.1	11.7	120	695	8.4	5.5	111								
NOT EMPLOYED	67327	5020	30.8	7.5	77	2836	34.2	4.2	85								
PROFESSIONAL/MANAGER	25845	3231	19.8	12.5	129	1674	20.2	6.5	131								
TECH/CLERICAL/SALES	30895	3929	24.1	12.7	131	1912	23.0	6.2	125								
PRECISION/CRAFT	12629	1327	8.1	10.5	108	515	6.2	4.1	82								
OTHER EMPLOYED	31031	2791	17.1	9.0	93	1366	16.5	4.4	89								
SINGLE	35557	3442	21.1	9.7	100	2083	25.1	5.9	118								
MARRIED	103585	10640	65.3	10.3	106	5160	62.2	5.0	101								
DIVORCED/SEPARATED/WIDOWED	28585	2216	13.6	7.8	80	1059	12.8	3.7	75								
PARENTS	59295	6381	39.2	10.8	111	3217	38.7	5.4	110								
WHITE	146081	14588	89.5	10.0	103	7164	86.3	4.9	99								
BLACK	17974	1286	7.9	7.2	74	874	10.5	4.9	98								
OTHER	3672	**423	2.6	11.5	119	**264	3.2	7.2	145								
NORTHEAST-CENSUS	37005	3633	22.3	9.8	101	2200	26.5	5.9	120								
NORTH CENTRAL	42642	4710	28.9	11.0	114	2108	25.4	4.9	100								
SOUTH	56777	3287	20.2	5.8	60	1627	19.6	2.9	58								
WEST	31303	4667	28.6	14.9	153	2368	28.5	7.6	153								
NORTHEAST-MKTG.	38125	3499	21.5	9.2	94	2091	25.2	5.5	111								
EAST CENTRAL	24794	2077	12.7	8.4	86	1023	12.3	4.1	83								
WEST CENTRAL	28511	3848	23.6	13.5	139	1804	21.7	6.3	128								
SOUTH	48953	2760	16.9	5.6	58	1508	18.2	3.1	62								
PACIFIC	27344	4114	25.2	15.0	155	1876	22.6	6.9	139								
COUNTY SIZE A	69301	7647	46.9	11.0	114	3797	45.7	5.5	111								
COUNTY SIZE B	50633	4874	29.9	9.6	99	2406	29.0	4.8	96								
COUNTY SIZE C	26259	2472	15.2	9.4	97	1535	18.5	5.8	118								
COUNTY SIZE D	21534	1304	8.0	6.1	62	*564	6.8	2.6	53								
METRO CENTRAL CITY	50014	4884	30.0	9.8	101	2863	34.5	5.7	116								
METRO SUBURBAN	76832	8473	52.0	11.0	113	3964	47.7	5.2	104								
NON METRO	40881	2941	18.0	7.2	74	1475	17.8	3.6	73								
TOP 5 ADI'S	39550	5108	31.3	12.9	133	2565	30.9	6.5	131								
TOP 10 ADI'S	54877	6069	37.2	11.1	114	3059	36.8	5.6	113								
TOP 20 ADI'S	77516	8462	51.9	10.9	112	4128	49.7	5.3	108								
HSHLD INC. $50,000 OR MORE	17257	2058	12.6	11.9	123	1223	14.7	7.1	143								
$40,000 OR MORE	33235	3937	24.2	11.8	122	2274	27.4	6.8	138								
$30,000 OR MORE	59693	7016	43.1	11.8	121	3977	47.9	6.7	135								
$25,000 OR MORE	76275	8857	54.3	11.6	120	4909	59.1	6.4	130								
$20,000 - $24,999	18607	1951	12.0	10.5	108	977	11.8	5.3	106								
$15,000 - $19,999	17175	1730	10.6	10.1	104	724	8.7	4.2	85								
$10,000 - $14,999	24569	2083	12.8	8.5	87	758	9.1	3.1	62								
UNDER $10,000	31101	1676	10.3	5.4	55	935	11.3	3.0	61								
HOUSEHOLD OF 1 PERSON	19441	1620	9.9	8.3	86	665	8.0	3.4	69								
2 PEOPLE	51803	4487	27.5	8.7	89	2267	27.3	4.4	88								
3 OR 4 PEOPLE	66933	7431	45.6	11.1	114	3653	44.0	5.5	110								
5 OR MORE PEOPLE	29550	2759	16.9	9.3	96	1718	20.7	5.8	117								
NO CHILD IN HSHLD	96587	8961	55.0	9.3	95	4368	52.6	4.5	91								
CHILD(REN) UNDER 2 YRS	10844	1043	6.4	9.6	99	558	6.7	5.1	104								
2 - 5 YEARS	26358	2456	15.1	9.3	96	1533	18.5	5.8	118								
6 - 11 YEARS	30453	2971	18.2	9.8	100	1698	20.5	5.6	113								
12 - 17 YEARS	36575	4139	25.4	11.3	116	2064	24.9	5.6	114								
RESIDENCE OWNED	117770	11553	70.9	9.8	101	5686	68.5	4.8	98								
VALUE: $50,000 OR MORE	70166	8245	50.6	11.8	121	4025	48.5	5.7	116								
VALUE: UNDER $50,000	47604	3307	20.3	6.9	71	1662	20.0	3.5	71								

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	COLD DUCK				OTHER SPARKLING WINES											
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	16297	100.0	9.7	100	8302	100.0	4.9	100								
MAGAZINES QUINTILE 1	34022	4483	27.5	13.2	136	2246	27.1	6.6	133								
QUINTILE 2	34800	4128	25.3	11.9	122	2264	27.3	6.5	131								
QUINTILE 3	30514	2656	16.3	8.7	90	1261	15.2	4.1	83								
QUINTILE 4	33324	2852	17.5	8.6	88	1493	18.0	4.5	91								
QUINTILE 5	35066	2178	13.4	6.2	64	1037	12.5	3.0	60								
NEWSPAPERS QUINTILE 1	29107	3350	20.6	11.5	118	1908	23.0	6.6	132								
QUINTILE 2	49095	4949	30.4	10.1	104	2363	28.5	4.8	97								
QUINTILE 3	23107	2613	16.0	11.3	116	1075	12.9	4.7	94								
QUINTILE 4	33556	3001	18.4	8.9	92	1625	19.6	4.8	98								
QUINTILE 5	32863	2384	14.6	7.3	75	1332	16.0	4.1	82								
OUTDOOR QUINTILE 1	33431	4052	24.9	12.1	125	1952	23.5	5.8	118								
QUINTILE 2	33478	3455	21.2	10.3	106	1695	20.4	5.1	102								
QUINTILE 3	33574	3382	20.8	10.1	104	2129	25.6	6.3	128								
QUINTILE 4	33935	3031	18.6	8.9	92	1418	17.1	4.2	84								
QUINTILE 5	33310	2378	14.6	7.1	73	1109	13.4	3.3	67								
RADIO-DRIVE QUINTILE 1	33136	3423	21.0	10.3	106	1962	23.6	5.9	120								
TIME QUINTILE 2	31658	3311	20.3	10.5	108	1640	19.8	5.2	105								
QUINTILE 3	32541	3385	20.8	10.4	107	1524	18.4	4.7	95								
QUINTILE 4	34247	3425	21.0	10.0	103	1791	21.6	5.2	106								
QUINTILE 5	36144	2753	16.9	7.6	78	1385	16.7	3.8	77								
RADIO-MID- TERCILE 1	45037	4620	28.3	10.3	106	2477	29.8	5.5	111								
DAY TERCILE 2	44819	4350	26.7	9.7	100	2197	26.5	4.9	99								
TERCILE 3	77872	7327	45.0	9.4	97	3629	43.7	4.7	94								
RADIO-TOTAL QUINTILE 1	33763	3551	21.8	10.5	108	1861	22.4	5.5	111								
QUINTILE 2	33240	3415	21.0	10.3	106	1871	22.5	5.6	114								
QUINTILE 3	33408	3254	20.0	9.7	100	1615	19.5	4.8	98								
QUINTILE 4	34792	3589	22.0	10.3	106	1824	22.0	5.2	106								
QUINTILE 5	32524	2489	15.3	7.7	79	1131	13.6	3.5	70								
TV-PRIME QUINTILE 1	33090	3143	19.3	9.5	98	1536	18.5	4.6	94								
TIME QUINTILE 2	33357	3410	20.9	10.2	105	1624	19.6	4.9	98								
QUINTILE 3	33980	3313	20.3	9.7	100	1583	19.1	4.7	94								
QUINTILE 4	33854	3419	21.0	10.1	104	1878	22.6	5.5	112								
QUINTILE 5	33444	3012	18.5	9.0	93	1681	20.2	5.0	102								
TV-DAYTIME TERCILE 1	49121	4128	25.3	8.4	86	1926	23.2	3.9	79								
TERCILE 2	48823	4883	30.0	10.0	103	2563	30.9	5.2	106								
TERCILE 3	69782	7286	44.7	10.4	107	3814	45.9	5.5	110								
TV-TOTAL QUINTILE 1	33584	3206	19.7	9.5	98	1666	20.1	5.0	100								
QUINTILE 2	33441	3040	18.7	9.1	94	1237	14.9	3.7	75								
QUINTILE 3	33505	3269	20.1	9.8	100	1549	18.7	4.6	93								
QUINTILE 4	33466	3320	20.4	9.9	102	1908	23.0	5.7	115								
QUINTILE 5	33731	3463	21.2	10.3	106	1942	23.4	5.8	116								
MAGAZINES-NEWSPAPERS: DUAL	44503	5588	34.3	12.6	129	2880	34.7	6.5	131								
MAGAZINE IMPERATIVE	39363	4330	26.6	11.0	113	2269	27.3	5.8	116								
NEWSPAPER IMPERATIVE	46441	3969	24.4	8.5	88	1947	23.5	4.2	85								
MAGAZINES-OUTDOOR: DUAL	33726	4543	27.9	13.5	139	2296	27.7	6.8	138								
MAGAZINE IMPERATIVE	52846	5568	34.2	10.5	108	2942	35.4	5.6	112								
OUTDOOR IMPERATIVE	52140	4364	26.8	8.4	86	2366	28.5	4.5	92								
MAGAZINES-RADIO: DUAL	37081	4453	27.3	12.0	124	2571	31.0	6.9	140								
MAGAZINE IMPERATIVE	49747	5642	34.6	11.3	117	2753	33.2	5.5	112								
RADIO IMPERATIVE	49208	4031	24.7	8.2	84	1899	22.9	3.9	78								
MAGAZINES-TELEVISION: DUAL	33103	4166	25.6	12.6	130	1861	22.4	5.6	114								
MAGAZINE IMPERATIVE	54575	6251	38.4	11.5	118	3499	42.1	6.4	130								
TELEVISION IMPERATIVE	53249	3626	22.2	6.8	70	1740	21.0	3.3	66								
NEWSPAPERS-OUTDOOR: DUAL	36255	4417	27.1	12.2	125	2071	24.9	5.7	115								
NEWSPAPER IMPERATIVE	55591	5277	32.4	9.5	98	2691	32.4	4.8	98								
OUTDOOR IMPERATIVE	48319	4628	28.4	9.6	99	2583	31.1	5.3	108								
NEWSPAPERS-RADIO: DUAL	37242	4205	25.8	11.3	116	2294	27.6	6.2	124								
NEWSPAPER IMPERATIVE	54423	5653	34.7	10.4	107	2614	31.5	4.8	97								
RADIO IMPERATIVE	46650	4345	26.7	9.3	96	2154	25.9	4.6	93								
NEWSPAPERS-TELEVISION: DUAL	35974	3475	21.3	9.7	99	1479	17.8	4.1	83								
NEWSPAPER IMPERATIVE	56095	6506	39.9	11.6	119	3348	40.3	6.0	121								
TELEVISION IMPERATIVE	47170	4103	25.2	8.7	90	2093	25.2	4.4	90								
OUTDOOR-RADIO: DUAL	33748	3772	23.1	11.2	115	2022	24.4	6.0	121								
OUTDOOR IMPERATIVE	52785	5677	34.8	10.8	111	2671	32.2	5.1	102								
RADIO IMPERATIVE	52882	4771	29.3	9.0	93	2662	32.1	5.0	102								
OUTDOOR-TELEVISION: DUAL	32030	3595	22.1	11.2	116	1846	22.2	5.8	116								
OUTDOOR IMPERATIVE	54626	6086	37.3	11.1	115	3318	40.0	6.1	123								
TELEVISION IMPERATIVE	54874	4556	28.0	8.3	85	1988	23.9	3.6	73								
RADIO-TELEVISION: DUAL	33386	3372	20.7	10.1	104	1463	17.6	4.4	89								
RADIO IMPERATIVE	53810	5666	34.8	10.5	108	3338	40.2	6.2	125								
TELEVISION IMPERATIVE	54023	4753	29.2	8.8	91	2335	28.1	4.3	87								

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(ADULTS)

		COLD DUCK				OTHER SPARKLING WINES											
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	16297	100.0	9.7	100	8302	100.0	4.9	100								
ATLANTIC MONTHLY	867	**73	0.4	8.4	87	**62	0.7	7.2	144								
BARRON'S	1580	*279	1.7	17.7	182	**107	1.3	6.8	137								
BETTER HOMES & GARDENS	22203	2874	17.6	12.9	133	1419	17.1	6.4	129								
BON APPETIT	3810	380	2.3	10.0	103	263	3.2	6.9	139								
BUSINESS WEEK	4663	534	3.3	11.5	118	287	3.5	6.2	124								
CAR AND DRIVER	3102	326	2.0	10.5	108	*200	2.4	6.4	130								
CBS MAGAZINE NETWORK (GROSS)	7311	822	5.0	11.2	116	412	5.0	5.6	114								
CHANGING TIMES	3400	496	3.0	14.6	150	*296	3.6	8.7	176								
COLONIAL HOMES	1796	*214	1.3	11.9	123	*106	1.3	5.9	119								
CONDE NAST MAG. PKG. (GROSS)	19924	2365	14.5	11.9	122	1288	15.5	6.5	131								
CONSUMERS DIGEST	3125	409	2.5	13.1	135	*241	2.9	7.7	156								
COSMOPOLITAN	10577	1180	7.2	11.2	115	691	8.3	6.5	132								
COUNTRY LIVING	3746	616	3.8	16.4	169	315	3.8	8.4	170								
CUISINE	2214	266	1.6	12.0	124	*241	2.9	10.9	220								
CYCLE WORLD	2394	*287	1.8	12.0	123	**111	1.3	4.6	94								
DCI:CREATIVE IDEAS FOR LIV	3068	475	2.9	15.5	159	*147	1.8	4.8	97								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1126	6.9	11.8	121	362	4.4	3.8	77								
DISCOVER	2277	411	2.5	18.1	186	*183	2.2	8.0	162								
EBONY	7187	659	4.0	9.2	94	505	6.1	7.0	142								
ESQUIRE	2560	263	1.6	10.3	106	**113	1.4	4.4	89								
ESSENCE	3242	272	1.7	8.4	86	281	3.4	8.7	175								
FAMILY CIRCLE	19639	2253	13.8	11.5	118	999	12.0	5.1	103								
THE FAMILY HANDYMAN	3540	323	2.0	9.1	94	*207	2.5	5.8	118								
FAMILY WEEKLY	23924	2587	15.9	10.8	111	1315	15.8	5.5	111								
FIELD & STREAM	9883	1066	6.5	10.8	111	493	5.9	5.0	101								
FOOD & WINE	1030	*132	0.8	12.8	132	**108	1.3	10.5	212								
FORBES	2679	461	2.8	17.2	177	*220	2.6	8.2	166								
FORTUNE	2931	428	2.6	14.6	150	248	3.0	8.5	171								
GENTLEMEN'S QUARTERLY	3481	322	2.0	9.3	95	291	3.5	8.4	169								
GLAMOUR	7163	927	5.7	12.9	133	500	6.0	7.0	141								
GOLF DIGEST	2355	356	2.2	15.1	156	*137	1.7	5.8	118								
GOLF DIGEST/TENNIS (GROSS)	3610	412	2.5	11.4	117	*214	2.6	5.9	120								
GOLF MAGAZINE	2046	*149	0.9	7.3	75	*156	1.9	7.6	154								
GOLF MAGAZINE/SKI (GROSS)	3547	353	2.2	10.0	102	249	3.0	7.0	142								
GOOD HOUSEKEEPING	20353	2360	14.5	11.6	119	1300	15.7	6.4	129								
HARPER'S BAZAAR	3362	447	2.7	13.3	137	273	3.3	8.1	164								
HEALTH	2987	354	2.2	11.9	122	*194	2.3	6.5	131								
HEARST MAG CORP. BUY (GROSS)	67928	8299	50.9	12.2	126	4578	55.1	6.7	136								
HEARST MAN POWER (GROSS)	11282	1266	7.8	11.2	115	709	8.5	6.3	127								
HEARST WOMAN POWER (GROSS)	40514	4708	28.9	11.6	120	2541	30.6	6.3	127								
HOUSE BEAUTIFUL	4885	774	4.7	15.8	163	444	5.3	9.1	184								
INC.	1308	*193	1.2	14.8	152	**71	0.9	5.4	110								
JET	6498	657	4.0	10.1	104	482	5.8	7.4	150								
LADIES' HOME JOURNAL	14797	1950	12.0	13.2	136	857	10.3	5.8	117								
LHJ FAMILY GRP COMBO(GROSS)	21743	2899	17.8	13.3	137	1374	16.6	6.3	128								
LIFE	9881	1169	7.2	11.8	122	670	8.1	6.8	137								
L.A. TIMES HOME MAGAZINE	2775	474	2.9	17.1	176	*272	3.3	9.8	198								
MADEMOISELLE	4219	406	2.5	9.6	99	*235	2.8	5.6	113								
MC CALL'S	16422	2024	12.4	12.3	127	1016	12.2	6.2	125								
MC CALL'S/WRK MOTHER (GROSS)	17919	2238	13.7	12.5	129	1145	13.8	6.4	129								
MECHANIX ILLUSTRATED	4433	384	2.4	8.7	89	298	3.6	6.7	136								
METROPOLITAN HOME	1504	*173	1.1	11.5	118	**88	1.1	5.9	118								
MONEY	4723	716	4.4	15.2	156	331	4.0	7.0	142								
MOTHER EARTH NEWS	2325	284	1.7	12.2	126	*167	2.0	7.2	145								
MS.	1189	*189	1.2	15.9	164	**119	1.4	10.0	202								
NATIONAL ENQUIRER	18892	1630	10.0	8.6	89	902	10.9	4.8	96								
NATIONAL GEOGRAPHIC	22129	2986	18.3	13.5	139	1299	15.6	5.9	119								
NATIONAL SUNDAY MAGAZINE PKG	103750	11157	68.5	10.8	111	5596	67.4	5.4	109								
NATURAL HISTORY	1379	*142	0.9	10.3	106	**112	1.3	8.1	164								
NEW WOMAN	2289	274	1.7	12.0	123	*235	2.8	10.3	207								
NEW YORK INCLUDING CUE	1088	**99	0.6	9.1	94	**75	0.9	6.9	139								
THE NEW YORKER	2459	297	1.8	12.1	124	*233	2.8	9.5	191								
NEWSWEEK	16527	1885	11.6	11.4	117	908	10.9	5.5	111								
THE N.Y. TIMES DAILY EDITION	2739	307	1.9	11.2	115	*141	1.7	5.1	104								
THE N.Y. TIMES MAGAZINE	4443	429	2.6	9.7	99	342	4.1	7.7	156								
OMNI	2799	337	2.1	12.0	124	*172	2.1	6.1	124								
ON CABLE	2209	*209	1.3	9.5	97	**90	1.1	4.1	82								
1001 HOME IDEAS	3959	596	3.7	15.1	155	323	3.9	8.2	165								
ORGANIC GARDENING	3111	334	2.0	10.7	110	*217	2.6	7.0	141								
OUTDOOR LIFE	5024	542	3.3	10.8	111	272	3.3	5.4	109								
PARADE MAGAZINE	51292	5588	34.3	10.9	112	2755	33.2	5.4	109								

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	COLD DUCK A '000	B % DOWN	C % ACROSS %	D INDX	OTHER SPARKLING WINES A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	16297	100.0	9.7	100	8302	100.0	4.9	100								
PARENTS	5298	790	4.8	14.9	153	369	4.4	7.0	141								
PENTHOUSE	5129	648	4.0	12.6	130	401	4.8	7.8	158								
PEOPLE	21070	2589	15.9	12.3	126	1382	16.6	6.6	133								
PLAYBOY	10562	1412	8.7	13.4	138	795	9.6	7.5	152								
POPULAR HOT RODDING	2498	*191	1.2	7.6	79	*246	3.0	9.8	199								
POPULAR MECHANICS	5887	713	4.4	12.1	125	403	4.9	6.8	138								
POPULAR SCIENCE	4317	586	3.6	13.6	140	549	6.6	12.7	257								
PREVENTION	5792	412	2.5	7.1	73	312	3.8	5.4	109								
PSYCHOLOGY TODAY	3284	441	2.7	13.4	138	*190	2.3	5.8	117								
READER'S DIGEST	40046	4634	28.4	11.6	119	2161	26.0	5.4	109								
REDBOOK	9584	1168	7.2	12.2	125	550	6.6	5.7	116								
ROAD & TRACK	2590	290	1.8	11.2	115	*125	1.5	4.8	98								
ROLLING STONE	3302	305	1.9	9.2	95	*215	2.6	6.5	132								
RUNNER'S WORLD	1229	**144	0.9	11.7	121	**66	0.8	5.4	108								
SATURDAY EVENING POST	2110	269	1.7	12.7	131	*155	1.9	7.3	148								
SCIENCE 84	1543	331	2.0	21.5	221	*230	2.8	14.9	301								
SCIENCE DIGEST	1747	*182	1.1	10.4	107	**120	1.4	6.9	139								
SCIENTIFIC AMERICAN	1994	*269	1.7	13.5	139	*162	2.0	8.1	164								
SELF	3119	421	2.6	13.5	139	*204	2.5	6.5	132								
SEVENTEEN	3923	430	2.6	11.0	113	*235	2.8	6.0	121								
SKI	1501	*203	1.2	13.5	139	*93	1.1	6.2	125								
SMITHSONIAN	5976	853	5.2	14.3	147	421	5.1	7.0	142								
SOAP OPERA DIGEST	4228	382	2.3	9.0	93	314	3.8	7.4	150								
SOUTHERN LIVING	6488	652	4.0	10.0	103	*214	2.6	3.3	67								
SPORT	3500	330	2.0	9.4	97	*262	3.2	7.5	151								
THE SPORTING NEWS	2456	*287	1.8	11.7	120	**96	1.2	3.9	79								
SPORTS AFIELD	3648	371	2.3	10.2	105	*186	2.2	5.1	103								
SPORTS ILLUSTRATED	14484	1559	9.6	10.8	111	860	10.4	5.9	120								
STAR	12661	1006	6.2	7.9	82	545	6.6	4.3	87								
SUNDAY	52799	5534	34.0	10.5	108	2579	31.1	4.9	99								
SUNSET	3513	709	4.4	20.2	208	*278	3.3	7.9	160								
TV GUIDE	42766	4554	27.9	10.6	110	2166	26.1	5.1	102								
TENNIS	1254	**56	0.3	4.5	46	**78	0.9	6.2	126								
TIME	22054	2697	16.5	12.2	126	1469	17.7	6.7	135								
TOWN & COUNTRY	1555	*200	1.2	12.9	132	*148	1.8	9.5	192								
TRAVEL & LEISURE	2173	324	2.0	14.9	153	*159	1.9	7.3	148								
TRUE STORY	4636	501	3.1	10.8	111	*277	3.3	6.0	121								
U.S.NEWS & WORLD REPORT	10353	1222	7.5	11.8	121	540	6.5	5.2	105								
USA TODAY	4994	547	3.4	11.0	113	261	3.1	5.2	106								
US	3528	471	2.9	13.4	137	*240	2.9	6.8	137								
VOGUE	5424	611	3.7	11.3	116	349	4.2	6.4	130								
WALL STREET JOURNAL	6292	828	5.1	13.2	135	487	5.9	7.7	156								
WEIGHT WATCHERS	2762	289	1.8	10.5	108	*123	1.5	4.5	90								
WOMAN'S DAY	16320	2078	12.8	12.7	131	854	10.3	5.2	106								
WORKING MOTHER	1496	*214	1.3	14.3	147	*129	1.6	8.6	174								
WORKING WOMAN	1851	*246	1.5	13.3	137	*197	2.4	10.6	215								
WORLD TENNIS	580	**30	0.2	5.2	53	**41	0.5	7.1	143								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1315	8.1	10.6	109	752	9.1	6.1	122								
BLAIR INSERTS	91671	9954	61.1	10.9	112	4879	58.8	5.3	108								
DAILY NEWSPAPERS																	
READ ANY	109190	11125	68.3	10.2	105	5581	67.2	5.1	103								
READ ONE	89587	8830	54.2	9.9	101	4406	53.1	4.9	99								
READ TWO OR MORE	19602	2294	14.1	11.7	120	1175	14.2	6.0	121								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11647	71.5	10.6	109	5894	71.0	5.4	109								
READ ONE	95074	9848	60.4	10.4	107	4898	59.0	5.2	104								
READ TWO OR MORE	14588	1799	11.0	12.3	127	996	12.0	6.8	138								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.86				31.02											
30 DAY REACH	149706	15142	92.9	10.1	104	7712	92.9	5.2	104								
50 SHWG - 30 DAY AV FREQ	15.16	16.55				16.06											
30 DAY REACH	142406	14591	89.5	10.2	105	7460	89.9	5.2	106								
25 SHWG - 30 DAY AV FREQ	8.23	8.93				8.55											
30 DAY REACH	131152	13536	83.1	10.3	106	7013	84.5	5.3	108								
CABLE TV: HOME WIRED	66879	7063	43.3	10.6	109	3339	40.2	5.0	101								
HOME NOT WIRED	100848	9234	56.7	9.2	94	4964	59.8	4.9	99								
HAVE PAY CABLE	35024	4062	24.9	11.6	119	1984	23.9	5.7	114								

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

		TOTAL U.S.	COLD DUCK				OTHER SPARKLING WINES											
		'000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	16297	100.0	9.7	100	8302	100.0	4.9	100								
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	9984	61.3	10.4	107	5062	61.0	5.3	107								
10:00 AM - 3:00 PM		63599	6435	39.5	10.1	104	3424	41.2	5.4	109								
3:00 PM - 7:00 PM		72097	7568	46.4	10.5	108	3966	47.8	5.5	111								
7:00 PM - MIDNIGHT		36670	3783	23.2	10.3	106	2031	24.5	5.5	112								
MIDNIGHT - 6:00 AM		21908	2343	14.4	10.7	110	1232	14.8	5.6	114								
6:00 AM - MIDNIGHT		127571	13058	80.1	10.2	105	6737	81.1	5.3	107								
ENTIRE DAY		129239	13204	81.0	10.2	105	6820	82.1	5.3	107								
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	3777	23.2	11.1	114	2062	24.8	6.1	122								
ALL NEWS		6062	851	5.2	14.0	144	359	4.3	5.9	120								
AOR/PROGRESSIVE		11884	1214	7.4	10.2	105	533	6.4	4.5	91								
BEAUTIFUL MUSIC		11180	1250	7.7	11.2	115	705	8.5	6.3	127								
BLACK		4538	414	2.5	9.1	94	289	3.5	6.4	129								
CLASSICAL		3857	403	2.5	10.4	108	*149	1.8	3.9	78								
CHR/ROCK		21946	2733	16.8	12.5	128	1477	17.8	6.7	136								
COUNTRY		27262	2369	14.5	8.7	89	1111	13.4	4.1	82								
GOLDEN OLDIES		3339	390	2.4	11.7	120	*153	1.8	4.6	93								
MOR/NOSTALGIA		10346	1111	6.8	10.7	111	513	6.2	5.0	100								
NEWS/TALK		8929	1080	6.6	12.1	124	618	7.4	6.9	140								
RELIGIOUS		5488	422	2.6	7.7	79	*219	2.6	4.0	81								
SOFT ROCK		1232	*178	1.1	14.4	149	**122	1.5	9.9	200								
URBAN CONTEMPORARY		3184	335	2.1	10.5	108	*204	2.5	6.4	129								
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	681	4.2	9.9	101	337	4.1	4.9	99								
ABC DIRECTION		5212	541	3.3	10.4	107	*288	3.5	5.5	112								
ABC ENTERTAINMENT		10385	939	5.8	9.0	93	563	6.8	5.4	110								
ABC FM		4762	450	2.8	9.4	97	284	3.4	6.0	120								
ABC INFORMATION		11339	1378	8.5	12.2	125	735	8.9	6.5	131								
ABC ROCK		4878	554	3.4	11.4	117	270	3.3	5.5	112								
CBS		10709	1312	8.1	12.3	126	522	6.3	4.9	98								
MUTUAL		10251	1155	7.1	11.3	116	467	5.6	4.6	92								
NBC		12243	1273	7.8	10.4	107	602	7.3	4.9	99								
RADIORADIO		4606	512	3.1	11.1	114	264	3.2	5.7	116								
RKO ONE		5148	616	3.8	12.0	123	267	3.2	5.2	105								
RKO TWO		7313	603	3.7	8.2	85	363	4.4	5.0	100								
THE SOURCE		5981	523	3.2	8.7	90	355	4.3	5.9	120								
NON-WIRED : BLAIR		19329	1962	12.0	10.2	104	1133	13.6	5.9	118								
INTERNET		27139	3117	19.1	11.5	118	1678	20.2	6.2	125								
KATZ RADIO GROUP		36319	3592	22.0	9.9	102	1883	22.7	5.2	105								
SUPERNET		22361	2660	16.3	11.9	122	1368	16.5	6.1	124								
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	1384	8.5	9.5	98	664	8.0	4.6	92								
WKDAY 9:00 AM - 1:00 PM		18688	1639	10.1	8.8	90	776	9.3	4.2	84								
WKDAY 1:00 PM - 4:30 PM		24061	2053	12.6	8.5	88	1034	12.5	4.3	87								
WKDAY 4:30 PM - 7:30 PM		44079	4093	25.1	9.3	96	2095	25.2	4.8	96								
WKDAY 7:30 PM - 8:00 PM		61979	5557	34.1	9.0	92	2773	33.4	4.5	90								
WKDAY 11:00 PM - 11:30 PM		49084	4718	29.0	9.6	99	2536	30.5	5.2	104								
WKDAY 11:30 PM - 1:00 AM		16560	1632	10.0	9.9	101	843	10.2	5.1	103								
M-SAT 8-11 PM+SUN 7-11 PM		66967	6540	40.1	9.8	101	3199	38.5	4.8	97								
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	972	6.0	10.5	108	502	6.0	5.4	109								
ANOTHER WORLD	N	6138	409	2.5	6.7	69	196	2.4	3.2	65								
AS THE WORLD TURNS	C	7707	521	3.2	6.8	70	224	2.7	2.9	59								
CAPITOL	C	4688	449	2.8	9.6	99	209	2.5	4.5	90								
CBS MORN. NEWS 1	C	2792	275	1.7	9.8	101	133	1.6	4.8	96								
CBS MORN. NEWS 2	C	2071	215	1.3	10.4	107	*118	1.4	5.7	115								
DAYS OF OUR LIVES	N	8018	653	4.0	8.1	84	317	3.8	4.0	80								
FACTS OF LIFE - DAYTIME	N	3487	262	1.6	7.5	77	109	1.3	3.1	63								
FAMILY FEUD	A	4817	377	2.3	7.8	81	159	1.9	3.3	67								
GENERAL HOSPITAL	A	8333	853	5.2	10.2	105	462	5.6	5.5	112								
GOOD MORNING, AMERICA-730	A	5472	583	3.6	10.7	110	297	3.6	5.4	110								
GOOD MORNING, AMERICA-830	A	3965	465	2.9	11.7	121	218	2.6	5.5	111								
GUIDING LIGHT	C	7542	556	3.4	7.4	76	286	3.4	3.8	77								
ONE LIFE TO LIVE	A	6018	612	3.8	10.2	105	291	3.5	4.8	98								
PRESS YOUR LUCK	C	3589	301	1.8	8.4	86	116	1.4	3.2	65								
PRICE IS RIGHT 1	C	7418	562	3.4	7.6	78	262	3.2	3.5	71								
PRICE IS RIGHT 2	C	8276	615	3.8	7.4	76	248	3.0	3.0	61								
RYAN'S HOPE	A	4358	391	2.4	9.0	92	229	2.8	5.3	106								
SALE OF THE CENTURY	N	3749	291	1.8	7.8	80	102	1.2	2.7	55								
SEARCH FOR TOMORROW	N	2884	153	0.9	5.3	55	*108	1.3	3.7	76								
TODAY SHOW 1	N	4869	426	2.6	8.7	90	218	2.6	4.5	90								
TODAY SHOW 2	N	4135	296	1.8	7.2	74	157	1.9	3.8	77								
$25,000 PYRAMID	C	4361	373	2.3	8.6	88	209	2.5	4.8	97								
WHEEL OF FORTUNE	N	6187	474	2.9	7.7	79	188	2.3	3.0	61								
YOUNG AND THE RESTLESS	C	8186	636	3.9	7.8	80	355	4.3	4.3	88								
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	603	3.7	12.8	131	255	3.1	5.4	109								
NBA PLAYOFF GAME -1	C	5127	580	3.6	11.3	116	263	3.2	5.1	104								
NBC MAJOR LEAGUE PRE-GAME	N	3945	321	2.0	8.1	84	*160	1.9	4.1	82								
SPORTSWORLD - SUN	N	3370	304	1.9	9.0	93	*118	1.4	3.5	71								
SUNDAY MORNING	C	4200	530	3.3	12.6	130	*177	2.1	4.2	85								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES - KINDS
(ADULTS)

		TOTAL U.S.	COLD DUCK				OTHER SPARKLING WINES											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	16297	100.0	9.7	100	8302	100.0	4.9	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4455	27.3	8.5	88	2212	26.6	4.2	85								
NETWORK AFFILIATES - LATE		39164	3659	22.5	9.3	96	1951	23.5	5.0	101								
INDEPENDENTS - LATE		5133	598	3.7	11.7	120	295	3.6	5.7	116								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1948	12.0	8.5	88	950	11.4	4.2	84								
ABC MONDAY NIGHT MOVIE	A	11258	1222	7.5	10.9	112	590	7.1	5.2	106								
ABC SUNDAY NIGHT MOVIE	A	23600	2389	14.7	10.1	104	1169	14.1	5.0	100								
ABC WORLD NEWS TONIGHT	A	12801	1062	6.5	8.3	85	619	7.5	4.8	98								
AFTERMASH	C	10966	1193	7.3	10.9	112	412	5.0	3.8	76								
ALICE	C	17050	1628	10.0	9.5	98	785	9.5	4.6	93								
AMERICAN PARADE	C	11998	1063	6.5	8.9	91	552	6.6	4.6	93								
BENSON	A	19258	1838	11.3	9.5	98	885	10.7	4.6	93								
BLUE THUNDER	A	11478	1063	6.5	9.3	95	467	5.6	4.1	82								
CAGNEY & LACEY	C	18263	1776	10.9	9.7	100	794	9.6	4.3	88								
CBS EVENING NEWS-DEAN	C	7733	701	4.3	9.1	93	362	4.4	4.7	95								
CBS EVENING NEWS-RATHER	C	15653	1351	8.3	8.6	89	685	8.3	4.4	88								
CBS SAT. NEWS-SCHIEFFER	C	8744	640	3.9	7.3	75	275	3.3	3.1	64								
CBS SATURDAY NIGHT MOVIE	C	12000	1170	7.2	9.8	100	530	6.4	4.4	89								
CBS WEDNESDAY NIGHT MOVIE	C	11522	930	5.7	8.1	83	419	5.0	3.6	73								
CHEERS	N	16818	1974	12.1	11.7	121	945	11.4	5.6	114								
DALLAS	C	37510	3556	21.8	9.5	98	1770	21.3	4.7	95								
DIFF'RENT STROKES	N	11258	985	6.0	8.7	90	482	5.8	4.3	86								
DOUBLE TROUBLE	N	12248	1282	7.9	10.5	108	525	6.3	4.3	87								
DUCK FACTORY	N	11100	1317	8.1	11.9	122	662	8.0	6.0	120								
DUKES OF HAZZARD	C	12353	928	5.7	7.5	77	599	7.2	4.8	98								
DYNASTY	A	33279	3134	19.2	9.4	97	1605	19.3	4.8	97								
FACTS OF LIFE	N	13410	1320	8.1	9.8	101	577	7.0	4.3	87								
FALCON CREST	C	31093	3210	19.7	10.3	106	1673	20.2	5.4	109								
FALL GUY	A	18649	1815	11.1	9.7	100	1026	12.4	5.5	111								
FAMILY TIES	N	13101	1181	7.2	9.0	93	632	7.6	4.8	97								
FANTASY ISLAND	A	13069	1228	7.5	9.4	97	683	8.2	5.2	106								
FOULUPS,BLEEPS & BLUNDERS	A	16588	1652	10.1	10.0	102	835	10.1	5.0	102								
FOUR SEASONS	C	9302	1071	6.6	11.5	118	399	4.8	4.3	87								
GIMME A BREAK	N	13955	1177	7.2	8.4	87	625	7.5	4.5	90								
HART TO HART	A	15735	1405	8.6	8.9	92	768	9.3	4.9	99								
HILL STREET BLUES	N	18257	1921	11.8	10.5	108	733	8.8	4.0	81								
HOTEL	A	24236	2107	12.9	8.7	89	1039	12.5	4.3	87								
JEFFERSONS	C	17010	1738	10.7	10.2	105	734	8.8	4.3	87								
JENNIFER SLEPT HERE	N	9397	876	5.4	9.3	96	388	4.7	4.1	83								
KATE & ALLIE	C	16762	1727	10.6	10.3	106	770	9.3	4.6	93								
KNIGHT RIDER	N	13164	1167	7.2	8.9	91	683	8.2	5.2	105								
LOVE BOAT	A	20400	1882	11.5	9.2	95	941	11.3	4.6	93								
MAGNUM PI	C	22543	2068	12.7	9.2	94	945	11.4	4.2	85								
MAMA'S FAMILY	N	9852	967	5.9	9.8	101	422	5.1	4.3	87								
MASTER, THE	N	8082	697	4.3	8.6	89	252	3.0	3.1	63								
MATT HOUSTON	A	12881	1174	7.2	9.1	94	622	7.5	4.8	98								
NBC MONDAY NIGHT MOVIE	N	23889	2522	15.5	10.6	109	1339	16.1	5.6	113								
NBC NIGHTLY NEWS	N	11156	967	5.9	8.7	89	422	5.1	3.8	76								
NBC NIGHTLY NEWS-SAT	N	7363	592	3.6	8.0	83	319	3.8	4.3	88								
NBC NIGHTLY NEWS-SUN	N	6214	529	3.2	8.5	88	*210	2.5	3.4	68								
NBC SUNDAY NIGHT MOVIE	N	17590	1731	10.6	9.8	101	840	10.1	4.8	96								
NEWHART	C	16740	1690	10.4	10.1	104	818	9.9	4.9	99								
ONE DAY AT A TIME	C	11820	1025	6.3	8.7	89	538	6.5	4.6	92								
PEOPLE ARE FUNNY	N	9138	829	5.1	9.1	93	395	4.8	4.3	87								
REAL PEOPLE	N	15979	1323	8.1	8.3	85	526	6.3	3.3	67								
REMINGTON STEELE	N	14395	1273	7.8	8.8	91	619	7.5	4.3	87								
RIPLEY'S BELIEVE IT - NOT	A	11362	997	6.1	8.8	90	484	5.8	4.3	86								
RIPTIDE	N	13920	1332	8.2	9.6	98	619	7.5	4.4	90								
SCARECROW & MRS. KING	C	17571	1544	9.5	8.8	90	799	9.6	4.5	92								
SIMON & SIMON	C	20208	1918	11.8	9.5	98	933	11.2	4.6	93								
60 MINUTES	C	27668	2529	15.5	9.1	94	1181	14.2	4.3	86								
ST. ELSEWHERE	N	13699	1644	10.1	12.0	124	763	9.2	5.6	113								
THREE'S COMPANY	A	20632	2021	12.4	9.8	101	1005	12.1	4.9	98								
T.J. HOOKER	A	17136	1462	9.0	8.5	88	827	10.0	4.8	98								
TONIGHT SHOW	N	4963	510	3.1	10.3	106	304	3.7	6.1	124								
TRAPPER JOHN, M.D.	C	16332	1478	9.1	9.0	93	749	9.0	4.6	93								
TV BLOOPERS & PRAC. JOKES	N	18881	1945	11.9	10.3	106	959	11.6	5.1	103								
20/20	A	18315	1577	9.7	8.6	89	807	9.7	4.4	89								
WEBSTER	A	18722	1753	10.8	9.4	96	864	10.4	4.6	93								
WORLD NEWS - SUN	A	5327	439	2.7	8.2	85	270	3.3	5.1	102								
YELLOW ROSE	N	8370	702	4.3	8.4	86	308	3.7	3.7	74								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2799	17.2	10.8	111	974	11.7	3.8	76								
BASKETBALL - COLLEGE GAMES		14468	1397	8.6	9.7	99	602	7.3	4.2	84								
BASKETBALL - PRO GAMES		12124	1434	8.8	11.8	122	652	7.9	5.4	109								
BOWLING		9412	1127	6.9	12.0	123	*311	3.7	3.3	67								
BOXING		15409	1561	9.6	10.1	104	711	8.6	4.6	93								
FOOTBALL - COLLEGE GAMES		21400	2420	14.8	11.3	116	827	10.0	3.9	78								
FOOTBALL - PRO GAMES		35944	4270	26.2	11.9	122	1711	20.6	4.8	96								
GOLF		9759	1156	7.1	11.8	122	452	5.4	4.6	94								
POST-SEASON COLL. FOOTBALL		18123	1910	11.7	10.5	108	803	9.7	4.4	90								
POST-SEASON PRO FOOTBALL		22091	2800	17.2	12.7	130	1033	12.4	4.7	94								
TENNIS		6764	649	4.0	9.6	99	*310	3.7	4.6	93								
WRESTLING - PROFESSIONAL		9695	1048	6.4	10.8	111	*492	5.9	5.1	103								

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

	TOTAL	ALMADEN				ANDRE				CHRISTIAN BROTHERS				KORBEL			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4250	100.0	2.5	100	14369	100.0	8.6	100	4139	100.0	2.5	100	4066	100.0	2.4	100
MALES	79263	1849	43.5	2.3	92	6219	43.3	7.8	92	1895	45.8	2.4	97	2075	51.0	2.6	108
FEMALES	88464	2402	56.5	2.7	107	8150	56.7	9.2	108	2244	54.2	2.5	103	1991	49.0	2.3	93
18 - 24	28671	*740	17.4	2.6	102	3001	20.9	10.5	122	793	19.2	2.8	112	720	17.7	2.5	104
25 - 34	39536	1211	28.5	3.1	121	3915	27.2	9.9	116	1027	24.8	2.6	105	1351	33.2	3.4	141
35 - 44	28978	765	18.0	2.6	104	3116	21.7	10.8	126	905	21.9	3.1	127	797	19.6	2.8	113
45 - 54	22345	606	14.3	2.7	107	1878	13.1	8.4	98	*402	9.7	1.8	73	562	13.8	2.5	104
55 - 64	22224	*482	11.3	2.2	86	1408	9.8	6.3	74	489	11.8	2.2	89	*370	9.1	1.7	69
65 OR OLDER	25973	446	10.5	1.7	68	1051	7.3	4.0	47	523	12.6	2.0	82	*266	6.5	1.0	42
18 - 34	68207	1951	45.9	2.9	113	6916	48.1	10.1	118	1821	44.0	2.7	108	2071	50.9	3.0	125
18 - 49	108058	2996	70.5	2.8	109	10940	76.1	10.1	118	2864	69.2	2.7	107	3183	78.3	2.9	122
25 - 54	90859	2582	60.8	2.8	112	8910	62.0	9.8	114	2334	56.4	2.6	104	2710	66.7	3.0	123
35 - 49	39851	1045	24.6	2.6	103	4024	28.0	10.1	118	1043	25.2	2.6	106	1112	27.3	2.8	115
50 OR OLDER	59669	1254	29.5	2.1	83	3429	23.9	5.7	67	1275	30.8	2.1	87	883	21.7	1.5	61
GRADUATED COLLEGE	28091	1025	24.1	3.6	144	3215	22.4	11.4	134	872	21.1	3.1	126	1615	39.7	5.7	237
ATTENDED COLLEGE	28938	974	22.9	3.4	133	3579	24.9	12.4	144	1068	25.8	3.7	150	1025	25.2	3.5	146
GRADUATED HIGH SCHOOL	65503	1618	38.1	2.5	97	5504	38.3	8.4	98	1403	33.9	2.1	87	995	24.5	1.5	63
DID NOT GRADUATE HIGH SCHOOL	45195	633	14.9	1.4	55	2072	14.4	4.6	54	796	19.2	1.8	71	**431	10.6	1.0	39
EMPLOYED MALES	56429	1421	33.4	2.5	99	4982	34.7	8.8	103	1341	32.4	2.4	96	1713	42.1	3.0	125
EMPLOYED FEMALES	43971	1491	35.1	3.4	134	5164	35.9	11.7	137	1341	32.4	3.0	124	1431	35.2	3.3	134
EMPLOYED FULL-TIME	87773	2629	61.9	3.0	118	8881	61.8	10.1	118	2311	55.8	2.6	107	2736	67.3	3.1	129
EMPLOYED PART-TIME	12627	**283	6.7	2.2	88	1265	8.8	10.0	117	*370	8.9	2.9	119	*408	10.0	3.2	133
NOT EMPLOYED	67327	1339	31.5	2.0	78	4223	29.4	6.3	73	1457	35.2	2.2	88	922	22.7	1.4	56
PROFESSIONAL/MANAGER	25845	884	20.8	3.4	135	3104	21.6	12.0	140	951	23.0	3.7	149	1540	37.9	6.0	246
TECH/CLERICAL/SALES	30895	1130	26.6	3.7	144	3717	25.9	12.0	140	856	20.7	2.8	112	876	21.5	2.8	117
PRECISION/CRAFT	12629	*265	6.2	2.1	83	900	6.3	7.1	83	**172	4.2	1.4	55	**205	5.0	1.6	67
OTHER EMPLOYED	31031	632	14.9	2.0	80	2425	16.9	7.8	91	702	17.0	2.3	92	*523	12.9	1.7	70
SINGLE	35557	1244	29.3	3.5	138	3794	26.4	10.7	125	1013	24.5	2.8	115	1316	32.4	3.7	153
MARRIED	103585	2377	55.9	2.3	91	8913	62.0	8.6	100	2389	57.7	2.3	93	2167	53.3	2.1	86
DIVORCED/SEPARATED/WIDOWED	28585	630	14.8	2.2	87	1662	11.6	5.8	68	737	17.8	2.6	104	583	14.3	2.0	84
PARENTS	59295	1424	33.5	2.4	95	5215	36.3	8.8	103	1546	37.4	2.6	106	934	23.0	1.6	65
WHITE	146081	3804	89.5	2.6	103	12677	88.2	8.7	101	3562	86.1	2.4	99	3673	90.3	2.5	104
BLACK	17974	*294	6.9	1.6	65	1281	8.9	7.1	83	433	10.5	2.4	98	*314	7.7	1.7	72
OTHER	3672	**153	3.6	4.2	164	**412	2.9	11.2	131	**144	3.5	3.9	159	**79	1.9	2.2	89
NORTHEAST-CENSUS	37005	962	22.6	2.6	103	2914	20.3	7.9	92	714	17.3	1.9	78	634	15.6	1.7	71
NORTH CENTRAL	42642	871	20.5	2.0	81	4140	28.8	9.7	113	1227	29.6	2.9	117	779	19.2	1.8	75
SOUTH	56777	721	17.0	1.3	50	2752	19.2	4.8	57	*417	10.1	0.7	30	615	15.1	1.1	45
WEST	31303	1695	39.9	5.4	214	4563	31.8	14.6	170	1780	43.0	5.7	230	2038	50.1	6.5	269
NORTHEAST-MKTG.	38125	1060	24.9	2.8	110	2802	19.5	7.3	86	791	19.1	2.1	84	701	17.2	1.8	76
EAST CENTRAL	24794	*346	8.1	1.4	55	1914	13.3	7.7	90	390	9.4	1.6	64	*235	5.8	0.9	39
WEST CENTRAL	28511	766	18.0	2.7	106	3127	21.8	11.0	128	1033	25.0	3.6	147	615	15.1	2.2	89
SOUTH	48953	600	14.1	1.2	48	2423	16.9	4.9	58	*307	7.4	0.6	25	*534	13.1	1.1	45
PACIFIC	27344	1479	34.8	5.4	213	4103	28.6	15.0	175	1618	39.1	5.9	240	1980	48.7	7.2	299
COUNTY SIZE A	69301	2457	57.8	3.5	140	6889	47.9	9.9	116	2253	54.4	3.3	132	2715	66.8	3.9	162
COUNTY SIZE B	50633	1004	23.6	2.0	78	4376	30.5	8.6	101	958	23.1	1.9	77	935	23.0	1.8	76
COUNTY SIZE C	26259	652	15.3	2.5	98	2089	14.5	8.0	93	595	14.4	2.3	92	*338	8.3	1.3	53
COUNTY SIZE D	21534	**138	3.2	0.6	25	1015	7.1	4.7	55	*333	8.0	1.5	63	**77	1.9	0.4	15
METRO CENTRAL CITY	50014	1411	33.2	2.8	111	4543	31.6	9.1	106	1720	41.6	3.4	139	1813	44.6	3.6	150
METRO SUBURBAN	76832	2365	55.6	3.1	121	7600	52.9	9.9	115	1773	42.8	2.3	94	2002	49.2	2.6	107
NON METRO	40881	*475	11.2	1.2	46	2226	15.5	5.4	64	647	15.6	1.6	64	**251	6.2	0.6	25
TOP 5 ADI'S	39550	1636	38.5	4.1	163	4597	32.0	11.6	136	1568	37.9	4.0	161	1973	48.5	5.0	206
TOP 10 ADI'S	54877	2002	47.1	3.6	144	5465	38.0	10.0	116	1835	44.3	3.3	136	2274	55.9	4.1	171
TOP 20 ADI'S	77516	2734	64.3	3.5	139	7631	53.1	9.8	115	2455	59.3	3.2	128	2935	72.2	3.8	156
HSHLD INC. $50,000 OR MORE	17257	799	18.8	4.6	183	2208	15.4	12.8	149	*500	12.1	2.9	117	931	22.9	5.4	223
$40,000 OR MORE	33235	1487	35.0	4.5	177	4059	28.2	12.2	143	857	20.7	2.6	104	1367	33.6	4.1	170
$30,000 OR MORE	59693	2351	55.3	3.9	155	6960	48.4	11.7	136	1472	35.6	2.5	100	2282	56.1	3.8	158
$25,000 OR MORE	76275	2726	64.1	3.6	141	8711	60.6	11.4	133	1989	48.1	2.6	106	2629	64.7	3.4	142
$20,000 - $24,999	18607	*235	5.5	1.3	50	1538	10.7	8.3	96	627	15.1	3.4	137	*400	9.8	2.1	89
$15,000 - $19,999	17175	*320	7.5	1.9	74	1398	9.7	8.1	95	*472	11.4	2.7	111	*389	9.6	2.3	93
$10,000 - $14,999	24569	502	11.8	2.0	81	1440	10.0	5.9	68	535	12.9	2.2	88	454	11.2	1.8	76
UNDER $10,000	31101	468	11.0	1.5	59	1282	8.9	4.1	48	517	12.5	1.7	67	**195	4.8	0.6	26
HOUSEHOLD OF 1 PERSON	19441	517	12.2	2.7	105	1345	9.4	6.9	81	533	12.9	2.7	111	647	15.9	3.3	137
2 PEOPLE	51803	1240	29.2	2.4	94	4065	28.3	7.8	92	1212	29.3	2.3	95	1503	37.0	2.9	120
3 OR 4 PEOPLE	66933	1537	36.2	2.3	91	6101	42.5	9.1	106	1678	40.5	2.5	102	1454	35.8	2.2	90
5 OR MORE PEOPLE	29550	956	22.5	3.2	128	2858	19.9	9.7	113	*717	17.3	2.4	98	*462	11.4	1.6	64
NO CHILD IN HSHLD	96587	2446	57.6	2.5	100	7853	54.7	8.1	95	2360	57.0	2.4	99	2859	70.3	3.0	122
CHILD(REN) UNDER 2 YRS	10844	**179	4.2	1.7	65	925	6.4	8.5	100	*273	6.6	2.5	102	**178	4.4	1.6	68
2 - 5 YEARS	26358	685	16.1	2.6	103	2199	15.3	8.3	97	547	13.2	2.1	84	*295	7.3	1.1	46
6 - 11 YEARS	30453	628	14.8	2.1	81	2715	18.9	8.9	104	740	17.9	2.4	98	*437	10.7	1.4	59
12 - 17 YEARS	36575	1059	24.9	2.9	114	3376	23.5	9.2	108	988	23.9	2.7	109	725	17.8	2.0	82
RESIDENCE OWNED	117770	2980	70.1	2.5	100	9958	69.3	8.5	99	2552	61.7	2.2	88	2581	63.5	2.2	90
VALUE: $50,000 OR MORE	70166	2432	57.2	3.5	137	7615	53.0	10.9	127	1924	46.5	2.7	111	2304	56.7	3.3	135
VALUE: UNDER $50,000	47604	549	12.9	1.2	46	2343	16.3	4.9	57	628	15.2	1.3	53	**277	6.8	0.6	24

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

		TOTAL U.S. '000	ALMADEN				ANDRE				CHRISTIAN BROTHERS				KORBEL			
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	4250	100.0	2.5	100	14369	100.0	8.6	100	4139	100.0	2.5	100	4066	100.0	2.4	100
MAGAZINES	QUINTILE 1	34022	1319	31.0	3.9	153	4310	30.0	12.7	148	1095	26.5	3.2	130	1447	35.6	4.3	175
	QUINTILE 2	34800	1353	31.8	3.9	153	3829	26.6	11.0	128	999	24.1	2.9	116	1054	25.9	3.0	125
	QUINTILE 3	30514	387	9.1	1.3	50	2264	15.8	7.4	87	631	15.2	2.1	84	491	12.1	1.6	66
	QUINTILE 4	33324	614	14.4	1.8	73	2453	17.1	7.4	86	701	16.9	2.1	85	631	15.5	1.9	78
	QUINTILE 5	35066	578	13.6	1.6	65	1513	10.5	4.3	50	714	17.3	2.0	83	**443	10.9	1.3	52
NEWSPAPERS	QUINTILE 1	29107	988	23.2	3.4	134	3234	22.5	11.1	130	811	19.6	2.8	113	1062	26.1	3.6	151
	QUINTILE 2	49095	1202	28.3	2.4	97	4502	31.3	9.2	107	1112	26.9	2.3	92	1045	25.7	2.1	88
	QUINTILE 3	23107	650	15.3	2.8	111	2229	15.5	9.6	113	701	16.9	3.0	123	676	16.6	2.9	121
	QUINTILE 4	33556	754	17.7	2.2	89	2649	18.4	7.9	92	797	19.3	2.4	96	856	21.1	2.6	105
	QUINTILE 5	32863	657	15.5	2.0	79	1756	12.2	5.3	62	717	17.3	2.2	88	*428	10.5	1.3	54
OUTDOOR	QUINTILE 1	33431	1182	27.8	3.5	140	3602	25.1	10.8	126	1104	26.7	3.3	134	1006	24.7	3.0	124
	QUINTILE 2	33478	898	21.1	2.7	106	3125	21.7	9.3	109	731	17.7	2.2	88	926	22.8	2.8	114
	QUINTILE 3	33574	920	21.6	2.7	108	2926	20.4	8.7	102	912	22.0	2.7	110	768	18.9	2.3	94
	QUINTILE 4	33935	703	16.5	2.1	82	2597	18.1	7.7	89	684	16.5	2.0	82	909	22.4	2.7	110
	QUINTILE 5	33310	548	12.9	1.6	65	2119	14.7	6.4	74	708	17.1	2.1	86	458	11.3	1.4	57
RADIO-DRIVE TIME	QUINTILE 1	33136	873	20.5	2.6	104	3341	23.3	10.1	118	801	19.4	2.4	98	1050	25.8	3.2	131
	QUINTILE 2	31658	751	17.7	2.4	94	2702	18.8	8.5	100	732	17.7	2.3	94	862	21.2	2.7	112
	QUINTILE 3	32541	755	17.8	2.3	92	3039	21.1	9.3	109	952	23.0	2.9	119	725	17.8	2.2	92
	QUINTILE 4	34247	965	22.7	2.8	111	3015	21.0	8.8	103	1009	24.4	2.9	119	861	21.2	2.5	104
	QUINTILE 5	36144	907	21.3	2.5	99	2273	15.8	6.3	73	644	15.6	1.8	72	568	14.0	1.6	65
RADIO-MID-DAY	TERCILE 1	45037	1088	25.6	2.4	95	4172	29.0	9.3	108	1057	25.5	2.3	95	1120	27.5	2.5	103
	TERCILE 2	44819	945	22.2	2.1	83	4092	28.5	9.1	107	1157	28.0	2.6	105	1066	26.2	2.4	98
	TERCILE 3	77872	2218	52.2	2.8	112	6105	42.5	7.8	92	1925	46.5	2.5	100	1881	46.3	2.4	100
RADIO-TOTAL	QUINTILE 1	33763	826	19.4	2.4	97	3305	23.0	9.8	114	836	20.2	2.5	100	965	23.7	2.9	118
	QUINTILE 2	33240	882	20.8	2.7	105	2820	19.6	8.5	99	810	19.6	2.4	99	837	20.6	2.5	104
	QUINTILE 3	33408	913	21.5	2.7	108	3269	22.8	9.8	114	970	23.4	2.9	118	928	22.8	2.8	115
	QUINTILE 4	34792	780	18.4	2.2	88	3063	21.3	8.8	103	911	22.0	2.6	106	709	17.4	2.0	84
	QUINTILE 5	32524	850	20.0	2.6	103	1911	13.3	5.9	69	611	14.8	1.9	76	627	15.4	1.9	80
TV-PRIME TIME	QUINTILE 1	33090	817	19.2	2.5	97	2813	19.6	8.5	99	704	17.0	2.1	86	576	14.2	1.7	72
	QUINTILE 2	33357	865	20.4	2.6	102	2753	19.2	8.3	96	775	18.7	2.3	94	756	18.6	2.3	93
	QUINTILE 3	33980	738	17.4	2.2	86	3089	21.5	9.1	106	842	20.3	2.5	100	950	23.4	2.8	115
	QUINTILE 4	33854	1076	25.3	3.2	125	3240	22.5	9.6	112	821	19.8	2.4	98	848	20.9	2.5	103
	QUINTILE 5	33444	755	17.8	2.3	89	2474	17.2	7.4	86	997	24.1	3.0	121	936	23.0	2.8	115
TV-DAYTIME	TERCILE 1	49121	1021	24.0	2.1	82	3139	21.8	6.4	75	1095	26.5	2.2	90	920	22.6	1.9	77
	TERCILE 2	48823	1284	30.2	2.6	104	4616	32.1	9.5	110	1105	26.7	2.3	92	967	23.8	2.0	82
	TERCILE 3	69782	1946	45.8	2.8	110	6614	46.0	9.5	111	1939	46.8	2.8	113	2180	53.6	3.1	129
TV-TOTAL	QUINTILE 1	33584	744	17.5	2.2	87	2514	17.5	7.5	87	696	16.8	2.1	84	778	19.1	2.3	96
	QUINTILE 2	33441	547	12.9	1.6	65	2735	19.0	8.2	95	909	22.0	2.7	110	536	13.2	1.6	66
	QUINTILE 3	33505	1036	24.4	3.1	122	2928	20.4	8.7	102	736	17.8	2.2	89	607	14.9	1.8	75
	QUINTILE 4	33466	946	22.3	2.8	112	3231	22.5	9.7	113	692	16.7	2.1	84	1103	27.1	3.3	136
	QUINTILE 5	33731	978	23.0	2.9	114	2961	20.6	8.8	102	1106	26.7	3.3	133	1042	25.6	3.1	127
MAGAZINES-NEWSPAPERS: DUAL		44503	1522	35.8	3.4	135	5358	37.3	12.0	141	1325	32.0	3.0	121	1557	38.3	3.5	144
MAGAZINE IMPERATIVE		39363	1330	31.3	3.4	133	3914	27.2	9.9	116	1163	28.1	3.0	120	1238	30.4	3.1	130
NEWSPAPER IMPERATIVE		46441	854	20.1	1.8	73	3345	23.3	7.2	84	998	24.1	2.1	87	775	19.1	1.7	69
MAGAZINES-OUTDOOR: DUAL		33726	1279	30.1	3.8	150	4221	29.4	12.5	146	1054	25.5	3.1	127	1234	30.3	3.7	151
MAGAZINE IMPERATIVE		52846	1604	37.7	3.0	120	5109	35.6	9.7	113	1386	33.5	2.6	106	1490	36.6	2.8	116
OUTDOOR IMPERATIVE		52140	1036	24.4	2.0	78	3764	26.2	7.2	84	1168	28.2	2.2	91	1010	24.8	1.9	80
MAGAZINES-RADIO: DUAL		37081	1161	27.3	3.1	124	4201	29.2	11.3	132	998	24.1	2.7	109	1182	29.1	3.2	131
MAGAZINE IMPERATIVE		49747	1758	41.4	3.5	139	5259	36.6	10.6	123	1483	35.8	3.0	121	1636	40.2	3.3	136
RADIO IMPERATIVE		49208	857	20.2	1.7	69	3446	24.0	7.0	82	1073	25.9	2.2	88	895	22.0	1.8	75
MAGAZINES-TELEVISION: DUAL		33103	813	19.1	2.5	97	3620	25.2	10.9	128	832	20.1	2.5	102	975	24.0	2.9	121
MAGAZINE IMPERATIVE		54575	2114	49.7	3.9	153	6029	42.0	11.0	129	1633	39.5	3.0	121	1895	46.6	3.5	143
TELEVISION IMPERATIVE		53249	793	18.7	1.5	59	2946	20.5	5.5	65	1123	27.1	2.1	85	601	14.8	1.1	47
NEWSPAPERS-OUTDOOR: DUAL		36255	1189	28.0	3.3	129	3983	27.7	11.0	128	880	21.3	2.4	98	1131	27.8	3.1	129
NEWSPAPER IMPERATIVE		55591	1326	31.2	2.4	94	4737	33.0	8.5	99	1410	34.1	2.5	103	1327	32.6	2.4	98
OUTDOOR IMPERATIVE		48319	1356	31.9	2.8	111	4026	28.0	8.3	97	1379	33.3	2.9	116	1228	30.2	2.5	105
NEWSPAPERS-RADIO: DUAL		37242	1123	26.4	3.0	119	4077	28.4	10.9	128	999	24.1	2.7	109	1124	27.6	3.0	124
NEWSPAPER IMPERATIVE		54423	1468	34.5	2.7	106	5021	34.9	9.2	108	1368	33.1	2.5	102	1389	34.2	2.6	105
RADIO IMPERATIVE		46650	1025	24.1	2.2	87	3581	24.9	7.7	90	1264	30.5	2.7	110	1178	29.0	2.5	104
NEWSPAPERS-TELEVISION: DUAL		35974	841	19.8	2.3	92	3088	21.5	8.6	100	724	17.5	2.0	82	744	18.3	2.1	85
NEWSPAPER IMPERATIVE		56095	1841	43.3	3.3	130	6089	42.4	10.9	127	1576	38.1	2.8	114	1774	43.6	3.2	130
TELEVISION IMPERATIVE		47170	936	22.0	2.0	78	3282	22.8	7.0	81	1190	28.8	2.5	102	858	21.1	1.8	75
OUTDOOR-RADIO: DUAL		33748	940	22.1	2.8	110	3403	23.7	10.1	118	839	20.3	2.5	101	967	23.8	2.9	118
OUTDOOR IMPERATIVE		52785	1625	38.2	3.1	121	4935	34.3	9.3	109	1501	36.3	2.8	115	1384	34.0	2.6	108
RADIO IMPERATIVE		52882	1233	29.0	2.3	92	4368	30.4	8.3	96	1280	30.9	2.4	98	1312	32.3	2.5	102
OUTDOOR-TELEVISION: DUAL		32030	903	21.2	2.8	111	3099	21.6	9.7	113	1020	24.6	3.2	129	686	16.9	2.1	88
OUTDOOR IMPERATIVE		54626	1828	43.0	3.3	132	5477	38.1	10.0	117	1452	35.1	2.7	108	1725	42.4	3.2	130
TELEVISION IMPERATIVE		54874	907	21.3	1.7	65	3802	26.5	6.9	81	1060	25.6	1.9	78	892	21.9	1.6	67
RADIO-TELEVISION: DUAL		33386	758	17.8	2.3	90	2831	19.7	8.5	99	783	18.9	2.3	95	853	21.0	2.6	105
RADIO IMPERATIVE		53810	1662	39.1	3.1	122	5229	36.4	9.7	113	1416	34.2	2.6	107	1592	39.2	3.0	122
TELEVISION IMPERATIVE		54023	1142	26.9	2.1	83	4075	28.4	7.5	88	1317	31.8	2.4	99	919	22.6	1.7	70

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	ALMADEN				ANDRE				CHRISTIAN BROTHERS				KORBEL			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	4250	100.0	2.5	100	14369	100.0	8.6	100	4139	100.0	2.5	100	4066	100.0	2.4	100
ATLANTIC MONTHLY	867	**99	2.3	11.4	451	**55	0.4	6.3	74	**34	0.8	3.9	159	**58	1.4	6.7	276
BARRON'S	1580	**69	1.6	4.4	172	*259	1.8	16.4	191	**62	1.5	3.9	159	**108	2.7	6.8	282
BETTER HOMES & GARDENS	22203	688	16.2	3.1	122	2584	18.0	11.6	136	585	14.1	2.6	107	536	13.2	2.4	100
BON APPETIT	3810	*102	2.4	2.7	106	449	3.1	11.8	138	*125	3.0	3.3	133	291	7.2	7.6	315
BUSINESS WEEK	4663	*146	3.4	3.1	124	455	3.2	9.8	114	**116	2.8	2.5	101	*250	6.1	5.4	221
CAR AND DRIVER	3102	**80	1.9	2.6	102	329	2.3	10.6	124	**73	1.8	2.4	95	*131	3.2	4.2	174
CBS MAGAZINE NETWORK (GROSS)	7311	*235	5.5	3.2	127	895	6.2	12.2	143	*194	4.7	2.7	108	470	11.6	6.4	265
CHANGING TIMES	3400	**154	3.6	4.5	179	415	2.9	12.2	142	*148	3.6	4.4	176	**130	3.2	3.8	158
COLONIAL HOMES	1796	**49	1.2	2.7	108	*190	1.3	10.6	123	**36	0.9	2.0	81	**56	1.4	3.1	129
CONDE NAST MAG. PKG. (GROSS)	19924	634	14.9	3.2	126	2717	18.9	13.6	159	527	12.7	2.6	107	1006	24.7	5.0	208
CONSUMERS DIGEST	3125	*143	3.4	4.6	181	283	2.0	9.1	106	*108	2.6	3.5	140	**96	2.4	3.1	127
COSMOPOLITAN	10577	501	11.8	4.7	187	1289	9.0	12.2	142	304	7.3	2.9	116	493	12.1	4.7	192
COUNTRY LIVING	3746	**92	2.2	2.5	97	514	3.6	13.7	160	**94	2.3	2.5	102	**134	3.3	3.6	148
CUISINE	2214	**58	1.4	2.6	103	324	2.3	14.6	171	**64	1.5	2.9	117	*129	3.2	5.8	240
CYCLE WORLD	2394	**47	1.1	2.0	77	*225	1.6	9.4	110	**57	1.4	2.4	96	**80	2.0	3.3	138
DCI:CREATIVE IDEAS FOR LIV	3068	**86	2.0	2.8	111	*297	2.1	9.7	113	**72	1.7	2.3	95	**42	1.0	1.4	56
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*232	5.5	2.4	96	845	5.9	8.8	103	*126	3.0	1.3	53	*158	3.9	1.7	68
DISCOVER	2277	**125	2.9	5.5	217	*258	1.8	11.3	132	**58	1.4	2.5	103	**81	2.0	3.6	147
EBONY	7187	*137	3.2	1.9	75	582	4.1	8.1	95	279	6.7	3.9	157	**157	3.9	2.2	90
ESQUIRE	2560	**64	1.5	2.5	99	301	2.1	11.8	137	**87	2.1	3.4	138	**119	2.9	4.6	192
ESSENCE	3242	**90	2.1	2.8	110	326	2.3	10.1	117	**94	2.3	2.9	117	**86	2.1	2.7	109
FAMILY CIRCLE	19639	467	11.0	2.4	94	2140	14.9	10.9	127	512	12.4	2.6	106	428	10.5	2.2	90
THE FAMILY HANDYMAN	3540	*146	3.4	4.1	163	288	2.0	8.1	95	**108	2.6	3.1	124	**94	2.3	2.7	110
FAMILY WEEKLY	23924	772	18.2	3.2	127	2159	15.0	9.0	105	565	13.7	2.4	96	478	11.8	2.0	82
FIELD & STREAM	9883	*292	6.9	3.0	117	834	5.8	8.4	99	379	9.2	3.8	155	*155	3.8	1.6	65
FOOD & WINE	1030	**83	2.0	8.1	318	*172	1.2	16.7	195	**36	0.9	3.5	142	**61	1.5	5.9	244
FORBES	2679	**111	2.6	4.1	164	362	2.5	13.5	158	**96	2.3	3.6	145	*120	3.0	4.5	185
FORTUNE	2931	**135	3.2	4.6	182	382	2.7	13.0	152	**80	1.9	2.7	111	229	5.6	7.8	322
GENTLEMEN'S QUARTERLY	3481	*123	2.9	3.5	139	411	2.9	11.8	138	*174	4.2	5.0	203	*200	4.9	5.7	237
GLAMOUR	7163	*245	5.8	3.4	135	1054	7.3	14.7	172	*165	4.0	2.3	93	343	8.4	4.8	198
GOLF DIGEST	2355	**68	1.6	2.9	114	280	1.9	11.9	139	**84	2.0	3.6	145	*117	2.9	5.0	205
GOLF DIGEST/TENNIS (GROSS)	3610	**74	1.7	2.0	81	439	3.1	12.2	142	**91	2.2	2.5	102	*163	4.0	4.5	186
GOLF MAGAZINE	2046	**89	2.1	4.3	172	*142	1.0	6.9	81	**50	1.2	2.4	99	**98	2.4	4.8	198
GOLF MAGAZINE/SKI (GROSS)	3547	*156	3.7	4.4	174	346	2.4	9.8	114	**77	1.9	2.2	88	*175	4.3	4.9	204
GOOD HOUSEKEEPING	20353	613	14.4	3.0	119	2280	15.9	11.2	131	495	12.0	2.4	99	345	8.5	1.7	70
HARPER'S BAZAAR	3362	*112	2.6	3.3	131	420	2.9	12.5	146	**121	2.9	3.6	146	*224	5.5	6.7	275
HEALTH	2987	**101	2.4	3.4	133	326	2.3	10.9	127	**72	1.7	2.4	98	**99	2.4	3.3	137
HEARST MAG CORP. BUY (GROSS)	67928	2263	53.2	3.3	131	7924	55.1	11.7	136	1855	44.8	2.7	111	2079	51.1	3.1	126
HEARST MAN POWER (GROSS)	11282	282	6.6	2.5	99	1200	8.4	10.6	124	342	8.3	3.0	123	*239	5.9	2.1	87
HEARST WOMAN POWER (GROSS)	40514	1399	32.9	3.5	136	4651	32.4	11.5	134	1089	26.3	2.7	109	1075	26.4	2.7	109
HOUSE BEAUTIFUL	4885	*198	4.7	4.1	160	672	4.7	13.8	161	*106	2.6	2.2	88	*192	4.7	3.9	162
INC.	1308	**88	2.1	6.7	266	*236	1.6	18.0	211	**60	1.4	4.6	186	**91	2.2	7.0	287
JET	6498	*133	3.1	2.0	81	585	4.1	9.0	105	*218	5.3	3.4	136	**115	2.8	1.8	73
LADIES' HOME JOURNAL	14797	447	10.5	3.0	119	1636	11.4	11.1	129	378	9.1	2.6	104	301	7.4	2.0	84
LHJ FAMILY GRP COMBO(GROSS)	21743	693	16.3	3.2	126	2468	17.2	11.4	132	544	13.1	2.5	101	569	14.0	2.6	108
LIFE	9881	361	8.5	3.7	144	1136	7.9	11.5	134	*308	7.4	3.1	126	389	9.6	3.9	162
L.A. TIMES HOME MAGAZINE	2775	*152	3.6	5.5	216	504	3.5	18.2	212	*81	2.0	2.9	118	312	7.7	11.2	464
MADEMOISELLE	4219	**78	1.8	1.8	73	535	3.7	12.7	148	**151	3.6	3.6	145	*286	7.0	6.8	280
MC CALL'S	16422	445	10.5	2.7	107	2023	14.1	12.3	144	448	10.8	2.7	111	421	10.4	2.6	106
MC CALL'S/WRK MOTHER (GROSS)	17919	512	12.0	2.9	113	2258	15.7	12.6	147	486	11.7	2.7	110	461	11.3	2.6	106
MECHANIX ILLUSTRATED	4433	*158	3.7	3.6	141	457	3.2	10.3	120	**136	3.3	3.1	124	**81	2.0	1.8	75
METROPOLITAN HOME	1504	**76	1.8	5.1	199	*191	1.3	12.7	148	**62	1.5	4.1	167	*156	3.8	10.4	428
MONEY	4723	*157	3.7	3.3	131	643	4.5	13.6	159	*173	4.2	3.7	148	*220	5.4	4.7	192
MOTHER EARTH NEWS	2325	**134	3.2	5.8	227	308	2.1	13.2	155	**48	1.2	2.1	84	**73	1.8	3.1	130
MS.	1189	**80	1.9	6.7	266	*168	1.2	14.1	165	**64	1.5	5.4	218	**87	2.1	7.3	302
NATIONAL ENQUIRER	18892	528	12.4	2.8	110	1522	10.6	8.1	94	392	9.5	2.1	84	*261	6.4	1.4	57
NATIONAL GEOGRAPHIC	22129	813	19.1	3.7	145	2776	19.3	12.5	146	775	18.7	3.5	142	992	24.4	4.5	185
NATIONAL SUNDAY MAGAZINE PKG	103750	3043	71.6	2.9	116	10230	71.2	9.9	115	2698	65.2	2.6	105	2854	70.2	2.8	113
NATURAL HISTORY	1379	**69	1.6	5.0	197	*166	1.2	12.0	141	**86	2.1	6.2	253	**112	2.8	8.1	335
NEW WOMAN	2289	**59	1.4	2.6	102	*245	1.7	10.7	125	**126	3.0	5.5	223	**93	2.3	4.1	168
NEW YORK INCLUDING CUE	1088	**33	0.8	3.0	120	**76	0.5	7.0	82	**19	0.5	1.7	71	**75	1.8	6.9	284
THE NEW YORKER	2459	**74	1.7	3.0	119	248	1.7	10.1	118	**129	3.1	5.2	213	198	4.9	8.1	332
NEWSWEEK	16527	698	16.4	4.2	167	1817	12.6	11.0	128	532	12.9	3.2	130	743	18.3	4.5	185
THE N.Y. TIMES DAILY EDITION	2739	*116	2.7	4.2	167	250	1.7	9.1	107	**40	1.0	1.5	59	217	5.3	7.9	327
THE N.Y. TIMES MAGAZINE	4443	*193	4.5	4.3	171	411	2.9	9.3	108	**86	2.1	1.9	78	374	9.2	8.4	347
OMNI	2799	**48	1.1	1.7	68	374	2.6	13.4	156	**84	2.0	3.0	122	*189	4.6	6.8	279
ON CABLE	2209	**67	1.6	3.0	120	*260	1.8	11.8	137	**29	0.7	1.3	53	**31	0.8	1.4	58
1001 HOME IDEAS	3959	**146	3.4	3.7	146	506	3.5	12.8	149	**94	2.3	2.4	96	**169	4.2	4.3	176
ORGANIC GARDENING	3111	**91	2.1	2.9	115	285	2.0	9.2	107	**45	1.1	1.4	59	**74	1.8	2.4	98
OUTDOOR LIFE	5024	**110	2.6	2.2	86	510	3.5	10.2	118	*162	3.9	3.2	131	**119	2.9	2.4	98
PARADE MAGAZINE	51292	1223	28.8	2.4	94	5210	36.3	10.2	119	1340	32.4	2.6	106	1443	35.5	2.8	116

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

	TOTAL	ALMADEN				ANDRE				CHRISTIAN BROTHERS				KORBEL			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4250	100.0	2.5	100	14369	100.0	8.6	100	4139	100.0	2.5	100	4066	100.0	2.4	100
PARENTS	5298	*156	3.7	2.9	116	581	4.0	11.0	128	**77	1.9	1.5	59	**167	4.1	3.2	130
PENTHOUSE	5129	**137	3.2	2.7	105	602	4.2	11.7	137	*208	5.0	4.1	164	*243	6.0	4.7	195
PEOPLE	21070	722	17.0	3.4	135	2704	18.8	12.8	150	666	16.1	3.2	128	824	20.3	3.9	161
PLAYBOY	10562	365	8.6	3.5	136	1462	10.2	13.8	162	381	9.2	3.6	146	419	10.3	4.0	164
POPULAR HOT RODDING	2498	**74	1.7	3.0	117	*316	2.2	12.7	148	**60	1.4	2.4	97	**65	1.6	2.6	107
POPULAR MECHANICS	5887	*169	4.0	2.9	113	692	4.8	11.8	137	*193	4.7	3.3	133	*178	4.4	3.0	125
POPULAR SCIENCE	4317	*213	5.0	4.9	195	502	3.5	11.6	136	*164	4.0	3.8	154	*198	4.9	4.6	189
PREVENTION	5792	*157	3.7	2.7	107	536	3.7	9.3	108	**122	2.9	2.1	85	*139	3.4	2.4	99
PSYCHOLOGY TODAY	3284	**83	2.0	2.5	100	339	2.4	10.3	120	*127	3.1	3.9	157	**141	3.5	4.3	177
READER'S DIGEST	40046	1150	27.1	2.9	113	4208	29.3	10.5	123	1074	25.9	2.7	109	868	21.3	2.2	89
REDBOOK	9584	285	6.7	3.0	117	1082	7.5	11.3	132	290	7.0	3.0	123	*238	5.9	2.5	102
ROAD & TRACK	2590	**119	2.8	4.6	181	*320	2.2	12.4	144	**60	1.4	2.3	94	**216	5.3	8.3	344
ROLLING STONE	3302	**114	2.7	3.5	136	414	2.9	12.5	146	**65	1.6	2.0	80	*281	6.9	8.5	351
RUNNER'S WORLD	1229	**60	1.4	4.9	193	*242	1.7	19.7	230	**77	1.9	6.3	254	**85	2.1	6.9	285
SATURDAY EVENING POST	2110	**33	0.8	1.6	62	*238	1.7	11.3	132	**95	2.3	4.5	182	**32	0.8	1.5	63
SCIENCE 84	1543	**51	1.2	3.3	130	322	2.2	20.9	244	**55	1.3	3.6	144	**83	2.0	5.4	222
SCIENCE DIGEST	1747	**30	0.7	1.7	68	*160	1.1	9.2	107	**64	1.5	3.7	148	**48	1.2	2.7	113
SCIENTIFIC AMERICAN	1994	**44	1.0	2.2	87	*263	1.8	13.2	154	**81	2.0	4.1	165	*114	2.8	5.7	236
SELF	3119	**82	1.9	2.6	104	388	2.7	12.4	145	*91	2.2	2.9	118	**94	2.3	3.0	124
SEVENTEEN	3923	**128	3.0	3.3	129	524	3.6	13.4	156	**93	2.2	2.4	96	**90	2.2	2.3	95
SKI	1501	**67	1.6	4.5	176	*204	1.4	13.6	159	**27	0.7	1.8	73	**77	1.9	5.1	212
SMITHSONIAN	5976	263	6.2	4.4	174	853	5.9	14.3	167	*167	4.0	2.8	113	449	11.0	7.5	310
SOAP OPERA DIGEST	4228	**109	2.6	2.6	102	549	3.8	13.0	152	**90	2.2	2.1	86	**82	2.0	1.9	80
SOUTHERN LIVING	6488	*146	3.4	2.3	89	547	3.8	8.4	98	**54	1.3	0.8	34	*116	2.9	1.8	74
SPORT	3500	**64	1.5	1.8	72	379	2.6	10.8	126	**103	2.5	2.9	119	**85	2.1	2.4	100
THE SPORTING NEWS	2456	**62	1.5	2.5	100	*307	2.1	12.5	146	**74	1.8	3.0	122	**25	0.6	1.0	42
SPORTS AFIELD	3648	**82	1.9	2.2	89	348	2.4	9.5	111	**85	2.1	2.3	94	**13	0.3	0.4	15
SPORTS ILLUSTRATED	14484	395	9.3	2.7	108	1561	10.9	10.8	126	424	10.2	2.9	119	483	11.9	3.3	138
STAR	12661	*261	6.1	2.1	81	1095	7.6	8.6	101	246	5.9	1.9	79	*221	5.4	1.7	72
SUNDAY	52799	1640	38.6	3.1	123	4992	34.7	9.5	110	1477	35.7	2.8	113	1408	34.6	2.7	110
SUNSET	3513	*191	4.5	5.4	215	840	5.8	23.9	279	*245	5.9	7.0	283	411	10.1	11.7	483
TV GUIDE	42766	1119	26.3	2.6	103	4045	28.2	9.5	110	1035	25.0	2.4	98	1103	27.1	2.6	106
TENNIS	1254	**6	0.1	0.5	19	**159	1.1	12.7	148	**7	0.2	0.6	23	**45	1.1	3.6	148
TIME	22054	863	20.3	3.9	154	2542	17.7	11.5	135	697	16.8	3.2	128	997	24.5	4.5	186
TOWN & COUNTRY	1555	**107	2.5	6.9	272	*214	1.5	13.8	161	**51	1.2	3.3	133	*123	3.0	7.9	326
TRAVEL & LEISURE	2173	**118	2.8	5.4	214	317	2.2	14.6	170	**86	2.1	4.0	160	**109	2.7	5.0	207
TRUE STORY	4636	**42	1.0	0.9	36	368	2.6	7.9	93	**19	0.5	0.4	17	**59	1.5	1.3	52
U.S.NEWS & WORLD REPORT	10353	375	8.8	3.6	143	1118	7.8	10.8	126	326	7.9	3.1	128	286	7.0	2.8	114
USA TODAY	4994	*155	3.6	3.1	122	442	3.1	8.9	103	*176	4.3	3.5	143	*155	3.8	3.1	128
US	3528	**123	2.9	3.5	138	395	2.7	11.2	131	**138	3.3	3.9	159	*152	3.7	4.3	178
VOGUE	5424	*229	5.4	4.2	167	739	5.1	13.6	159	*120	2.9	2.2	90	283	7.0	5.2	215
WALL STREET JOURNAL	6292	279	6.6	4.4	175	850	5.9	13.5	158	*184	4.4	2.9	119	451	11.1	7.2	296
WEIGHT WATCHERS	2762	**91	2.1	3.3	130	*253	1.8	9.2	107	**74	1.8	2.7	109	**97	2.4	3.5	145
WOMAN'S DAY	16320	481	11.3	2.9	116	1766	12.3	10.8	126	371	9.0	2.3	92	430	10.6	2.6	109
WORKING MOTHER	1496	**67	1.6	4.5	177	*235	1.6	15.7	183	**39	0.9	2.6	106	**40	1.0	2.7	110
WORKING WOMAN	1851	**36	0.8	1.9	77	*315	2.2	17.0	199	**100	2.4	5.4	219	**92	2.3	5.0	205
WORLD TENNIS	580	**10	0.2	1.7	68	**46	0.3	7.9	93	**15	0.4	2.6	105	**31	0.8	5.3	220
ZIFF-DAVIS MAG NETWK (GROSS)	12412	465	10.9	3.7	148	1369	9.5	11.0	129	374	9.0	3.0	122	487	12.0	3.9	162
BLAIR INSERTS	91671	2617	61.6	2.9	113	9180	63.9	10.0	117	2389	57.7	2.6	106	2745	67.5	3.0	124
DAILY NEWSPAPERS																	
READ ANY	109190	2926	68.8	2.7	106	10049	69.9	9.2	107	2692	65.0	2.5	100	2803	68.9	2.6	106
READ ONE	89587	2330	54.8	2.6	103	7867	54.7	8.8	103	2103	50.8	2.3	95	2114	52.0	2.4	97
READ TWO OR MORE	19602	595	14.0	3.0	120	2181	15.2	11.1	130	589	14.2	3.0	122	689	16.9	3.5	145
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3123	73.5	2.8	112	10693	74.4	9.8	114	2791	67.4	2.5	103	3077	75.7	2.8	116
READ ONE	95074	2677	63.0	2.8	111	8905	62.0	9.4	109	2384	57.6	2.5	102	2368	58.2	2.5	103
READ TWO OR MORE	14588	446	10.5	3.1	121	1789	12.5	12.3	143	407	9.8	2.8	113	709	17.4	4.9	200
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	35.05				33.32				30.31				31.07			
30 DAY REACH	149706	3929	92.4	2.6	104	13226	92.0	8.8	103	3856	93.2	2.6	104	3832	94.2	2.6	106
50 SHWG - 30 DAY AV FREQ	15.16	17.93				17.35				16.09				15.98			
30 DAY REACH	142406	3844	90.4	2.7	107	12732	88.6	8.9	104	3636	87.8	2.6	103	3738	91.9	2.6	108
25 SHWG - 30 DAY AV FREQ	8.23	9.35				9.20				8.82				8.38			
30 DAY REACH	131152	3659	86.1	2.8	110	12035	83.8	9.2	107	3336	80.6	2.5	103	3536	87.0	2.7	111
CABLE TV: HOME WIRED	66879	1836	43.2	2.7	108	6126	42.6	9.2	107	1624	39.2	2.4	98	1469	36.1	2.2	91
HOME NOT WIRED	100848	2414	56.8	2.4	94	8243	57.4	8.2	95	2515	60.8	2.5	101	2597	63.9	2.6	106
HAVE PAY CABLE	35024	1154	27.2	3.3	130	3372	23.5	9.6	112	994	24.0	2.8	115	864	21.2	2.5	102

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

		ALMADEN				ANDRE				CHRISTIAN BROTHERS				KORBEL			
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4250	100.0	2.5	100	14369	100.0	8.6	100	4139	100.0	2.5	100	4066	100.0	2.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2459	57.9	2.6	101	8850	61.6	9.3	108	2438	58.9	2.5	103	2670	65.7	2.8	115
10:00 AM - 3:00 PM	63599	1463	34.4	2.3	91	6037	42.0	9.5	111	1575	38.1	2.5	100	1639	40.3	2.6	106
3:00 PM - 7:00 PM	72097	1994	46.9	2.8	109	6801	47.3	9.4	110	1953	47.2	2.7	110	2071	50.9	2.9	118
7:00 PM - MIDNIGHT	36670	1003	23.6	2.7	108	3312	23.0	9.0	105	1111	26.8	3.0	123	932	22.9	2.5	105
MIDNIGHT - 6:00 AM	21908	717	16.9	3.3	129	2058	14.3	9.4	110	631	15.2	2.9	117	500	12.3	2.3	94
6:00 AM - MIDNIGHT	127571	3209	75.5	2.5	99	11776	82.0	9.2	108	3236	78.2	2.5	103	3338	82.1	2.6	108
ENTIRE DAY	129239	3265	76.8	2.5	100	11876	82.7	9.2	107	3290	79.5	2.5	103	3373	83.0	2.6	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	974	22.9	2.9	113	3468	24.1	10.2	119	937	22.6	2.8	112	942	23.2	2.8	114
ALL NEWS	6062	*212	5.0	3.5	138	712	5.0	11.7	137	*218	5.3	3.6	146	265	6.5	4.4	180
AOR/PROGRESSIVE	11884	345	8.1	2.9	115	1297	9.0	10.9	127	298	7.2	2.5	102	579	14.2	4.9	201
BEAUTIFUL MUSIC	11180	292	6.9	2.6	103	1150	8.0	10.3	120	269	6.5	2.4	98	294	7.2	2.6	108
BLACK	4538	**82	1.9	1.8	71	322	2.2	7.1	83	*129	3.1	2.8	115	**74	1.8	1.6	67
CLASSICAL	3857	*211	5.0	5.5	216	283	2.0	7.3	86	*171	4.1	4.4	180	*220	5.4	5.7	235
CHR/ROCK	21946	589	13.9	2.7	106	2506	17.4	11.4	133	611	14.8	2.8	113	845	20.8	3.9	159
COUNTRY	27262	434	10.2	1.6	63	2206	15.4	8.1	94	466	11.3	1.7	69	367	9.0	1.3	56
GOLDEN OLDIES	3339	**23	0.5	0.7	27	244	1.7	7.3	85	**84	2.0	2.5	102	**86	2.1	2.6	106
MOR/NOSTALGIA	10346	*266	6.3	2.6	101	926	6.4	9.0	104	*268	6.5	2.6	105	*251	6.2	2.4	100
NEWS/TALK	8929	336	7.9	3.8	149	858	6.0	9.6	112	322	7.8	3.6	146	231	5.7	2.6	107
RELIGIOUS	5488	**66	1.6	1.2	47	329	2.3	6.0	70	*118	2.9	2.2	87	**73	1.8	1.3	55
SOFT ROCK	1232	**18	0.4	1.5	58	**167	1.2	13.6	158	**60	1.4	4.9	197	**14	0.3	1.1	47
URBAN CONTEMPORARY	3184	**92	2.2	2.9	114	*321	2.2	10.1	118	**103	2.5	3.2	131	**82	2.0	2.6	106
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	**89	2.1	1.3	51	651	4.5	9.4	110	*147	3.6	2.1	86	**156	3.8	2.3	93
ABC DIRECTION	5212	*211	5.0	4.0	160	434	3.0	8.3	97	*149	3.6	2.9	116	*135	3.3	2.6	107
ABC ENTERTAINMENT	10385	*241	5.7	2.3	92	850	5.9	8.2	96	*242	5.8	2.3	94	*214	5.3	2.1	85
ABC FM	4762	**79	1.9	1.7	65	342	2.4	7.2	84	**112	2.7	2.4	95	**72	1.8	1.5	62
ABC INFORMATION	11339	287	6.8	2.5	100	1222	8.5	10.8	126	310	7.5	2.7	111	*158	3.9	1.4	57
ABC ROCK	4878	*210	4.9	4.3	170	540	3.8	11.1	129	*189	4.6	3.9	157	*186	4.6	3.8	157
CBS	10709	302	7.1	2.8	111	997	6.9	9.3	109	334	8.1	3.1	126	333	8.2	3.1	128
MUTUAL	10251	*231	5.4	2.3	89	1004	7.0	9.8	114	346	8.4	3.4	137	*226	5.6	2.2	91
NBC	12243	*227	5.3	1.9	73	1050	7.3	8.6	100	*232	5.6	1.9	77	254	6.2	2.1	86
RADIORADIO	4606	**76	1.8	1.7	65	524	3.6	11.4	133	*127	3.1	2.8	112	*94	2.3	2.0	84
RKO ONE	5148	*159	3.7	3.1	122	606	4.2	11.8	137	**94	2.3	1.8	74	*123	3.0	2.4	99
RKO TWO	7313	*104	2.4	1.4	56	559	3.9	7.6	89	*206	5.0	2.8	114	*201	4.9	2.7	113
THE SOURCE	5981	**167	3.9	2.8	110	582	4.1	9.7	114	**84	2.0	1.4	57	*249	6.1	4.2	172
NON-WIRED : BLAIR	19329	360	8.5	1.9	74	1812	12.6	9.4	109	443	10.7	2.3	93	370	9.1	1.9	79
INTERNET	27139	789	18.6	2.9	115	2770	19.3	10.2	119	804	19.4	3.0	120	1042	25.6	3.8	158
KATZ RADIO GROUP	36319	977	23.0	2.7	106	3446	24.0	9.5	111	954	23.0	2.6	106	1073	26.4	3.0	122
SUPERNET	22361	698	16.4	3.1	123	2177	15.2	9.7	114	715	17.3	3.2	130	586	14.4	2.6	108
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	359	8.4	2.5	97	1151	8.0	7.9	92	396	9.6	2.7	110	243	6.0	1.7	69
WKDAY 9:00 AM - 1:00 PM	18688	418	9.8	2.2	88	1239	8.6	6.6	77	393	9.5	2.1	85	341	8.4	1.8	75
WKDAY 1:00 PM - 4:30 PM	24061	509	12.0	2.1	83	1704	11.9	7.1	83	491	11.9	2.0	83	439	10.8	1.8	75
WKDAY 4:30 PM - 7:30 PM	44079	1045	24.6	2.4	94	3559	24.8	8.1	94	1058	25.6	2.4	97	987	24.3	2.2	92
WKDAY 7:30 PM - 8:00 PM	61979	1355	31.9	2.2	86	4827	33.6	7.8	91	1370	33.1	2.2	90	1219	30.0	2.0	81
WKDAY 11:00 PM - 11:30 PM	49084	1242	29.2	2.5	100	4330	30.1	8.8	103	1053	25.4	2.1	87	1158	28.5	2.4	97
WKDAY 11:30 PM - 1:00 AM	16560	377	8.9	2.3	90	1451	10.1	8.8	102	351	8.5	2.1	86	438	10.8	2.6	109
M-SAT 8-11 PM+SUN 7-11 PM	66967	1671	39.3	2.5	98	5772	40.2	8.6	101	1545	37.3	2.3	93	1460	35.9	2.2	90
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	196	4.6	2.1	83	772	5.4	8.3	97	206	5.0	2.2	90	194	4.8	2.1	86
ANOTHER WORLD N	6138	*107	2.5	1.7	69	315	2.2	5.1	60	*95	2.3	1.5	63	**43	1.1	0.7	29
AS THE WORLD TURNS C	7707	107	2.5	1.4	55	456	3.2	5.9	69	*98	2.4	1.3	52	**93	2.3	1.2	50
CAPITOL C	4688	*63	1.5	1.3	53	335	2.3	7.1	83	**55	1.3	1.2	48	**69	1.7	1.5	61
CBS MORN. NEWS 1 C	2792	*54	1.3	1.9	76	169	1.2	6.1	71	*87	2.1	3.1	126	**47	1.2	1.7	69
CBS MORN. NEWS 2 C	2071	*50	1.2	2.4	95	143	1.0	6.9	81	*60	1.4	2.9	117	**24	0.6	1.2	48
DAYS OF OUR LIVES N	8018	208	4.9	2.6	102	529	3.7	6.6	77	144	3.5	1.8	73	*81	2.0	1.0	42
FACTS OF LIFE - DAYTIME N	3487	*54	1.3	1.5	61	223	1.6	6.4	75	*83	2.0	2.4	96	**62	1.5	1.8	73
FAMILY FEUD A	4817	*101	2.4	2.1	83	316	2.2	6.6	77	*83	2.0	1.7	70	*95	2.3	2.0	81
GENERAL HOSPITAL A	8333	161	3.8	1.9	76	722	5.0	8.7	101	255	6.2	3.1	124	204	5.0	2.4	101
GOOD MORNING, AMERICA-730 A	5472	150	3.5	2.7	108	480	3.3	8.8	102	*98	2.4	1.8	73	*114	2.8	2.1	86
GOOD MORNING, AMERICA-830 A	3965	124	2.9	3.1	123	374	2.6	9.4	110	*74	1.8	1.9	76	*74	1.8	1.9	77
GUIDING LIGHT C	7542	137	3.2	1.8	72	496	3.5	6.6	77	128	3.1	1.7	69	**91	2.2	1.2	50
ONE LIFE TO LIVE A	6018	140	3.3	2.3	92	556	3.9	9.2	108	172	4.2	2.9	116	139	3.4	2.3	95
PRESS YOUR LUCK C	3589	**49	1.2	1.4	54	205	1.4	5.7	67	*64	1.5	1.8	72	**73	1.8	2.0	84
PRICE IS RIGHT 1 C	7418	115	2.7	1.6	61	371	2.6	5.0	58	135	3.3	1.8	74	*80	2.0	1.1	44
PRICE IS RIGHT 2 C	8276	122	2.9	1.5	58	425	3.0	5.1	60	139	3.4	1.7	68	*89	2.2	1.1	44
RYAN'S HOPE A	4358	*66	1.6	1.5	60	387	2.7	8.9	104	*94	2.3	2.2	87	*109	2.7	2.5	103
SALE OF THE CENTURY N	3749	*56	1.3	1.5	59	167	1.2	4.5	52	*72	1.7	1.9	78	**74	1.8	2.0	81
SEARCH FOR TOMORROW N	2884	**87	2.0	3.0	119	*101	0.7	3.5	41	**42	1.0	1.5	59	**3	0.1	0.1	4
TODAY SHOW 1 N	4869	140	3.3	2.9	113	423	2.9	8.7	101	*137	3.3	2.8	114	*114	2.8	2.3	97
TODAY SHOW 2 N	4135	*81	1.9	2.0	77	310	2.2	7.5	88	*91	2.2	2.2	89	**60	1.5	1.5	60
$25,000 PYRAMID C	4361	*77	1.8	1.8	70	234	1.6	5.4	63	*50	1.2	1.1	46	**50	1.2	1.1	47
WHEEL OF FORTUNE N	6187	168	4.0	2.7	107	293	2.0	4.7	55	*98	2.4	1.6	64	*117	2.9	1.9	78
YOUNG AND THE RESTLESS C	8186	126	3.0	1.5	61	541	3.8	6.6	77	159	3.8	1.9	79	*138	3.4	1.7	70
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	174	4.1	3.7	145	424	3.0	9.0	105	*117	2.8	2.5	100	*108	2.7	2.3	94
NBA PLAYOFF GAME -1 C	5127	*84	2.0	1.6	65	432	3.0	8.4	98	*124	3.0	2.4	98	*126	3.1	2.5	101
NBC MAJOR LEAGUE PRE-GAME N	3945	**60	1.4	1.5	60	*220	1.5	5.6	65	**88	2.1	2.2	90	**41	1.0	1.0	43
SPORTSWORLD - SUN N	3370	**76	1.8	2.3	89	246	1.7	7.3	85	*99	2.4	2.9	119	**61	1.5	1.8	75
SUNDAY MORNING C	4200	*169	4.0	4.0	159	377	2.6	9.0	105	*111	2.7	2.6	107	*156	3.8	3.7	153

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

		TOTAL	ALMADEN				ANDRE				CHRISTIAN BROTHERS				KORBEL			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	4250	100.0	2.5	100	14369	100.0	8.6	100	4139	100.0	2.5	100	4066	100.0	2.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1045	24.6	2.0	79	3873	27.0	7.4	86	1067	25.8	2.0	83	940	23.1	1.8	74
NETWORK AFFILIATES - LATE		39164	994	23.4	2.5	100	3443	24.0	8.8	103	886	21.4	2.3	92	951	23.4	2.4	100
INDEPENDENTS - LATE		5133	148	3.5	2.9	114	508	3.5	9.9	116	139	3.4	2.7	110	147	3.6	2.9	118
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	479	11.3	2.1	83	1488	10.4	6.5	76	446	10.8	2.0	79	278	6.8	1.2	50
ABC MONDAY NIGHT MOVIE	A	11258	308	7.2	2.7	108	1171	8.1	10.4	121	219	5.3	1.9	79	338	8.3	3.0	124
ABC SUNDAY NIGHT MOVIE	A	23600	621	14.6	2.6	104	2193	15.3	9.3	108	586	14.2	2.5	101	547	13.5	2.3	96
ABC WORLD NEWS TONIGHT	A	12801	242	5.7	1.9	75	1132	7.9	8.8	103	255	6.2	2.0	81	303	7.5	2.4	98
AFTERMASH	C	10966	*257	6.0	2.3	92	950	6.6	8.7	101	*325	7.9	3.0	120	*340	8.4	3.1	128
ALICE	C	17050	310	7.3	1.8	72	1471	10.2	8.6	101	481	11.6	2.8	114	281	6.9	1.6	68
AMERICAN PARADE	C	11998	300	7.1	2.5	99	1000	7.0	8.3	97	218	5.3	1.8	74	248	6.1	2.1	85
BENSON	A	19258	542	12.8	2.8	111	1740	12.1	9.0	105	440	10.6	2.3	93	514	12.6	2.7	110
BLUE THUNDER	A	11478	284	6.7	2.5	98	1054	7.3	9.2	107	242	5.8	2.1	85	191	4.7	1.7	69
CAGNEY & LACEY	C	18263	432	10.2	2.4	93	1724	12.0	9.4	110	598	14.4	3.3	133	471	11.6	2.6	106
CBS EVENING NEWS-DEAN	C	7733	*173	4.1	2.2	88	622	4.3	8.0	94	*226	5.5	2.9	118	*195	4.8	2.5	104
CBS EVENING NEWS-RATHER	C	15653	377	8.9	2.4	95	1256	8.7	8.0	94	369	8.9	2.4	96	307	7.6	2.0	81
CBS SAT. NEWS-SCHIEFFER	C	8744	172	4.0	2.0	78	653	4.5	7.5	87	199	4.8	2.3	92	170	4.2	1.9	80
CBS SATURDAY NIGHT MOVIE	C	12000	327	7.7	2.7	108	924	6.4	7.7	90	307	7.4	2.6	104	249	6.1	2.1	86
CBS WEDNESDAY NIGHT MOVIE	C	11522	219	5.2	1.9	75	823	5.7	7.1	83	273	6.6	2.4	96	319	7.8	2.8	114
CHEERS	N	16818	558	13.1	3.3	131	1953	13.6	11.6	136	440	10.6	2.6	106	548	13.5	3.3	134
DALLAS	C	37510	795	18.7	2.1	84	3465	24.1	9.2	108	812	19.6	2.2	88	733	18.0	2.0	81
DIFF'RENT STROKES	N	11258	*227	5.3	2.0	80	737	5.1	6.5	76	*181	4.4	1.6	65	*177	4.4	1.6	65
DOUBLE TROUBLE	N	12248	362	8.5	3.0	117	1051	7.3	8.6	100	316	7.6	2.6	105	421	10.4	3.4	142
DUCK FACTORY	N	11100	361	8.5	3.3	128	1354	9.4	12.2	142	236	5.7	2.1	86	333	8.2	3.0	124
DUKES OF HAZZARD	C	12353	*205	4.8	1.7	65	831	5.8	6.7	79	335	8.1	2.7	110	*179	4.4	1.4	60
DYNASTY	A	33279	810	19.1	2.4	96	3104	21.6	9.3	109	636	15.4	1.9	77	612	15.1	1.8	76
FACTS OF LIFE	N	13410	351	8.3	2.6	103	1063	7.4	7.9	93	325	7.9	2.4	98	310	7.6	2.3	95
FALCON CREST	C	31093	693	16.3	2.2	88	3118	21.7	10.0	117	730	17.6	2.3	95	531	13.1	1.7	70
FALL GUY	A	18649	389	9.2	2.1	82	1656	11.5	8.9	104	456	11.0	2.4	99	353	8.7	1.9	78
FAMILY TIES	N	13101	420	9.9	3.2	127	1044	7.3	8.0	93	*272	6.6	2.1	84	*258	6.3	2.0	81
FANTASY ISLAND	A	13069	283	6.7	2.2	85	1103	7.7	8.4	99	304	7.3	2.3	94	242	6.0	1.9	76
FOULUPS,BLEEPS & BLUNDERS	A	16588	341	8.0	2.1	81	1719	12.0	10.4	121	481	11.6	2.9	118	523	12.9	3.2	130
FOUR SEASONS	C	9302	*267	6.3	2.9	113	829	5.8	8.9	104	*314	7.6	3.4	137	*302	7.4	3.2	134
GIMME A BREAK	N	13955	396	9.3	2.8	112	1045	7.3	7.5	87	*273	6.6	2.0	79	*250	6.1	1.8	74
HART TO HART	A	15735	368	8.7	2.3	92	1299	9.0	8.3	96	400	9.7	2 5	103	379	9.3	2.4	99
HILL STREET BLUES	N	18257	486	11.4	2.7	105	1807	12.6	9.9	116	374	9.0	2.0	83	560	13.8	3.1	127
HOTEL	A	24236	538	12.7	2.2	88	2073	14.4	8.6	100	427	10.3	1.8	71	407	10.0	1.7	69
JEFFERSONS	C	17010	368	8.7	2.2	85	1405	9.8	8.3	96	524	12.7	3.1	125	375	9.2	2.2	91
JENNIFER SLEPT HERE	N	9397	*205	4.8	2.2	86	607	4.2	6.5	75	*202	4.9	2.1	87	*178	4.4	1.9	78
KATE & ALLIE	C	16762	368	8.7	2.2	87	1637	11.4	9.8	114	491	11.9	2.9	119	460	11.3	2.7	113
KNIGHT RIDER	N	13164	359	8.4	2.7	108	1082	7.5	8.2	96	416	10.1	3.2	128	261	6.4	2.0	82
LOVE BOAT	A	20400	406	9.6	2.0	79	1652	11.5	8.1	95	488	11.8	2.4	97	462	11.4	2.3	93
MAGNUM PI	C	22543	484	11.4	2.1	85	1919	13.4	8.5	99	423	10.2	1.9	76	460	11.3	2.0	84
MAMA'S FAMILY	N	9852	*185	4.4	1.9	74	728	5.1	7.4	86	*162	3.9	1.6	67	*127	3.1	1.3	53
MASTER, THE	N	8082	*178	4.2	2.2	87	775	5.4	9.6	112	*193	4.7	2.4	97	*116	2.9	1.4	59
MATT HOUSTON	A	12881	355	8.4	2.8	109	1191	8.3	9.2	108	345	8.3	2.7	109	299	7.4	2.3	96
NBC MONDAY NIGHT MOVIE	N	23889	685	16.1	2.9	113	2270	15.8	9.5	111	589	14.2	2.5	100	567	13.9	2.4	98
NBC NIGHTLY NEWS	N	11156	196	4.6	1.8	69	760	5.3	6.8	80	293	7.1	2.6	106	182	4.5	1.6	67
NBC NIGHTLY NEWS-SAT	N	7363	*124	2.9	1.7	66	524	3.6	7.1	83	287	6.9	3.9	158	*118	2.9	1.6	66
NBC NIGHTLY NEWS-SUN	N	6214	*80	1.9	1.3	51	483	3.4	7.8	91	*150	3.6	2.4	98	*145	3.6	2.3	96
NBC SUNDAY NIGHT MOVIE	N	17590	468	11.0	2.7	105	1546	10.8	8.8	103	448	10.8	2.5	103	512	12.6	2.9	120
NEWHART	C	16740	358	8.4	2.1	84	1687	11.7	10.1	118	464	11.2	2.8	112	377	9.3	2.3	93
ONE DAY AT A TIME	C	11820	*217	5.1	1.8	72	1001	7.0	8.5	99	277	6.7	2.3	95	*283	7.0	2.4	99
PEOPLE ARE FUNNY	N	9138	*160	3.8	1.8	69	607	4.2	6.6	78	*175	4.2	1.9	78	**112	2.8	1.2	51
REAL PEOPLE	N	15979	383	9.0	2.4	95	997	6.9	6.2	73	282	6.8	1.8	72	219	5.4	1.4	57
REMINGTON STEELE	N	14395	*293	6.9	2.0	80	1173	8.2	8.1	95	343	8.3	2.4	97	247	6.1	1.7	71
RIPLEY'S BELIEVE IT - NOT	A	11362	307	7.2	2.7	107	884	6.2	7.8	91	301	7.3	2.6	107	297	7.3	2.6	108
RIPTIDE	N	13920	361	8.5	2.6	102	1081	7.5	7.8	91	*267	6.5	1.9	78	187	4.6	1.3	55
SCARECROW & MRS. KING	C	17571	450	10.6	2.6	101	1516	10.6	8.6	101	461	11.1	2.6	106	409	10.1	2.3	96
SIMON & SIMON	C	20208	484	11.4	2.4	95	1631	11.4	8.1	94	425	10.3	2.1	85	334	8.2	1.7	68
60 MINUTES	C	27668	629	14.8	2.3	90	2309	16.1	8.3	97	678	16.4	2.5	99	731	18.0	2.6	109
ST. ELSEWHERE	N	13699	417	9.8	3.0	120	1434	10.0	10.5	122	453	10.9	3.3	134	354	8.7	2.6	107
THREE'S COMPANY	A	20632	484	11.4	2.3	93	1722	12.0	8.3	97	522	12.6	2.5	103	619	15.2	3.0	124
T.J. HOOKER	A	17136	342	8.0	2.0	79	1430	10.0	8.3	97	400	9.7	2.3	95	298	7.3	1.7	72
TONIGHT SHOW	N	4963	173	4.1	3.5	138	595	4.1	12.0	140	124	3.0	2.5	101	156	3.8	3.1	130
TRAPPER JOHN, M.D.	C	16332	326	7.7	2.0	79	1282	8.9	7.8	92	424	10.2	2.6	105	296	7.3	1.8	75
TV BLOOPERS & PRAC. JOKES	N	18881	517	12.2	2.7	108	1717	11.9	9.1	106	570	13.8	3.0	122	446	11.0	2.4	97
20/20	A	18315	451	10.6	2.5	97	1546	10.8	8.4	99	313	7.6	1.7	69	420	10.3	2.3	95
WEBSTER	A	18722	481	11.3	2.6	101	1673	11.6	8.9	104	454	11.0	2.4	98	519	12.8	2.8	114
WORLD NEWS - SUN	A	5327	**77	1.8	1.4	57	564	3.9	10.6	124	*174	4.2	3.3	132	**157	3.9	2.9	122
YELLOW ROSE	N	8370	*198	4.7	2.4	93	581	4.0	6.9	81	*239	5.8	2.9	116	*123	3.0	1.5	61
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	783	18.4	3.0	119	2252	15.7	8.7	102	678	16.4	2.6	106	593	14.6	2.3	95
BASKETBALL - COLLEGE GAMES		14468	*569	13.4	3.9	155	1309	9.1	9.0	106	441	10.7	3.0	124	*414	10.2	2.9	118
BASKETBALL - PRO GAMES		12124	*438	10.3	3.6	143	1333	9.3	11.0	128	529	12.8	4.4	177	*421	10.4	3.5	143
BOWLING		9412	*344	8.1	3.7	144	742	5.2	7.9	92	**258	6.2	2.7	111	**184	4.5	2.0	81
BOXING		15409	*368	8.7	2.4	94	1247	8.7	8.1	94	*400	9.7	2.6	105	*312	7.7	2.0	84
FOOTBALL - COLLEGE GAMES		21400	732	17.2	3.4	135	2231	15.5	10.4	122	469	11.3	2.2	89	667	16.4	3.1	129
FOOTBALL - PRO GAMES		35944	1121	26.4	3.1	123	4092	28.5	11.4	133	1077	26.0	3.0	121	1004	24.7	2.8	115
GOLF		9759	*340	8.0	3.5	137	1029	7.2	10.5	123	*260	6.3	2.7	108	*450	11.1	4.6	190
POST-SEASON COLL. FOOTBALL		18123	585	13.8	3.2	127	1889	13.1	10.4	122	432	10.4	2.4	97	642	15.8	3.5	146
POST-SEASON PRO FOOTBALL		22091	857	20.2	3.9	153	2543	17.7	11.5	134	715	17.3	3.2	131	856	21.1	3.9	160
TENNIS		6764	*249	5.9	3.7	145	665	4.6	9.8	115	**151	3.6	2.2	90	*388	9.5	5.7	237
WRESTLING - PROFESSIONAL		9695	**154	3.6	1.6	63	742	5.2	7.7	89	*242	5.8	2.5	101	**87	2.1	0.9	37

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

	TOTAL U.S.	MARTINI & ROSSI ASTI				PAUL MASSON				TAYLOR CALIFORNIA CELLARS				TAYLOR NEW YORK STATE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	9081	100.0	5.4	100	6355	100.0	3.8	100	5242	100.0	3.1	100	4718	100.0	2.8	100
MALES	79263	3308	36.4	4.2	77	3015	47.4	3.8	100	2645	50.5	3.3	107	2135	45.3	2.7	96
FEMALES	88464	5774	63.6	6.5	121	3341	52.6	3.8	100	2597	49.5	2.9	94	2583	54.7	2.9	104
18 - 24	28671	1826	20.1	6.4	118	977	15.4	3.4	90	1053	20.1	3.7	118	*528	11.2	1.8	65
25 - 34	39536	2548	28.1	6.4	119	1693	26.6	4.3	113	1631	31.1	4.1	132	1261	26.7	3.2	113
35 - 44	28978	2046	22.5	7.1	130	1312	20.6	4.5	119	819	15.6	2.8	90	1028	21.8	3.5	126
45 - 54	22345	1345	14.8	6.0	111	1003	15.8	4.5	118	662	12.6	3.0	95	644	13.6	2.9	102
55 - 64	22224	761	8.4	3.4	63	671	10.6	3.0	80	*497	9.5	2.2	72	707	15.0	3.2	113
65 OR OLDER	25973	555	6.1	2.1	39	700	11.0	2.7	71	581	11.1	2.2	72	551	11.7	2.1	75
18 - 34	68207	4374	48.2	6.4	118	2670	42.0	3.9	103	2683	51.2	3.9	126	1788	37.9	2.6	93
18 - 49	108058	7095	78.1	6.6	121	4468	70.3	4.1	109	3751	71.6	3.5	111	3114	66.0	2.9	102
25 - 54	90859	5939	65.4	6.5	121	4008	63.1	4.4	116	3112	59.4	3.4	110	2932	62.1	3.2	115
35 - 49	39851	2721	30.0	6.8	126	1798	28.3	4.5	119	1068	20.4	2.7	86	1325	28.1	3.3	118
50 OR OLDER	59669	1986	21.9	3.3	61	1888	29.7	3.2	84	1491	28.4	2.5	80	1604	34.0	2.7	96
GRADUATED COLLEGE	28091	1851	20.4	6.6	122	1579	24.8	5.6	148	912	17.4	3.2	104	1273	27.0	4.5	161
ATTENDED COLLEGE	28938	2133	23.5	7.4	136	1714	27.0	5.9	156	1293	24.7	4.5	143	1019	21.6	3.5	125
GRADUATED HIGH SCHOOL	65503	3999	44.0	6.1	113	2168	34.1	3.3	87	2053	39.2	3.1	100	1839	39.0	2.8	100
DID NOT GRADUATE HIGH SCHOOL	45195	1098	12.1	2.4	45	895	14.1	2.0	52	984	18.8	2.2	70	*587	12.4	1.3	46
EMPLOYED MALES	56429	2635	29.0	4.7	86	2318	36.5	4.1	108	1994	38.0	3.5	113	1627	34.5	2.9	103
EMPLOYED FEMALES	43971	3806	41.9	8.7	160	2276	35.8	5.2	137	1385	26.4	3.1	101	1720	36.5	3.9	139
EMPLOYED FULL-TIME	87773	5459	60.1	6.2	115	4070	64.0	4.6	122	3036	57.9	3.5	111	3024	64.1	3.4	122
EMPLOYED PART-TIME	12627	983	10.8	7.8	144	*525	8.3	4.2	110	*343	6.5	2.7	87	*324	6.9	2.6	91
NOT EMPLOYED	67327	2640	29.1	3.9	72	1761	27.7	2.6	69	1863	35.5	2.8	89	1370	29.0	2.0	72
PROFESSIONAL/MANAGER	25845	1703	18.8	6.6	122	1502	23.6	5.8	153	806	15.4	3.1	100	1154	24.5	4.5	159
TECH/CLERICAL/SALES	30895	2513	27.7	8.1	150	1618	25.5	5.2	138	1269	24.2	4.1	131	1150	24.4	3.7	132
PRECISION/CRAFT	12629	702	7.7	5.6	103	476	7.5	3.8	99	*372	7.1	2.9	94	*375	7.9	3.0	106
OTHER EMPLOYED	31031	1522	16.8	4.9	91	998	15.7	3.2	85	933	17.8	3.0	96	669	14.2	2.2	77
SINGLE	35557	2170	23.9	6.1	113	1285	20.2	3.6	95	1418	27.1	4.0	128	950	20.1	2.7	95
MARRIED	103585	5603	61.7	5.4	100	4143	65.2	4.0	106	3012	57.5	2.9	93	3128	66.3	3.0	107
DIVORCED/SEPARATED/WIDOWED	28585	1309	14.4	4.6	85	928	14.6	3.2	86	811	15.5	2.8	91	639	13.5	2.2	79
PARENTS	59295	3752	41.3	6.3	117	2402	37.8	4.1	107	2079	39.7	3.5	112	1691	35.8	2.9	101
WHITE	146081	8119	89.4	5.6	103	5530	87.0	3.8	100	4685	89.4	3.2	103	4196	88.9	2.9	102
BLACK	17974	833	9.2	4.6	86	641	10.1	3.6	94	473	9.0	2.6	84	482	10.2	2.7	95
OTHER	3672	**130	1.4	3.5	65	**184	2.9	5.0	132	**84	1.6	2.3	73	**40	0.8	1.1	39
NORTHEAST-CENSUS	37005	2981	32.8	8.1	149	879	13.8	2.4	63	1270	24.2	3.4	110	2206	46.8	6.0	212
NORTH CENTRAL	42642	3162	34.8	7.4	137	1954	30.7	4.6	121	1169	22.3	2.7	88	784	16.6	1.8	65
SOUTH	56777	1805	19.9	3.2	59	1434	22.6	2.5	67	1657	31.6	2.9	93	1434	30.4	2.5	90
WEST	31303	1133	12.5	3.6	67	2089	32.9	6.7	176	1146	21.9	3.7	117	*295	6.3	0.9	34
NORTHEAST-MKTG.	38125	2793	30.8	7.3	135	946	14.9	2.5	65	1184	22.6	3.1	99	2043	43.3	5.4	191
EAST CENTRAL	24794	2056	22.6	8.3	153	713	11.2	2.9	76	643	12.3	2.6	83	699	14.8	2.8	100
WEST CENTRAL	28511	1887	20.8	6.6	122	1623	25.5	5.7	150	906	17.3	3.2	102	508	10.8	1.8	63
SOUTH	48953	1376	15.2	2.8	52	1248	19.6	2.5	67	1484	28.3	3.0	97	1333	28.3	2.7	97
PACIFIC	27344	969	10.7	3.5	65	1825	28.7	6.7	176	1026	19.6	3.8	120	**135	2.9	0.5	18
COUNTY SIZE A	69301	4368	48.1	6.3	116	2782	43.8	4.0	106	2387	45.5	3.4	110	2392	50.7	3.5	123
COUNTY SIZE B	50633	2675	29.5	5.3	98	1931	30.4	3.8	101	1770	33.8	3.5	112	1535	32.5	3.0	108
COUNTY SIZE C	26259	1283	14.1	4.9	90	1070	16.8	4.1	108	777	14.8	3.0	95	620	13.1	2.4	84
COUNTY SIZE D	21534	755	8.3	3.5	65	573	9.0	2.7	70	*308	5.9	1.4	46	**171	3.6	0.8	28
METRO CENTRAL CITY	50014	2620	28.9	5.2	97	2207	34.7	4.4	116	1824	34.8	3.6	117	1422	30.1	2.8	101
METRO SUBURBAN	76832	4746	52.3	6.2	114	2826	44.5	3.7	97	2520	48.1	3.3	105	2673	56.7	3.5	124
NON METRO	40881	1715	18.9	4.2	77	1323	20.8	3.2	85	898	17.1	2.2	70	*623	13.2	1.5	54
TOP 5 ADI'S	39550	2674	29.4	6.8	125	1679	26.4	4.2	112	1287	24.6	3.3	104	1401	29.7	3.5	126
TOP 10 ADI'S	54877	3467	38.2	6.3	117	2126	33.5	3.9	102	1729	33.0	3.2	101	1805	38.3	3.3	117
TOP 20 ADI'S	77516	4813	53.0	6.2	115	3049	48.0	3.9	104	2533	48.3	3.3	105	2575	54.6	3.3	118
HSHLD INC. $50,000 OR MORE	17257	1337	14.7	7.7	143	1027	16.2	6.0	157	*676	12.9	3.9	125	607	12.9	3.5	125
$40,000 OR MORE	33235	2590	28.5	7.8	144	1813	28.5	5.5	144	1322	25.2	4.0	127	1255	26.6	3.8	134
$30,000 OR MORE	59693	4473	49.3	7.5	138	3063	48.2	5.1	135	2369	45.2	4.0	127	2273	48.2	3.8	135
$25,000 OR MORE	76275	5528	60.9	7.2	134	3761	59.2	4.9	130	3069	58.5	4.0	129	2813	59.6	3.7	131
$20,000 - $24,999	18607	1061	11.7	5.7	105	743	11.7	4.0	105	645	12.3	3.5	111	526	11.1	2.8	100
$15,000 - $19,999	17175	880	9.7	5.1	95	623	9.8	3.6	96	504	9.6	2.9	94	*443	9.4	2.6	92
$10,000 - $14,999	24569	893	9.8	3.6	67	647	10.2	2.6	70	596	11.4	2.4	78	420	8.9	1.7	61
UNDER $10,000	31101	720	7.9	2.3	43	583	9.2	1.9	49	428	8.2	1.4	44	516	10.9	1.7	59
HOUSEHOLD OF 1 PERSON	19441	907	10.0	4.7	86	633	10.0	3.3	86	447	8.5	2.3	74	548	11.6	2.8	100
2 PEOPLE	51803	2438	26.8	4.7	87	1953	30.7	3.8	100	1407	26.8	2.7	87	1477	31.3	2.9	101
3 OR 4 PEOPLE	66933	4160	45.8	6.2	115	2715	42.7	4.1	107	2273	43.4	3.4	109	1954	41.4	2.9	104
5 OR MORE PEOPLE	29550	1576	17.4	5.3	99	1055	16.6	3.6	94	1115	21.3	3.8	121	739	15.7	2.5	89
NO CHILD IN HSHLD	96587	4873	53.7	5.0	93	3512	55.3	3.6	96	2629	50.2	2.7	87	2906	61.6	3.0	107
CHILD(REN) UNDER 2 YRS	10844	592	6.5	5.5	101	*284	4.5	2.6	69	*283	5.4	2.6	84	**199	4.2	1.8	65
2 - 5 YEARS	26358	1388	15.3	5.3	97	769	12.1	2.9	77	1006	19.2	3.8	122	599	12.7	2.3	81
6 - 11 YEARS	30453	1471	16.2	4.8	89	1237	19.5	4.1	107	1117	21.3	3.7	117	770	16.3	2.5	90
12 - 17 YEARS	36575	2290	25.2	6.3	116	1485	23.4	4.1	107	1284	24.5	3.5	112	1000	21.2	2.7	97
RESIDENCE OWNED	117770	6393	70.4	5.4	100	4537	71.4	3.9	102	3712	70.8	3.2	101	3447	73.1	2.9	104
VALUE: $50,000 OR MORE	70166	4468	49.2	6.4	118	3276	51.5	4.7	123	2512	47.9	3.6	115	2668	56.5	3.8	135
VALUE: UNDER $50,000	47604	1925	21.2	4.0	75	1261	19.8	2.6	70	1200	22.9	2.5	81	779	16.5	1.6	58

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

		TOTAL	MARTINI & ROSSI ASTI				PAUL MASSON				TAYLOR CALIFORNIA CELLARS				TAYLOR NEW YORK STATE			
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	9081	100.0	5.4	100	6355	100.0	3.8	100	5242	100.0	3.1	100	4718	100.0	2.8	100
MAGAZINES	QUINTILE 1	34022	2399	26.4	7.1	130	1857	29.2	5.5	144	1498	28.6	4.4	141	1434	30.4	4.2	150
	QUINTILE 2	34800	2310	25.4	6.6	123	1615	25.4	4.6	122	1336	25.5	3.8	123	1074	22.8	3.1	110
	QUINTILE 3	30514	1674	18.4	5.5	101	1061	16.7	3.5	92	959	18.3	3.1	101	779	16.5	2.6	91
	QUINTILE 4	33324	1537	16.9	4.6	85	1061	16.7	3.2	84	867	16.5	2.6	83	935	19.8	2.8	100
	QUINTILE 5	35066	1162	12.8	3.3	61	762	12.0	2.2	57	584	11.1	1.7	53	496	10.5	1.4	50
NEWSPAPERS	QUINTILE 1	29107	2101	23.1	7.2	133	1338	21.1	4.6	121	991	18.9	3.4	109	1478	31.3	5.1	181
	QUINTILE 2	49095	2709	29.8	5.5	102	1952	30.7	4.0	105	1701	32.4	3.5	111	1473	31.2	3.0	107
	QUINTILE 3	23107	1386	15.3	6.0	111	860	13.5	3.7	98	738	14.1	3.2	102	544	11.5	2.4	84
	QUINTILE 4	33556	1699	18.7	5.1	94	1229	19.3	3.7	97	858	16.4	2.6	82	755	16.0	2.2	80
	QUINTILE 5	32863	1187	13.1	3.6	67	976	15.4	3.0	78	953	18.2	2.9	93	*468	9.9	1.4	51
OUTDOOR	QUINTILE 1	33431	2309	25.4	6.9	128	1684	26.5	5.0	133	1399	26.7	4.2	134	1089	23.1	3.3	116
	QUINTILE 2	33478	1990	21.9	5.9	110	1321	20.8	3.9	104	1176	22.4	3.5	112	882	18.7	2.6	94
	QUINTILE 3	33574	1777	19.6	5.3	98	1353	21.3	4.0	106	1168	22.3	3.5	111	1099	23.3	3.3	116
	QUINTILE 4	33935	1706	18.8	5.0	93	1021	16.1	3.0	79	813	15.5	2.4	77	908	19.2	2.7	95
	QUINTILE 5	33310	1300	14.3	3.9	72	977	15.4	2.9	77	686	13.1	2.1	66	739	15.7	2.2	79
RADIO-DRIVE TIME	QUINTILE 1	33136	1995	22.0	6.0	111	1441	22.7	4.3	115	999	19.1	3.0	96	1018	21.6	3.1	109
	QUINTILE 2	31658	1960	21.6	6.2	114	1173	18.5	3.7	98	1089	20.8	3.4	110	907	19.2	2.9	102
	QUINTILE 3	32541	1801	19.8	5.5	102	1155	18.2	3.5	94	1076	20.5	3.3	106	915	19.4	2.8	100
	QUINTILE 4	34247	1907	21.0	5.6	103	1584	24.9	4.6	122	1105	21.1	3.2	103	1166	24.7	3.4	121
	QUINTILE 5	36144	1419	15.6	3.9	73	1002	15.8	2.8	73	973	18.6	2.7	86	712	15.1	2.0	70
RADIO-MID-DAY	TERCILE 1	45037	2615	28.8	5.8	107	1886	29.7	4.2	111	1429	27.3	3.2	102	1652	35.0	3.7	130
	TERCILE 2	44819	2635	29.0	5.9	109	1798	28.3	4.0	106	1458	27.8	3.3	104	1036	22.0	2.3	82
	TERCILE 3	77872	3832	42.2	4.9	91	2672	42.0	3.4	91	2355	44.9	3.0	97	2030	43.0	2.6	93
RADIO-TOTAL	QUINTILE 1	33763	1994	22.0	5.9	109	1550	24.4	4.6	121	1043	19.9	3.1	99	1097	23.3	3.2	116
	QUINTILE 2	33260	1944	21.4	5.8	108	1421	22.4	4.3	113	1277	24.4	3.8	123	929	19.7	2.8	99
	QUINTILE 3	33408	2090	23.0	6.3	116	1054	16.6	3.2	83	990	18.9	3.0	95	927	19.6	2.8	99
	QUINTILE 4	34792	1901	20.9	5.5	101	1385	21.8	4.0	105	1076	20.5	3.1	99	1061	22.5	3.0	108
	QUINTILE 5	32524	1152	12.7	3.5	65	946	14.9	2.9	77	856	16.3	2.6	84	703	14.9	2.2	77
TV-PRIME TIME	QUINTILE 1	33090	1622	17.9	4.9	91	1013	15.9	3.1	81	982	18.7	3.0	95	833	17.7	2.5	89
	QUINTILE 2	33357	2064	22.7	6.2	114	1321	20.8	4.0	105	1126	21.5	3.4	108	1059	22.4	3.2	113
	QUINTILE 3	33980	1868	20.6	5.5	102	1360	21.4	4.0	106	1275	24.3	3.8	120	1094	23.2	3.2	114
	QUINTILE 4	33854	2061	22.7	6.1	112	1292	20.3	3.8	101	986	18.8	2.9	93	830	17.6	2.5	87
	QUINTILE 5	33444	1468	16.2	4.4	81	1370	21.6	4.1	108	873	16.7	2.6	84	902	19.1	2.7	96
TV-DAYTIME	TERCILE 1	49121	2206	24.3	4.5	83	1506	23.7	3.1	81	1288	24.6	2.6	84	1124	23.8	2.3	81
	TERCILE 2	48823	3006	33.1	6.2	114	1767	27.8	3.6	96	1826	34.8	3.7	120	1480	31.4	3.0	108
	TERCILE 3	69782	3870	42.6	5.5	102	3083	48.5	4.4	117	2128	40.6	3.0	98	2114	44.8	3.0	108
TV-TOTAL	QUINTILE 1	33584	1515	16.7	4.5	83	977	15.4	2.9	77	1024	19.5	3.0	98	756	16.0	2.3	80
	QUINTILE 2	33441	1815	20.0	5.4	100	1228	19.3	3.7	97	948	18.1	2.8	91	1031	21.9	3.1	110
	QUINTILE 3	33505	1980	21.8	5.9	109	1171	18.4	3.5	92	1224	23.3	3.7	117	876	18.6	2.6	93
	QUINTILE 4	33466	2170	23.9	6.5	120	1390	21.9	4.2	110	1008	19.2	3.0	96	1184	25.1	3.5	126
	QUINTILE 5	33731	1602	17.6	4.7	88	1590	25.0	4.7	124	1038	19.8	3.1	98	871	18.5	2.6	92
MAGAZINES-NEWSPAPERS: DUAL		44503	3059	33.7	6.9	127	2317	36.5	5.2	137	1823	34.8	4.1	131	1810	38.4	4.1	145
MAGAZINE IMPERATIVE		39363	2373	26.1	6.0	111	1779	28.0	4.5	119	1561	29.8	4.0	127	957	20.3	2.4	86
NEWSPAPER IMPERATIVE		46441	2398	26.4	5.2	95	1365	21.5	2.9	78	1229	23.4	2.6	85	1378	29.2	3.0	105
MAGAZINES-OUTDOOR: DUAL		33726	2671	29.4	7.9	146	1877	29.5	5.6	147	1630	31.1	4.8	155	1216	25.8	3.6	128
MAGAZINE IMPERATIVE		52846	2964	32.6	5.6	104	2205	34.7	4.2	110	1691	32.3	3.2	102	1755	37.2	3.3	118
OUTDOOR IMPERATIVE		52140	2482	27.3	4.8	88	1762	27.7	3.4	89	1430	27.3	2.7	88	1171	24.8	2.2	80
MAGAZINES-RADIO: DUAL		37081	2627	28.9	7.1	131	1952	30.7	5.3	139	1506	28.7	4.1	130	1302	27.6	3.5	125
MAGAZINE IMPERATIVE		49747	3065	33.8	6.2	114	2213	34.8	4.4	117	1817	34.7	3.7	117	1649	35.0	3.3	118
RADIO IMPERATIVE		49208	2439	26.9	5.0	92	1466	23.1	3.0	79	1276	24.3	2.6	83	1166	24.7	2.4	84
MAGAZINES-TELEVISION: DUAL		33103	1951	21.5	5.9	109	1347	21.2	4.1	107	1167	22.3	3.5	113	1124	23.8	3.4	121
MAGAZINE IMPERATIVE		54575	3862	42.5	7.1	131	2826	44.5	5.2	137	2223	42.4	4.1	130	1837	38.9	3.4	120
TELEVISION IMPERATIVE		53249	2270	25.0	4.3	79	1400	22.0	2.6	69	1354	25.8	2.5	81	1114	23.6	2.1	74
NEWSPAPERS-OUTDOOR: DUAL		36255	2576	28.4	7.1	131	1719	27.0	4.7	125	1435	27.4	4.0	127	1413	29.9	3.9	139
NEWSPAPER IMPERATIVE		55591	2939	32.4	5.3	98	2026	31.9	3.6	96	1610	30.7	2.9	93	1883	39.9	3.4	120
OUTDOOR IMPERATIVE		48319	2573	28.3	5.3	98	1858	29.2	3.8	101	1600	30.5	3.3	106	980	20.8	2.0	72
NEWSPAPERS-RADIO: DUAL		37242	2454	27.0	6.6	122	1714	27.0	4.6	121	1372	26.2	3.7	118	1367	29.0	3.7	130
NEWSPAPER IMPERATIVE		54423	3275	36.1	6.0	111	2050	32.3	3.8	99	1734	33.1	3.2	102	1899	40.3	3.5	124
RADIO IMPERATIVE		46650	2381	26.2	5.1	94	1738	27.3	3.7	98	1431	27.3	3.1	98	978	20.7	2.1	75
NEWSPAPERS-TELEVISION: DUAL		35974	2171	23.9	6.0	111	1413	22.2	3.9	104	1086	20.7	3.0	97	1210	25.6	3.4	120
NEWSPAPER IMPERATIVE		56095	3516	38.7	6.3	116	2451	38.6	4.4	115	2035	38.8	3.6	116	2068	43.8	3.7	131
TELEVISION IMPERATIVE		47170	2122	23.4	4.5	83	1372	21.6	2.9	77	1501	28.6	3.2	102	849	18.0	1.8	64
OUTDOOR-RADIO: DUAL		33748	2283	25.1	6.8	125	1509	23.7	4.5	118	1386	26.4	4.1	131	1117	23.7	3.3	118
OUTDOOR IMPERATIVE		52785	3001	33.0	5.7	105	2249	35.4	4.3	112	1802	34.4	3.4	109	1430	30.3	2.7	96
RADIO IMPERATIVE		52882	2829	31.2	5.3	99	1966	30.9	3.7	98	1469	28.0	2.8	89	1459	30.9	2.8	98
OUTDOOR-TELEVISION: DUAL		32030	1935	21.3	6.0	112	1406	22.1	4.4	116	1273	24.3	4.0	127	1036	22.0	3.2	115
OUTDOOR IMPERATIVE		54626	3523	38.8	6.4	119	2512	39.5	4.6	121	2141	40.8	3.9	125	1638	34.7	3.0	107
TELEVISION IMPERATIVE		54874	2489	27.4	4.5	84	1437	22.6	2.6	69	1291	24.6	2.4	75	1327	28.1	2.4	86
RADIO-TELEVISION: DUAL		33386	1955	21.5	5.9	108	1209	19.0	3.6	96	1150	21.9	3.4	110	930	19.7	2.8	99
RADIO IMPERATIVE		53810	3352	36.9	6.2	115	2443	38.4	4.5	120	1779	33.9	3.3	106	1687	35.8	3.1	111
TELEVISION IMPERATIVE		54023	2495	27.5	4.6	85	1635	25.7	3.0	80	1592	30.4	2.9	94	1335	28.3	2.5	88

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

	TOTAL	MARTINI & ROSSI ASTI				PAUL MASSON				TAYLOR CALIFORNIA CELLARS				TAYLOR NEW YORK STATE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	9081	100.0	5.4	100	6355	100.0	3.8	100	5242	100.0	3.1	100	4718	100.0	2.8	100
ATLANTIC MONTHLY	867	**58	0.6	6.7	124	**33	0.5	3.8	100	**17	0.3	2.0	63	**35	0.7	4.0	144
BARRON'S	1580	**104	1.1	6.6	122	**78	1.2	4.9	130	**72	1.4	4.6	146	**81	1.7	5.1	182
BETTER HOMES & GARDENS	22203	1763	19.4	7.9	147	1044	16.4	4.7	124	716	13.7	3.2	103	846	17.9	3.8	135
BON APPETIT	3810	309	3.4	8.1	150	*171	2.7	4.5	118	*138	2.6	3.6	116	*153	3.2	4.0	143
BUSINESS WEEK	4663	227	2.5	4.9	90	*229	3.6	4.9	130	*195	3.7	4.2	134	*124	2.6	2.7	95
CAR AND DRIVER	3102	*251	2.8	8.1	149	*119	1.9	3.8	101	**151	2.9	4.9	156	**69	1.5	2.2	79
CBS MAGAZINE NETWORK (GROSS)	7311	605	6.7	8.3	153	460	7.2	6.3	166	*261	5.0	3.6	114	302	6.4	4.1	147
CHANGING TIMES	3400	*176	1.9	5.2	96	*228	3.6	6.7	177	*208	4.0	6.1	196	*138	2.9	4.1	144
COLONIAL HOMES	1796	*134	1.5	7.5	138	**91	1.4	5.1	134	**180	3.4	10.0	321	**108	2.3	6.0	214
CONDE NAST MAG. PKG. (GROSS)	19924	1896	20.9	9.5	176	819	12.9	4.1	108	851	16.2	4.3	137	723	15.3	3.6	129
CONSUMERS DIGEST	3125	*244	2.7	7.8	144	*197	3.1	6.3	166	**103	2.0	3.3	105	*228	4.8	7.3	259
COSMOPOLITAN	10577	1051	11.6	9.9	184	561	8.8	5.3	140	471	9.0	4.5	142	378	8.0	3.6	127
COUNTRY LIVING	3746	*366	4.0	9.8	180	*260	4.1	6.9	183	*186	3.5	5.0	159	**183	3.9	4.9	174
CUISINE	2214	*236	2.6	10.7	197	**107	1.7	4.8	128	**71	1.4	3.2	103	*157	3.3	7.1	252
CYCLE WORLD	2394	*146	1.6	6.1	113	**112	1.8	4.7	123	**99	1.9	4.1	132	**29	0.6	1.2	43
DCI:CREATIVE IDEAS FOR LIV	3068	*210	2.3	6.8	126	*197	3.1	6.4	169	**86	1.6	2.8	90	**147	3.1	4.8	170
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	464	5.1	4.9	90	509	8.0	5.3	141	400	7.6	4.2	134	544	11.5	5.7	202
DISCOVER	2277	*168	1.9	7.4	136	*147	2.3	6.5	170	**121	2.3	5.3	170	**96	2.0	4.2	150
EBONY	7187	451	5.0	6.3	116	303	4.8	4.2	111	186	3.5	2.6	83	285	6.0	4.0	141
ESQUIRE	2560	*236	2.6	9.2	170	*203	3.2	7.9	209	**27	0.5	1.1	34	*120	2.5	4.7	167
ESSENCE	3242	187	2.1	5.8	107	*102	1.6	3.1	83	*86	1.6	2.7	85	*97	2.1	3.0	106
FAMILY CIRCLE	19639	1473	16.2	7.5	139	801	12.6	4.1	108	574	11.0	2.9	94	673	14.3	3.4	122
THE FAMILY HANDYMAN	3540	*195	2.1	5.5	102	*134	2.1	3.8	100	*151	2.9	4.3	136	*124	2.6	3.5	125
FAMILY WEEKLY	23924	1121	12.3	4.7	87	1053	16.6	4.4	116	761	14.5	3.2	102	592	12.5	2.5	88
FIELD & STREAM	9883	471	5.2	4.8	88	479	7.5	4.8	128	400	7.6	4.0	130	*324	6.9	3.3	117
FOOD & WINE	1030	*107	1.2	10.4	192	**66	1.0	6.4	169	**14	0.3	1.4	43	**30	0.6	2.9	104
FORBES	2679	*152	1.7	5.7	105	*218	3.4	8.1	215	**126	2.4	4.7	150	137	2.9	5.1	182
FORTUNE	2931	*151	1.7	5.2	95	*196	3.1	6.7	176	**73	1.4	2.5	80	*115	2.4	3.9	139
GENTLEMEN'S QUARTERLY	3481	*274	3.0	7.9	145	*249	3.9	7.2	189	*170	3.2	4.9	156	**103	2.2	3.0	105
GLAMOUR	7163	674	7.4	9.4	174	306	4.8	4.3	113	311	5.9	4.3	139	*209	4.4	2.9	104
GOLF DIGEST	2355	*209	2.3	8.9	164	*178	2.8	7.6	199	**88	1.7	3.7	120	**89	1.9	3.8	134
GOLF DIGEST/TENNIS (GROSS)	3610	274	3.0	7.6	140	*212	3.3	5.9	155	*103	2.0	2.9	91	*147	3.1	4.1	145
GOLF MAGAZINE	2046	*164	1.8	8.0	148	*118	1.9	5.8	152	**106	2.0	5.2	166	**76	1.6	3.7	132
GOLF MAGAZINE/SKI (GROSS)	3547	*234	2.6	6.6	122	207	3.3	5.8	154	*173	3.3	4.9	156	*118	2.5	3.3	118
GOOD HOUSEKEEPING	20353	1435	15.8	7.1	130	900	14.2	4.4	117	643	12.3	3.2	101	765	16.2	3.8	134
HARPER'S BAZAAR	3362	363	4.0	10.8	199	*204	3.2	6.1	160	**104	2.0	3.1	99	**76	1.6	2.3	80
HEALTH	2987	*183	2.0	6.1	113	**100	1.6	3.3	88	**72	1.4	2.4	77	**52	1.1	1.7	62
HEARST MAG CORP. BUY (GROSS)	67928	5681	62.6	8.4	154	3559	56.0	5.2	138	2641	50.4	3.9	124	2479	52.5	3.6	130
HEARST MAN POWER (GROSS)	11282	665	7.3	5.9	109	525	8.3	4.7	123	400	7.6	3.5	113	333	7.1	3.0	105
HEARST WOMAN POWER (GROSS)	40514	3528	38.9	8.7	161	2003	31.5	4.9	130	1428	27.2	3.5	113	1451	30.8	3.6	127
HOUSE BEAUTIFUL	4885	409	4.5	8.4	155	332	5.2	6.8	179	*248	4.7	5.1	162	*217	4.6	4.4	158
INC.	1308	**84	0.9	6.4	119	**89	1.4	6.8	180	**75	1.4	5.7	183	**30	0.6	2.3	82
JET	6498	342	3.8	5.3	97	288	4.5	4.4	117	260	5.0	4.0	128	221	4.7	3.4	121
LADIES' HOME JOURNAL	14797	1412	15.5	9.5	176	642	10.1	4.3	115	522	10.0	3.5	113	576	12.2	3.9	138
LHJ FAMILY GRP COMBO(GROSS)	21743	1931	21.3	8.9	164	985	15.5	4.5	120	767	14.6	3.5	113	731	15.5	3.4	120
LIFE	9881	801	8.8	8.1	150	510	8.0	5.2	136	363	6.9	3.7	118	379	8.0	3.8	136
L.A. TIMES HOME MAGAZINE	2775	*129	1.4	4.6	86	204	3.2	7.4	194	**86	1.6	3.1	99	**0	0.0	0.0	0
MADEMOISELLE	4219	368	4.1	8.7	161	*187	2.9	4.4	117	**158	3.0	3.7	120	*214	4.5	5.1	180
MC CALL'S	16422	1321	14.5	8.0	149	731	11.5	4.5	117	524	10.0	3.2	102	577	12.2	3.5	125
MC CALL'S/WRK MOTHER (GROSS)	17919	1462	16.1	8.2	151	849	13.4	4.7	125	578	11.0	3.2	103	665	14.1	3.7	132
MECHANIX ILLUSTRATED	4433	219	2.4	4.9	91	*206	3.2	4.6	123	*114	2.2	2.6	82	*119	2.5	2.7	95
METROPOLITAN HOME	1504	**117	1.3	7.8	144	**103	1.6	6.8	181	**75	1.4	5.0	160	**63	1.3	4.2	149
MONEY	4723	387	4.3	8.2	151	342	5.4	7.2	191	*252	4.8	5.3	171	*194	4.1	4.1	146
MOTHER EARTH NEWS	2325	*214	2.4	9.2	170	*144	2.3	6.2	163	**110	2.1	4.7	151	**79	1.7	3.4	121
MS.	1189	**64	0.7	5.4	99	**78	1.2	6.6	173	**34	0.6	2.9	91	**28	0.6	2.4	84
NATIONAL ENQUIRER	18892	978	10.8	5.2	96	690	10.9	3.7	96	593	11.3	3.1	100	295	6.3	1.6	56
NATIONAL GEOGRAPHIC	22129	1355	14.9	6.1	113	1366	21.5	6.2	163	827	15.8	3.7	120	906	19.2	4.1	146
NATIONAL SUNDAY MAGAZINE PKG	103750	6259	68.9	6.0	111	4409	69.4	4.2	112	3552	67.8	3.4	110	3394	71.9	3.3	116
NATURAL HISTORY	1379	**62	0.7	4.5	83	**56	0.9	4.1	107	**70	1.3	5.1	162	**35	0.7	2.5	90
NEW WOMAN	2289	298	3.3	13.0	240	**85	1.3	3.7	98	**53	1.0	2.3	74	**99	2.1	4.3	154
NEW YORK INCLUDING CUE	1088	**90	1.0	8.3	153	**38	0.6	3.5	92	**10	0.2	0.9	29	*70	1.5	6.4	229
THE NEW YORKER	2459	*190	2.1	7.7	143	*131	2.1	5.3	141	**81	1.5	3.3	105	*165	3.5	6.7	239
NEWSWEEK	16527	1123	12.4	6.8	126	876	13.8	5.3	140	641	12.2	3.9	124	634	13.4	3.8	136
THE N.Y. TIMES DAILY EDITION	2739	228	2.5	8.3	154	**74	1.2	2.7	71	*94	1.8	3.4	110	220	4.7	8.0	286
THE N.Y. TIMES MAGAZINE	4443	320	3.5	7.2	133	*109	1.7	2.5	65	*166	3.2	3.7	120	340	7.2	7.7	272
OMNI	2799	293	3.2	10.5	193	*201	3.2	7.2	190	**138	2.6	4.9	158	**122	2.6	4.4	155
ON CABLE	2209	*184	2.0	8.3	154	**55	0.9	2.5	66	**100	1.9	4.5	145	**70	1.5	3.2	113
1001 HOME IDEAS	3959	336	3.7	8.5	157	*243	3.8	6.1	162	*173	3.3	4.4	140	**104	2.2	2.6	93
ORGANIC GARDENING	3111	*203	2.2	6.5	121	*155	2.4	5.0	131	**96	1.8	3.1	99	**113	2.4	3.6	129
OUTDOOR LIFE	5024	*228	2.5	4.5	84	*226	3.6	4.5	119	*222	4.2	4.4	141	*139	2.9	2.8	98
PARADE MAGAZINE	51292	3060	33.7	6.0	110	2069	32.6	4.0	106	1751	33.4	3.4	109	1799	38.1	3.5	125

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	MARTINI & ROSSI ASTI A '000	B % DOWN	C % ACROSS	D INDX	PAUL MASSON A '000	B % DOWN	C % ACROSS	D INDX	TAYLOR CALIFORNIA CELLARS A '000	B % DOWN	C % ACROSS	D INDX	TAYLOR NEW YORK STATE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	9081	100.0	5.4	100	6355	100.0	3.8	100	5242	100.0	3.1	100	4718	100.0	2.8	100
PARENTS	5298	425	4.7	8.0	148	*205	3.2	3.9	102	*265	5.1	5.0	160	*160	3.4	3.0	107
PENTHOUSE	5129	349	3.8	6.8	126	296	4.7	5.8	152	*297	5.7	5.8	185	*169	3.6	3.3	117
PEOPLE	21070	1623	17.9	7.7	142	1200	18.9	5.7	150	874	16.7	4.1	133	691	14.6	3.3	117
PLAYBOY	10562	713	7.9	6.8	125	685	10.8	6.5	171	670	12.8	6.3	203	393	8.3	3.7	132
POPULAR HOT RODDING	2498	**102	1.1	4.1	75	**158	2.5	6.3	167	**166	3.2	6.6	213	**51	1.1	2.0	73
POPULAR MECHANICS	5887	361	4.0	6.1	113	259	4.1	4.4	116	*232	4.4	3.9	126	*149	3.2	2.5	90
POPULAR SCIENCE	4317	311	3.4	7.2	133	335	5.3	7.8	205	*167	3.2	3.9	124	*127	2.7	2.9	105
PREVENTION	5792	339	3.7	5.9	108	*223	3.5	3.9	102	**119	2.3	2.1	66	*161	3.4	2.8	99
PSYCHOLOGY TODAY	3284	274	3.0	8.3	154	*139	2.2	4.2	112	**114	2.2	3.5	111	*116	2.5	3.5	126
READER'S DIGEST	40046	2309	25.4	5.8	106	1870	29.4	4.7	123	1420	27.1	3.5	113	1305	27.7	3.3	116
REDBOOK	9584	1043	11.5	10.9	201	542	8.5	5.7	149	315	6.0	3.3	105	308	6.5	3.2	114
ROAD & TRACK	2590	*290	3.2	11.2	207	**123	1.9	4.7	125	**68	1.3	2.6	84	**105	2.2	4.1	144
ROLLING STONE	3302	*257	2.8	7.8	144	*124	2.0	3.8	99	*119	2.3	3.6	115	*95	2.0	2.9	102
RUNNER'S WORLD	1229	**108	1.2	8.8	162	**80	1.3	6.5	172	**43	0.8	3.5	112	**47	1.0	3.8	136
SATURDAY EVENING POST	2110	*132	1.5	6.3	116	**109	1.7	5.2	136	**74	1.4	3.5	112	**104	2.2	4.9	175
SCIENCE 84	1543	**87	1.0	5.6	104	**95	1.5	6.2	162	**88	1.7	5.7	182	*87	1.8	5.6	200
SCIENCE DIGEST	1747	*125	1.4	7.2	132	**86	1.4	4.9	130	**23	0.4	1.3	42	**76	1.6	4.4	155
SCIENTIFIC AMERICAN	1994	*163	1.8	8.2	151	**84	1.3	4.2	111	**155	3.0	7.8	249	*114	2.4	5.7	203
SELF	3119	417	4.6	13.4	247	*109	1.7	3.5	92	**100	1.9	3.2	103	**99	2.1	3.2	113
SEVENTEEN	3923	349	3.8	8.9	164	*126	2.0	3.2	85	**114	2.2	2.9	93	*114	2.4	2.9	103
SKI	1501	**70	0.8	4.7	86	**89	1.4	5.9	156	**67	1.3	4.5	143	**42	0.9	2.8	99
SMITHSONIAN	5976	398	4.4	6.7	123	351	5.5	5.9	155	333	6.4	5.6	178	288	6.1	4.8	171
SOAP OPERA DIGEST	4228	249	2.7	5.9	109	*115	1.8	2.7	72	**84	1.6	2.0	64	**112	2.4	2.6	94
SOUTHERN LIVING	6488	254	2.8	3.9	72	312	4.9	4.8	127	*314	6.0	4.8	155	396	8.4	6.1	217
SPORT	3500	*277	3.1	7.9	146	*254	4.0	7.3	192	*187	3.6	5.3	171	**121	2.6	3.5	123
THE SPORTING NEWS	2456	*271	3.0	11.0	204	*143	2.3	5.8	154	**110	2.1	4.5	143	**66	1.4	2.7	96
SPORTS AFIELD	3648	*178	2.0	4.9	90	*180	2.8	4.9	130	*145	2.8	4.0	127	**108	2.3	3.0	105
SPORTS ILLUSTRATED	14484	923	10.2	6.4	118	677	10.7	4.7	123	542	10.3	3.7	120	463	9.8	3.2	114
STAR	12661	644	7.1	5.1	94	488	7.7	3.9	102	401	7.6	3.2	101	319	6.8	2.5	90
SUNDAY	52799	3788	41.7	7.2	133	2154	33.9	4.1	108	1791	34.2	3.4	109	1838	39.0	3.5	124
SUNSET	3513	*175	1.9	5.0	92	*288	4.5	8.2	216	**131	2.5	3.7	119	**34	0.7	1.0	34
TV GUIDE	42766	2494	27.5	5.8	108	1825	28.7	4.3	113	1384	26.4	3.2	104	1111	23.5	2.6	92
TENNIS	1254	**64	0.7	5.1	94	**34	0.5	2.7	72	**15	0.3	1.2	38	**58	1.2	4.6	164
TIME	22054	1639	18.0	7.4	137	1220	19.2	5.5	146	856	16.3	3.9	124	1006	21.3	4.6	162
TOWN & COUNTRY	1555	*154	1.7	9.9	183	**115	1.8	7.4	195	**76	1.4	4.9	156	**68	1.4	4.4	155
TRAVEL & LEISURE	2173	226	2.5	10.4	192	*146	2.3	6.7	177	**93	1.8	4.3	137	*124	2.6	5.7	203
TRUE STORY	4636	*187	2.1	4.0	75	**99	1.6	2.1	56	**141	2.7	3.0	97	**68	1.4	1.5	52
U.S.NEWS & WORLD REPORT	10353	621	6.8	6.0	111	566	8.9	5.5	144	335	6.4	3.2	104	429	9.1	4.1	147
USA TODAY	4994	373	4.1	7.5	138	281	4.4	5.6	149	*176	3.4	3.5	113	198	4.2	4.0	141
US	3528	331	3.6	9.4	173	*195	3.1	5.5	146	**114	2.2	3.2	103	*145	3.1	4.1	146
VOGUE	5424	437	4.8	8.1	149	*217	3.4	4.0	106	*283	5.4	5.2	167	*201	4.3	3.7	132
WALL STREET JOURNAL	6292	335	3.7	5.3	98	325	5.1	5.2	136	271	5.2	4.3	138	271	5.7	4.3	153
WEIGHT WATCHERS	2762	*188	2.1	6.8	126	**78	1.2	2.8	75	**94	1.8	3.4	109	**94	2.0	3.4	121
WOMAN'S DAY	16320	1195	13.2	7.3	135	593	9.3	3.6	96	532	10.1	3.3	104	476	10.1	2.9	104
WORKING MOTHER	1496	*141	1.6	9.4	174	**118	1.9	7.9	208	**53	1.0	3.5	113	**88	1.9	5.9	209
WORKING WOMAN	1851	*210	2.3	11.3	210	**82	1.3	4.4	117	**85	1.6	4.6	147	**81	1.7	4.4	156
WORLD TENNIS	580	**32	0.4	5.5	102	**33	0.5	5.7	150	**28	0.5	4.8	154	**34	0.7	5.9	208
ZIFF-DAVIS MAG NETWK (GROSS)	12412	856	9.4	6.9	127	795	12.5	6.4	169	556	10.6	4.5	143	393	8.3	3.2	113
BLAIR INSERTS	91671	5889	64.8	6.4	119	3837	60.4	4.2	110	3128	59.7	3.4	109	3312	70.2	3.6	128
DAILY NEWSPAPERS																	
READ ANY	109190	6312	69.5	5.8	107	4329	68.1	4.0	105	3574	68.2	3.3	105	3698	78.4	3.4	120
READ ONE	89587	4848	53.4	5.4	100	3398	53.5	3.8	100	2900	55.3	3.2	104	2747	58.2	3.1	109
READ TWO OR MORE	19602	1464	16.1	7.5	138	931	14.6	4.7	125	674	12.9	3.4	110	951	20.2	4.9	172
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6629	73.0	6.0	112	4559	71.7	4.2	110	3683	70.3	3.4	107	3644	77.2	3.3	118
READ ONE	95074	5611	61.8	5.9	109	3877	61.0	4.1	108	3204	61.1	3.4	108	2954	62.6	3.1	110
READ TWO OR MORE	14588	1018	11.2	7.0	129	682	10.7	4.7	123	479	9.1	3.3	105	690	14.6	4.7	168
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	33.47				32.98				33.65				30.88			
30 DAY REACH	149706	8469	93.3	5.7	104	5847	92.0	3.9	103	4886	93.2	3.3	104	4289	90.9	2.9	102
50 SHWG - 30 DAY AV FREQ	15.16	17.35				17.21				17.23				16.04			
30 DAY REACH	142406	8182	90.1	5.7	106	5609	88.3	3.9	104	4768	91.0	3.3	107	4125	87.4	2.9	103
25 SHWG - 30 DAY AV FREQ	8.23	9.39				9.14				9.41				8.60			
30 DAY REACH	131152	7575	83.4	5.8	107	5296	83.3	4.0	107	4373	83.4	3.3	107	3872	82.1	3.0	105
CABLE TV: HOME WIRED	66879	4152	45.7	6.2	115	2903	45.7	4.3	115	2323	44.3	3.5	111	2202	46.7	3.3	117
HOME NOT WIRED	100848	4929	54.3	4.9	90	3452	54.3	3.4	90	2919	55.7	2.9	93	2516	53.3	2.5	89
HAVE PAY CABLE	35024	2781	30.6	7.9	147	1650	26.0	4.7	124	1477	28.2	4.2	135	1461	31.0	4.2	148

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	MARTINI & ROSSI ASTI				PAUL MASSON				TAYLOR CALIFORNIA CELLARS				TAYLOR NEW YORK STATE			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	9081	100.0	5.4	100	6355	100.0	3.8	100	5242	100.0	3.1	100	4718	100.0	2.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5853	64.5	6.1	113	3934	61.9	4.1	109	3296	62.9	3.4	110	2929	62.1	3.1	109
10:00 AM - 3:00 PM	63599	3719	41.0	5.8	108	2688	42.3	4.2	112	2029	38.7	3.2	102	1935	41.0	3.0	108
3:00 PM - 7:00 PM	72097	4320	47.6	6.0	111	3075	48.4	4.3	113	2443	46.6	3.4	108	2153	45.6	3.0	106
7:00 PM - MIDNIGHT	36670	2085	23.0	5.7	105	1493	23.5	4.1	107	1164	22.2	3.2	102	1051	22.3	2.9	102
MIDNIGHT - 6:00 AM	21908	1347	14.8	6.1	114	1061	16.7	4.8	128	855	16.3	3.9	125	725	15.4	3.3	118
6:00 AM - MIDNIGHT	127571	7443	82.0	5.8	108	5180	81.5	4.1	107	4212	80.4	3.3	106	3857	81.8	3.0	107
ENTIRE DAY	129239	7535	83.0	5.8	108	5305	83.5	4.1	108	4277	81.6	3.3	106	3944	83.6	3.1	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2172	23.9	6.4	118	1417	22.3	4.2	110	1125	21.5	3.3	106	1005	21.3	3.0	105
ALL NEWS	6062	463	5.1	7.6	141	262	4.1	4.3	114	*131	2.5	2.2	69	295	6.3	4.9	173
AOR/PROGRESSIVE	11884	731	8.0	6.2	114	423	6.7	3.6	94	368	7.0	3.1	99	431	9.1	3.6	129
BEAUTIFUL MUSIC	11180	832	9.2	7.4	137	445	7.0	4.0	105	534	10.2	4.8	153	512	10.9	4.6	163
BLACK	4538	290	3.2	6.4	118	*154	2.4	3.4	90	**170	3.2	3.7	120	*135	2.9	3.0	106
CLASSICAL	3857	255	2.8	6.6	122	*157	2.5	4.1	107	*153	2.9	4.0	127	*134	2.8	3.5	124
CHR/ROCK	21946	1521	16.7	6.9	128	1186	18.7	5.4	143	867	16.5	4.0	126	712	15.1	3.2	115
COUNTRY	27262	1274	14.0	4.7	86	1022	16.1	3.7	99	767	14.6	2.8	90	526	11.1	1.9	69
GOLDEN OLDIES	3339	205	2.3	6.1	113	*177	2.8	5.3	140	**137	2.6	4.1	131	**112	2.4	3.4	119
MOR/NOSTALGIA	10346	482	5.3	4.7	86	382	6.0	3.7	97	335	6.4	3.2	104	352	7.5	3.4	121
NEWS/TALK	8929	548	6.0	6.1	113	384	6.0	4.3	114	298	5.7	3.3	107	295	6.3	3.3	117
RELIGIOUS	5488	*223	2.5	4.1	75	**143	2.3	2.6	69	*260	5.0	4.7	152	**139	2.9	2.5	90
SOFT ROCK	1232	**135	1.5	11.0	202	**128	2.0	10.4	274	**118	2.3	9.6	306	**76	1.6	6.2	219
URBAN CONTEMPORARY	3184	*215	2.4	6.8	125	*130	2.0	4.1	108	**109	2.1	3.4	110	*147	3.1	4.6	164
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	390	4.3	5.6	104	263	4.1	3.8	100	*274	5.2	4.0	127	*155	3.3	2.2	80
ABC DIRECTION	5212	336	3.7	6.4	119	*220	3.5	4.2	111	*139	2.7	2.7	85	188	4.0	3.6	128
ABC ENTERTAINMENT	10385	643	7.1	6.2	114	295	4.6	2.8	75	*303	5.8	2.9	93	306	6.5	2.9	105
ABC FM	4762	303	3.3	6.4	118	*187	2.9	3.9	104	*183	3.5	3.8	123	*215	4.6	4.5	161
ABC INFORMATION	11339	645	7.1	5.7	105	540	8.5	4.8	126	424	8.1	3.7	120	302	6.4	2.7	95
ABC ROCK	4878	412	4.5	8.4	156	*285	4.5	5.8	154	**113	2.2	2.3	74	*225	4.8	4.6	164
CBS	10709	666	7.3	6.2	115	366	5.8	3.4	90	367	7.0	3.4	110	395	8.4	3.7	131
MUTUAL	10251	635	7.0	6.2	114	423	6.7	4.1	109	330	6.3	3.2	103	307	6.5	3.0	106
NBC	12243	723	8.0	5.9	109	391	6.2	3.2	84	388	7.4	3.2	101	292	6.2	2.4	85
RADIORADIO	4606	329	3.6	7.1	132	*209	3.3	4.5	120	*190	3.6	4.1	132	*163	3.5	3.5	126
RKO ONE	5148	227	2.5	4.4	81	*190	3.0	3.7	97	*145	2.8	2.8	90	**82	1.7	1.6	57
RKO TWO	7313	297	3.3	4.1	75	297	4.7	4.1	107	*241	4.6	3.3	105	212	4.5	2.9	103
THE SOURCE	5981	297	3.3	5.0	92	*159	2.5	2.7	70	*216	4.1	3.6	116	*239	5.1	4.0	142
NON-WIRED : BLAIR	19329	1083	11.9	5.6	103	834	13.1	4.3	114	747	14.3	3.9	124	639	13.5	3.3	118
INTERNET	27139	1778	19.6	6.6	121	1267	19.9	4.7	123	1120	21.4	4.1	132	898	19.0	3.3	118
KATZ RADIO GROUP	36319	2409	26.5	6.6	123	1461	23.0	4.0	106	1308	25.0	3.6	115	1238	26.2	3.4	121
SUPERNET	22361	1370	15.1	6.1	113	966	15.2	4.3	114	720	13.7	3.2	103	637	13.5	2.8	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	724	8.0	5.0	92	570	9.0	3.9	104	528	10.1	3.6	116	448	9.5	3.1	110
WKDAY 9:00 AM - 1:00 PM	18688	933	10.3	5.0	92	523	8.2	2.8	74	501	9.6	2.7	86	408	8.6	2.2	78
WKDAY 1:00 PM - 4:30 PM	24061	1211	13.3	5.0	93	690	10.9	2.9	76	625	11.9	2.6	83	544	11.5	2.3	80
WKDAY 4:30 PM - 7:30 PM	44079	2182	24.0	5.0	91	1463	23.0	3.3	88	1312	25.0	3.0	95	1156	24.5	2.6	93
WKDAY 7:30 PM - 8:00 PM	61979	3144	34.6	5.1	94	2030	31.9	3.3	86	1655	31.6	2.7	85	1596	33.8	2.6	92
WKDAY 11:00 PM - 11:30 PM	49084	2902	32.0	5.9	109	1684	26.5	3.4	91	1567	29.9	3.2	102	1416	30.0	2.9	103
WKDAY 11:30 PM - 1:00 AM	16560	960	10.6	5.8	107	546	8.6	3.3	87	504	9.6	3.0	97	445	9.4	2.7	96
M-SAT 8-11 PM+SUN 7-11 PM	66967	3700	40.7	5.5	102	2389	37.6	3.6	94	2127	40.6	3.2	102	1894	40.1	2.8	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	385	4.2	4.2	77	279	4.4	3.0	79	267	5.1	2.9	92	214	4.5	2.3	82
ANOTHER WORLD N	6138	337	3.7	5.5	101	201	3.2	3.3	86	*175	3.3	2.9	91	*146	3.1	2.4	85
AS THE WORLD TURNS C	7707	325	3.6	4.2	78	150	2.4	1.9	51	111	2.1	1.4	46	*118	2.5	1.5	54
CAPITOL C	4688	236	2.6	5.0	93	*107	1.7	2.3	60	*93	1.8	2.0	63	*106	2.2	2.3	80
CBS MORN. NEWS 1 C	2792	117	1.3	4.2	77	127	2.0	4.5	120	*139	2.7	5.0	159	*72	1.5	2.6	92
CBS MORN. NEWS 2 C	2071	99	1.1	4.8	88	*89	1.4	4.3	113	*87	1.7	4.2	134	*64	1.4	3.1	110
DAYS OF OUR LIVES N	8018	480	5.3	6.0	111	263	4.1	3.3	87	258	4.9	3.2	103	173	3.7	2.2	77
FACTS OF LIFE - DAYTIME N	3487	213	2.3	6.1	113	*74	1.2	2.1	56	*92	1.8	2.6	84	*48	1.0	1.4	49
FAMILY FEUD A	4817	148	1.6	3.1	57	78	1.2	1.6	43	96	1.8	2.0	64	130	2.8	2.7	96
GENERAL HOSPITAL A	8333	441	4.9	5.3	98	304	4.8	3.6	96	210	4.0	2.5	81	222	4.7	2.7	95
GOOD MORNING, AMERICA-730 A	5472	270	3.0	4.9	91	173	2.7	3.2	83	92	1.8	1.7	54	199	4.2	3.6	129
GOOD MORNING, AMERICA-830 A	3965	225	2.5	5.7	105	140	2.2	3.5	93	125	2.4	3.2	101	102	2.2	2.6	91
GUIDING LIGHT C	7542	365	4.0	4.8	89	148	2.3	2.0	52	151	2.9	2.0	64	195	4.1	2.6	92
ONE LIFE TO LIVE A	6018	239	2.6	4.0	73	194	3.1	3.2	85	159	3.0	2.6	85	132	2.8	2.2	78
PRESS YOUR LUCK C	3589	147	1.6	4.1	76	*76	1.2	2.1	56	*43	0.8	1.2	38	*64	1.4	1.8	63
PRICE IS RIGHT 1 C	7418	296	3.3	4.0	74	190	3.0	2.6	68	203	3.9	2.7	88	127	2.7	1.7	61
PRICE IS RIGHT 2 C	8276	408	4.5	4.9	91	185	2.9	2.2	59	244	4.7	2.9	94	152	3.2	1.8	65
RYAN'S HOPE A	4358	219	2.4	5.0	93	143	2.3	3.3	87	108	2.1	2.5	79	132	2.8	3.0	108
SALE OF THE CENTURY N	3749	175	1.9	4.7	86	*89	1.4	2.4	63	*87	1.7	2.3	74	*102	2.2	2.7	97
SEARCH FOR TOMORROW N	2884	*229	2.5	7.9	147	**74	1.2	2.6	68	**81	1.5	2.8	90	**134	2.8	4.6	165
TODAY SHOW 1 N	4869	329	3.6	6.8	125	269	4.2	5.5	146	229	4.4	4.7	150	182	3.9	3.7	133
TODAY SHOW 2 N	4135	174	1.9	4.2	78	149	2.3	3.6	95	*194	3.7	4.7	150	*107	2.3	2.6	92
$25,000 PYRAMID C	4361	208	2.3	4.8	88	125	2.0	2.9	76	*81	1.5	1.9	59	116	2.5	2.7	95
WHEEL OF FORTUNE N	6187	335	3.7	5.4	100	217	3.4	3.5	93	144	2.7	2.3	74	*114	2.4	1.8	66
YOUNG AND THE RESTLESS C	8186	371	4.1	4.5	84	146	2.3	1.8	47	161	3.1	2.0	63	80	1.7	1.0	35
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	270	3.0	5.7	105	186	2.9	3.9	104	207	3.9	4.4	140	182	3.9	3.9	137
NBA PLAYOFF GAME -1 C	5127	247	2.7	4.8	89	174	2.7	3.4	90	163	3.1	3.2	102	157	3.3	3.1	109
NBC MAJOR LEAGUE PRE-GAME N	3945	**120	1.3	3.0	56	**114	1.8	2.9	76	**128	2.4	3.2	104	**75	1.6	1.9	68
SPORTSWORLD - SUN N	3370	157	1.7	4.7	86	*103	1.6	3.1	81	*95	1.8	2.8	90	**72	1.5	2.1	76
SUNDAY MORNING C	4200	*148	1.6	3.5	65	289	4.5	6.9	182	*274	5.2	6.5	209	*101	2.1	2.4	85

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHAMPAGNE, COLD DUCK & SPARKLING WINES: BRANDS
(ADULTS)

		TOTAL	MARTINI & ROSSI ASTI				PAUL MASSON				TAYLOR CALIFORNIA CELLARS				TAYLOR NEW YORK STATE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	9081	100.0	5.4	100	6355	100.0	3.8	100	5242	100.0	3.1	100	4718	100.0	2.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2453	27.0	4.7	87	1633	25.7	3.1	82	1488	28.4	2.8	91	1370	29.0	2.6	93
NETWORK AFFILIATES - LATE		39164	2357	26.0	6.0	111	1287	20.3	3.3	87	1167	22.3	3.0	95	1054	22.3	2.7	96
INDEPENDENTS - LATE		5133	259	2.9	5.0	93	186	2.9	3.6	96	192	3.7	3.7	120	228	4.8	4.4	158
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1150	12.7	5.0	93	689	10.8	3.0	80	583	11.1	2.6	82	605	12.8	2.7	94
ABC MONDAY NIGHT MOVIE	A	11258	578	6.4	5.1	95	409	6.4	3.6	96	331	6.3	2.9	94	376	8.0	3.3	119
ABC SUNDAY NIGHT MOVIE	A	23600	1269	14.0	5.4	99	857	13.5	3.6	96	743	14.2	3.1	101	714	15.1	3.0	108
ABC WORLD NEWS TONIGHT	A	12801	610	6.7	4.8	88	335	5.3	2.6	69	347	6.6	2.7	87	321	6.8	2.5	89
AFTERMASH	C	10966	527	5.8	4.8	89	518	8.2	4.7	125	*335	6.4	3.1	98	*242	5.1	2.2	78
ALICE	C	17050	935	10.3	5.5	101	613	9.6	3.6	95	377	7.2	2.2	71	537	11.4	3.1	112
AMERICAN PARADE	C	11998	563	6.2	4.7	87	487	7.7	4.1	107	338	6.4	2.8	90	280	5.9	2.3	83
BENSON	A	19258	1017	11.2	5.3	98	661	10.4	3.4	91	424	8.1	2.2	70	503	10.7	2.6	93
BLUE THUNDER	A	11478	552	6.1	4.8	89	331	5.2	2.9	76	278	5.3	2.4	77	319	6.8	2.8	99
CAGNEY & LACEY	C	18263	856	9.4	4.7	87	692	10.9	3.8	100	445	8.5	2.4	78	492	10.4	2.7	96
CBS EVENING NEWS-DEAN	C	7733	336	3.7	4.3	80	*256	4.0	3.3	87	327	6.2	4.2	135	*186	3.9	2.4	86
CBS EVENING NEWS-RATHER	C	15653	655	7.2	4.2	77	526	8.3	3.4	89	367	7.0	2.3	75	485	10.3	3.1	110
CBS SAT. NEWS-SCHIEFFER	C	8744	360	4.0	4.1	76	192	3.0	2.2	58	240	4.6	2.7	88	202	4.3	2.3	82
CBS SATURDAY NIGHT MOVIE	C	12000	717	7.9	6.0	110	521	8.2	4.3	115	414	7.9	3.4	110	355	7.5	3.0	105
CBS WEDNESDAY NIGHT MOVIE	C	11522	536	5.9	4.7	86	357	5.6	3.1	82	315	6.0	2.7	87	290	6.1	2.5	89
CHEERS	N	16818	1038	11.4	6.2	114	725	11.4	4.3	114	487	9.3	2.9	93	388	8.2	2.3	82
DALLAS	C	37510	2170	23.9	5.8	107	1297	20.4	3.5	91	1016	19.4	2.7	87	765	16.2	2.0	73
DIFF'RENT STROKES	N	11258	504	5.6	4.5	83	328	5.2	2.9	77	394	7.5	3.5	112	*189	4.0	1.7	60
DOUBLE TROUBLE	N	12248	695	7.7	5.7	105	538	8.5	4.4	116	369	7.0	3.0	96	212	4.5	1.7	62
DUCK FACTORY	N	11100	596	6.6	5.4	99	450	7.1	4.1	107	375	7.2	3.4	108	289	6.1	2.6	93
DUKES OF HAZZARD	C	12353	558	6.1	4.5	83	384	6.0	3.1	82	390	7.4	3.2	101	238	5.0	1.9	68
DYNASTY	A	33279	1838	20.2	5.5	102	1221	19.2	3.7	97	903	17.2	2.7	87	976	20.7	2.9	104
FACTS OF LIFE	N	13410	764	8.4	5.7	105	554	8.7	4.1	109	396	7.6	3.0	94	216	4.6	1.6	57
FALCON CREST	C	31093	1962	21.6	6.3	117	975	15.3	3.1	83	829	15.8	2.7	85	797	16.9	2.6	91
FALL GUY	A	18649	995	11.0	5.3	99	738	11.6	4.0	104	513	9.8	2.8	88	523	11.1	2.8	100
FAMILY TIES	N	13101	608	6.7	4.6	86	506	8.0	3.9	102	330	6.3	2.5	81	247	5.2	1.9	67
FANTASY ISLAND	A	13069	652	7.2	5.0	92	407	6.4	3.1	82	292	5.6	2.2	71	329	7.0	2.5	89
FOULUPS,BLEEPS & BLUNDERS	A	16588	898	9.9	5.4	100	567	8.9	3.4	90	427	8.1	2.6	82	457	9.7	2.8	98
FOUR SEASONS	C	9302	430	4.7	4.6	85	*401	6.3	4.3	114	**220	4.2	2.4	76	*253	5.4	2.7	97
GIMME A BREAK	N	13955	693	7.6	5.0	92	580	9.1	4.2	110	310	5.9	2.2	71	229	4.9	1.6	58
HART TO HART	A	15735	802	8.8	5.1	94	575	9.0	3.7	96	421	8.0	2.7	86	387	8.2	2.5	87
HILL STREET BLUES	N	18257	1165	12.8	6.4	118	669	10.5	3.7	97	563	10.7	3.1	99	463	9.8	2.5	90
HOTEL	A	24236	1360	15.0	5.6	104	795	12.5	3.3	87	518	9.9	2.1	68	552	11.7	2.3	81
JEFFERSONS	C	17010	929	10.2	5.5	101	588	9.3	3.5	91	400	7.6	2.4	75	494	10.5	2.9	103
JENNIFER SLEPT HERE	N	9397	449	4.9	4.8	88	222	3.5	2.4	62	301	5.7	3.2	102	*153	3.2	1.6	58
KATE & ALLIE	C	16762	902	9.9	5.4	99	670	10.5	4.0	105	413	7.9	2.5	79	502	10.6	3.0	106
KNIGHT RIDER	N	13164	911	10.0	6.9	128	475	7.5	3.6	95	392	7.5	3.0	95	452	9.6	3.4	122
LOVE BOAT	A	20400	954	10.5	4.7	86	572	9.0	2.8	74	577	11.0	2.8	91	547	11.6	2.7	95
MAGNUM PI	C	22543	1362	15.0	6.0	112	761	12.0	3.4	89	682	13.0	3.0	97	582	12.3	2.6	92
MAMA'S FAMILY	N	9852	513	5.6	5.2	96	423	6.7	4.3	113	328	6.3	3.3	107	216	4.6	2.2	78
MASTER, THE	N	8082	438	4.8	5.4	100	297	4.7	3.7	97	274	5.2	3.4	108	*173	3.7	2.1	76
MATT HOUSTON	A	12881	699	7.7	5.4	100	443	7.0	3.4	91	357	6.8	2.8	89	503	10.7	3.9	139
NBC MONDAY NIGHT MOVIE	N	23889	1540	17.0	6.4	119	992	15.6	4.2	110	939	17.9	3.9	126	668	14.2	2.8	99
NBC NIGHTLY NEWS	N	11156	591	6.5	5.3	98	446	7.0	4.0	106	400	7.6	3.6	115	296	6.3	2.7	94
NBC NIGHTLY NEWS-SAT	N	7363	312	3.4	4.2	78	285	4.5	3.9	102	*255	4.9	3.5	111	*170	3.6	2.3	82
NBC NIGHTLY NEWS-SUN	N	6214	294	3.2	4.7	87	*211	3.3	3.4	90	*153	2.9	2.5	79	*139	2.9	2.2	80
NBC SUNDAY NIGHT MOVIE	N	17590	1231	13.6	7.0	129	619	9.7	3.5	93	464	8.9	2.6	84	452	9.6	2.6	91
NEWHART	C	16740	800	8.8	4.8	88	595	9.4	3.6	94	426	8.1	2.5	81	465	9.9	2.8	99
ONE DAY AT A TIME	C	11820	625	6.9	5.3	98	432	6.8	3.7	96	319	6.1	2.7	86	272	5.8	2.3	82
PEOPLE ARE FUNNY	N	9138	450	5.0	4.9	91	412	6.5	4.5	119	*295	5.6	3.2	103	227	4.8	2.5	88
REAL PEOPLE	N	15979	796	8.8	5.0	92	554	8.7	3.5	92	410	7.8	2.6	82	249	5.3	1.6	55
REMINGTON STEELE	N	14395	845	9.3	5.9	108	441	6.9	3.1	81	422	8.1	2.9	94	397	8.4	2.8	98
RIPLEY'S BELIEVE IT - NOT	A	11362	692	7.6	6.1	112	367	5.8	3.2	85	370	7.1	3.3	104	272	5.8	2.4	85
RIPTIDE	N	13920	652	7.2	4.7	87	448	7.0	3.2	85	371	7.1	2.7	85	432	9.2	3.1	110
SCARECROW & MRS. KING	C	17571	966	10.6	5.5	102	605	9.5	3.4	91	456	8.7	2.6	83	492	10.4	2.8	100
SIMON & SIMON	C	20208	1168	12.9	5.8	107	595	9.4	2.9	78	692	13.2	3.4	110	557	11.8	2.8	98
60 MINUTES	C	27668	1350	14.9	4.9	90	1042	16.4	3.8	99	741	14.1	2.7	86	777	16.5	2.8	100
ST. ELSEWHERE	N	13699	822	9.1	6.0	111	622	9.8	4.5	120	556	10.6	4.1	130	425	9.0	3.1	110
THREE'S COMPANY	A	20632	1287	14.2	6.2	115	839	13.2	4.1	107	576	11.0	2.8	89	556	11.8	2.7	96
T.J. HOOKER	A	17136	839	9.2	4.9	90	554	8.7	3.2	85	462	8.8	2.7	86	570	12.1	3.3	118
TONIGHT SHOW	N	4963	332	3.7	6.7	124	188	3.0	3.8	100	154	2.9	3.1	99	162	3.4	3.3	116
TRAPPER JOHN, M.D.	C	16332	805	8.9	4.9	91	542	8.5	3.3	88	361	6.9	2.2	71	497	10.5	3.0	108
TV BLOOPERS & PRAC. JOKES	N	18881	960	10.6	5.1	94	885	13.9	4.7	124	575	11.0	3.0	97	415	8.8	2.2	78
20/20	A	18315	921	10.1	5.0	93	536	8.4	2.9	77	547	10.4	3.0	96	640	13.6	3.5	124
WEBSTER	A	18722	1057	11.6	5.6	104	614	9.7	3.3	87	367	7.0	2.0	63	503	10.7	2.7	96
WORLD NEWS - SUN	A	5327	235	2.6	4.4	81	*131	2.1	2.5	65	*213	4.1	4.0	128	*164	3.5	3.1	109
YELLOW ROSE	N	8370	401	4.4	4.8	88	291	4.6	3.5	92	249	4.8	3.0	95	225	4.8	2.7	96
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1498	16.5	5.8	107	968	15.2	3.7	99	839	16.0	3.2	104	843	17.9	3.3	116
BASKETBALL - COLLEGE GAMES		14468	728	8.0	5.0	93	687	10.8	4.7	125	559	10.7	3.9	124	476	10.1	3.3	117
BASKETBALL - PRO GAMES		12124	834	9.2	6.9	127	713	11.2	5.9	155	*384	7.3	3.2	101	*266	5.6	2.2	78
BOWLING		9412	493	5.4	5.2	97	*329	5.2	3.5	92	*204	3.9	2.2	69	*256	5.4	2.7	97
BOXING		15409	664	7.3	4.3	80	541	8.5	3.5	93	657	12.5	4.3	136	*376	8.0	2.4	87
FOOTBALL - COLLEGE GAMES		21400	1245	13.7	5.8	107	1165	18.3	5.4	144	772	14.7	3.6	115	672	14.2	3.1	112
FOOTBALL - PRO GAMES		35944	2165	23.8	6.0	111	1866	29.4	5.2	137	1553	29.6	4.3	138	1278	27.1	3.6	126
GOLF		9759	693	7.6	7.1	131	576	9.1	5.9	156	*512	9.8	5.2	168	555	11.8	5.7	202
POST-SEASON COLL. FOOTBALL		18123	1132	12.5	6.2	115	971	15.3	5.4	141	826	15.8	4.6	146	681	14.4	3.8	134
POST-SEASON PRO FOOTBALL		22091	1486	16.4	6.7	124	1254	19.7	5.7	150	953	18.2	4.3	138	911	19.3	4.1	147
TENNIS		6764	*469	5.2	6.9	128	*381	6.0	5.6	149	*396	7.6	5.9	187	*325	6.9	4.8	171
WRESTLING - PROFESSIONAL		9695	509	5.6	5.3	97	*413	6.5	4.3	112	*388	7.4	4.0	128	**183	3.9	1.9	67

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DOMESTIC DINNER/TABLE WINES
(EXCLUDING REDUCED CALORIE/'LIGHT' WINE AND VERMOUTH)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-18

1A. DO YOU YOURSELF DRINK THEM?

	'000	%	UNWEIGHTED
YES	50609	30.2	6192
NO	117118	69.8	12918

IF YOU DO

1B. WHAT KINDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
RED	25042	14.9	5697	3.4	11072	6.6	8273	4.9	3014
ROSE	23196	13.8	5877	3.5	9174	5.5	8146	4.9	2779
WHITE	35793	21.3	12265	7.3	16818	10.0	6709	4.0	4346
DO NOT KNOW	1025	.6							141

1C. WHO DECIDES WHICH BRANDS OF DOMESTIC DINNER/TABLE WINES YOU DRINK? (MARK AS MANY AS APPLY)

	'000	%	UNWEIGHTED
YOURSELF	37554	22.4	4598
YOUR HUSBAND/WIFE	16258	9.7	1926
LIQUOR DEALER	1656	1.0	221
OTHER MALE	3685	2.2	432
OTHER FEMALE	3372	2.0	358
DO NOT KNOW	3040	1.8	396

1D. WHICH BRANDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
ALMADEN	13727	8.2	1669	1.0	7722	4.6	4336	2.6	1624
BEAULIEU	1364	.8	55	*	763	.5	545	.3	140
BERINGER	1502	.9	19	*	676	.4	807	.5	196
BROOKSIDE	810	.5	40	*	446	.3	324	.2	105
CARLO ROSSI	7475	4.5	936	.6	4238	2.5	2300	1.4	885
CHARLES KRUG/CK	1664	1.0	25	*	818	.5	821	.5	217
CHRISTIAN BROTHERS	6416	3.8	535	.3	3431	2.0	2450	1.5	760
COLONY	3221	1.9	256	.2	1587	.9	1378	.8	353
CRESTA BLANCA	651	.4	20	*	455	.3	175	.1	94
DON OPICI	433	.3	52	*	320	.2	62	*	69
FETZER	970	.6	20	*	548	.3	402	.2	121
FRANZIA BROTHERS	793	.5	63	*	509	.3	222	.1	106
GEYSER PEAK	1212	.7	10	*	723	.4	479	.3	135
GALLO	15897	9.5	2289	1.4	10000	6.0	3608	2.2	1948
GOLD SEAL	796	.5	110	.1	414	.2	273	.2	112
GREAT WESTERN	1346	.8	50	*	803	.5	493	.3	201
HENRI MARCHANT	511	.3			351	.2	161	.1	75
INGLENOOK	8574	5.1	559	.3	4466	2.7	3549	2.1	1051
ITALIAN SWISS COLONY	2604	1.6	145	.1	1368	.8	1091	.7	300
JACARE	742	.4	99	.1	497	.3	146	.1	86
LEJON	411	.2	5	*	240	.1	165	.1	54
LOS HERMANOS	1106	.7	77	*	519	.3	510	.3	126
LOUIS MARTINI	1383	.8	7	*	685	.4	691	.4	161
MANISCHEWITZ	3973	2.4	769	.5	2192	1.3	1012	.6	513
MIRASSOU	1315	.8	25	*	751	.4	539	.3	140
MOGEN DAVID	4862	2.9	948	.6	2531	1.5	1382	.8	582
PAUL MASSON	13275	7.9	1085	.6	7534	4.5	4656	2.8	1563
PETRI	660	.4	113	.1	336	.2	212	.1	79
RED MOUNTAIN	515	.3	31	*	311	.2	174	.1	59
ROBERT MONDAVI	2609	1.6	94	.1	1475	.9	1040	.6	357
SEBASTIANI	3240	1.9	76	*	1770	1.1	1395	.8	393
SIMI	671	.4			358	.2	314	.2	82
SONOMA VINEYARDS	839	.5	19	*	382	.2	439	.3	110
SOUVERAIN	746	.4			304	.2	442	.3	95
TAYLOR CALIFORNIA CELLARS	9551	5.7	793	.5	5244	3.1	3514	2.1	1138
TAYLOR LAKE COUNTRY	4646	2.8	388	.2	2707	1.6	1552	.9	581
OTHER TAYLOR	2767	1.6	291	.2	1309	.8	1167	.7	315
WENTE BROTHERS	1952	1.2	7	*	970	.6	976	.6	253
OTHER BRANDS	14882	8.9	4716	2.8	6211	3.7	3955	2.4	1791
DO NOT KNOW	589	.4							81

DOMESTIC DINNER/TABLE WINES
(EXCLUDING REDUCED CALORIE/'LIGHT' WINE AND VERMOUTH)
(CONTINUED)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-18

IF YOU DO

1E. ABOUT HOW MANY DRINKS OR GLASSES OF DOMESTIC DINNER/TABLE WINE DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
14 OR MORE	H	1184	.7	158
11 - 13	H	553	.3	78
8 - 10	H	1588	.9	174
7	H	1985	1.2	266
5 - 6	H	2746	1.6	338
3 - 4	H	7074	4.2	970
2	M	8078	4.8	1001
1	M	8145	4.9	963
NONE	L	19257	11.5	2244

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
14 OR MORE	5509	3.3	680
11 - 13	2215	1.3	285
8 - 10	3910	2.3	517
7	2656	1.6	329
5 - 6	4974	3.0	623
3 - 4	9353	5.6	1159
2	7532	4.5	916
1	5448	3.2	622
NONE	9012	5.4	1061

DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	50609	100.0	30.2	100	15130	100.0	9.0	100	16223	100.0	9.7	100	19257	100.0	11.5	100
MALES	79263	22879	45.2	28.9	96	7351	48.6	9.3	103	6995	43.1	8.8	91	8533	44.3	10.8	94
FEMALES	88464	27730	54.8	31.3	104	7779	51.4	8.8	97	9228	56.9	10.4	108	10724	55.7	12.1	106
18 - 24	28671	7527	14.9	26.3	87	2037	13.5	7.1	79	2495	15.4	8.7	90	2995	15.6	10.4	91
25 - 34	39536	13606	26.9	34.4	114	3263	21.6	8.3	91	4174	25.7	10.6	109	6169	32.0	15.6	136
35 - 44	28978	10046	19.9	34.7	115	3133	20.7	10.8	120	3277	20.2	11.3	117	3636	18.9	12.5	109
45 - 54	22345	7366	14.6	33.0	109	2369	15.7	10.6	118	2370	14.6	10.6	110	2628	13.6	11.8	102
55 - 64	22224	6466	12.8	29.1	96	2103	13.9	9.5	105	2272	14.0	10.2	106	2092	10.9	9.4	82
65 OR OLDER	25973	5598	11.1	21.6	71	2225	14.7	8.6	95	1636	10.1	6.3	65	1737	9.0	6.7	58
18 - 34	68207	21133	41.8	31.0	103	5300	35.0	7.8	86	6669	41.1	9.8	101	9164	47.6	13.4	117
18 - 49	108058	34738	68.6	32.1	107	9593	63.4	8.9	98	11066	68.2	10.2	106	14080	73.1	13.0	113
25 - 54	90859	31018	61.3	34.1	113	8765	57.9	9.6	107	9820	60.5	10.8	112	12433	64.6	13.7	119
35 - 49	39851	13605	26.9	34.1	113	4293	28.4	10.8	119	4396	27.1	11.0	114	4916	25.5	12.3	107
50 OR OLDER	59669	15871	31.4	26.6	88	5537	36.6	9.3	103	5157	31.8	8.6	89	5177	26.9	8.7	76
GRADUATED COLLEGE	28091	14396	28.4	51.2	170	4896	32.4	17.4	193	4768	29.4	17.0	175	4732	24.6	16.8	147
ATTENDED COLLEGE	28938	11488	22.7	39.7	132	3240	21.4	11.2	124	3581	22.1	12.4	128	4668	24.2	16.1	141
GRADUATED HIGH SCHOOL	65503	17721	35.0	27.1	90	4843	32.0	7.4	82	5556	34.2	8.5	88	7322	38.0	11.2	97
DID NOT GRADUATE HIGH SCHOOL	45195	7004	13.8	15.5	51	2151	14.2	4.8	53	2319	14.3	5.1	53	2534	13.2	5.6	49
EMPLOYED MALES	56429	17992	35.6	31.9	106	5640	37.3	10.0	111	5550	34.2	9.8	102	6802	35.3	12.1	105
EMPLOYED FEMALES	43971	16974	33.5	38.6	128	4806	31.8	10.9	121	5452	33.6	12.4	128	6716	34.9	15.3	133
EMPLOYED FULL-TIME	87773	30693	60.6	35.0	116	9347	61.8	10.6	118	9438	58.2	10.8	111	11908	61.8	13.6	118
EMPLOYED PART-TIME	12627	4274	8.4	33.8	112	1099	7.3	8.7	96	1564	9.6	12.4	128	1610	8.4	12.8	111
NOT EMPLOYED	67327	15643	30.9	23.2	77	4684	31.0	7.0	77	5221	32.2	7.8	80	5738	29.8	8.5	74
PROFESSIONAL/MANAGER	25845	12701	25.1	49.1	163	4371	28.9	16.9	187	3751	23.1	14.5	150	4579	23.8	17.7	154
TECH/CLERICAL/SALES	30895	11733	23.2	38.0	126	3053	20.2	9.9	110	3988	24.6	12.9	133	4691	24.4	15.2	132
PRECISION/CRAFT	12629	3262	6.4	25.8	86	1035	6.8	8.2	91	957	5.9	7.6	78	1270	6.6	10.1	88
OTHER EMPLOYED	31031	7271	14.4	23.4	78	1986	13.1	6.4	71	2307	14.2	7.4	77	2978	15.5	9.6	84
SINGLE	35557	10980	21.7	30.9	102	3239	21.4	9.1	101	3455	21.3	9.7	100	4286	22.3	12.1	105
MARRIED	103585	31953	63.1	30.8	102	9413	62.2	9.1	101	10210	62.9	9.9	102	12330	64.0	11.9	104
DIVORCED/SEPARATED/WIDOWED	28585	7677	15.2	26.9	89	2478	16.4	8.7	96	2558	15.8	8.9	93	2641	13.7	9.2	80
PARENTS	59295	18157	35.9	30.6	101	4526	29.9	7.6	85	6334	39.0	10.7	110	7297	37.9	12.3	107
WHITE	146081	46190	91.3	31.6	105	13609	89.9	9.3	103	14788	91.2	10.1	105	17793	92.4	12.2	106
BLACK	17974	3538	7.0	19.7	65	1147	7.6	6.4	71	1237	7.6	6.9	71	1154	6.0	6.4	56
OTHER	3672	881	1.7	24.0	80	*373	2.5	10.2	113	**198	1.2	5.4	56	**310	1.6	8.4	74
NORTHEAST-CENSUS	37005	13508	26.7	36.5	121	4108	27.2	11.1	123	4694	28.9	12.7	131	4705	24.4	12.7	111
NORTH CENTRAL	42642	12427	24.6	29.1	97	2738	18.1	6.4	71	4049	25.0	9.5	98	5640	29.3	13.2	115
SOUTH	56777	11459	22.6	20.2	67	3628	24.0	6.4	71	3438	21.2	6.1	63	4393	22.8	7.7	67
WEST	31303	13215	26.1	42.2	140	4656	30.8	14.9	165	4041	24.9	12.9	133	4518	23.5	14.4	126
NORTHEAST-MKTG.	38125	14130	27.9	37.1	123	4716	31.2	12.4	137	4793	29.5	12.6	130	4621	24.0	12.1	106
EAST CENTRAL	24794	6223	12.3	25.1	83	1485	9.8	6.0	66	1989	12.3	8.0	83	2749	14.3	11.1	97
WEST CENTRAL	28511	9238	18.3	32.4	107	2089	13.8	7.3	81	2847	17.5	10.0	103	4302	22.3	15.1	131
SOUTH	48953	9242	18.3	18.9	63	2660	17.6	5.4	60	2883	17.8	5.9	61	3699	19.2	7.6	66
PACIFIC	27344	11777	23.3	43.1	143	4180	27.6	15.3	169	3710	22.9	13.6	140	3887	20.2	14.2	124
COUNTY SIZE A	69301	25416	50.2	36.7	122	8578	56.7	12.4	137	8085	49.8	11.7	121	8754	45.5	12.6	110
COUNTY SIZE B	50633	14753	29.2	29.1	97	3905	25.8	7.7	85	4845	29.9	9.6	99	6003	31.2	11.9	103
COUNTY SIZE C	26259	6906	13.6	26.3	87	1780	11.8	6.8	75	2284	14.1	8.7	90	2842	14.8	10.8	94
COUNTY SIZE D	21534	3534	7.0	16.4	54	868	5.7	4.0	45	1009	6.2	4.7	48	1658	8.6	7.7	67
METRO CENTRAL CITY	50014	16957	33.5	33.9	112	5575	36.8	11.1	124	5377	33.1	10.8	111	6005	31.2	12.0	105
METRO SUBURBAN	76832	25409	50.2	33.1	110	7311	48.3	9.5	105	8426	51.9	11.0	113	9672	50.2	12.6	110
NON METRO	40881	8243	16.3	20.2	67	2244	14.8	5.5	61	2420	14.9	5.9	61	3580	18.6	8.8	76
TOP 5 ADI'S	39550	15463	30.6	39.1	130	5318	35.1	13.4	149	5089	31.4	12.9	133	5056	26.3	12.8	111
TOP 10 ADI'S	54877	20142	39.8	36.7	122	7150	47.3	13.0	144	6624	40.8	12.1	125	6368	33.1	11.6	101
TOP 20 ADI'S	77516	27776	54.9	35.8	119	9410	62.2	12.1	135	8889	54.8	11.5	119	9477	49.2	12.2	106
HSHLD INC. $50,000 OR MORE	17257	8082	16.0	46.8	155	2600	17.2	15.1	167	2772	17.1	16.1	166	2711	14.1	15.7	137
$40,000 OR MORE	33235	14658	29.0	44.1	146	4891	32.3	14.7	163	4901	30.2	14.7	152	4867	25.3	14.6	128
$30,000 OR MORE	59693	25077	49.6	42.0	139	7939	52.5	13.3	147	8057	49.7	13.5	140	9080	47.2	15.2	132
$25,000 OR MORE	76275	31220	61.7	40.9	136	9756	64.5	12.8	142	9977	61.5	13.1	135	11486	59.6	15.1	131
$20,000 - $24,999	18607	5090	10.1	27.4	91	1340	8.9	7.2	80	1688	10.4	9.1	94	2062	10.7	11.1	97
$15,000 - $19,999	17175	4528	8.9	26.4	87	1162	7.7	6.8	75	1631	10.1	9.5	98	1735	9.0	10.1	88
$10,000 - $14,999	24569	5073	10.0	20.6	68	1381	9.1	5.6	62	1417	8.7	5.8	60	2275	11.8	9.3	81
UNDER $10,000	31101	4698	9.3	15.1	50	1491	9.9	4.8	53	1510	9.3	4.9	50	1697	8.8	5.5	48
HOUSEHOLD OF 1 PERSON	19441	5749	11.4	29.6	98	2063	13.6	10.6	118	1759	10.8	9.0	94	1927	10.0	9.9	86
2 PEOPLE	51803	16496	32.6	31.8	106	5209	34.4	10.1	111	4772	29.4	9.2	95	6515	33.8	12.6	110
3 OR 4 PEOPLE	66933	20636	40.8	30.8	102	5985	39.6	8.9	99	7003	43.2	10.5	108	7649	39.7	11.4	100
5 OR MORE PEOPLE	29550	7728	15.3	26.2	87	1874	12.4	6.3	70	2689	16.6	9.1	94	3166	16.4	10.7	93
NO CHILD IN HSHLD	96587	29551	58.4	30.6	101	9826	64.9	10.2	113	8959	55.2	9.3	96	10766	55.9	11.1	97
CHILD(REN) UNDER 2 YRS	10844	2871	5.7	26.5	88	544	3.6	5.0	56	944	5.8	8.7	90	1383	7.2	12.8	111
2 - 5 YEARS	26358	7186	14.2	27.3	90	1630	10.8	6.2	69	2134	13.2	8.1	84	3422	17.8	13.0	113
6 - 11 YEARS	30453	8837	17.5	29.0	96	2388	15.8	7.8	87	3091	19.1	10.2	105	3358	17.4	11.0	96
12 - 17 YEARS	36575	10943	21.6	29.9	99	2774	18.3	7.6	84	4116	25.4	11.3	116	4053	21.0	11.1	97
RESIDENCE OWNED	117770	36453	72.0	31.0	103	10786	71.3	9.2	102	11791	72.7	10.0	104	13876	72.1	11.8	103
VALUE: $50,000 OR MORE	70166	27470	54.3	39.2	130	8807	58.2	12.6	139	8835	54.5	12.6	130	9828	51.0	14.0	122
VALUE: UNDER $50,000	47604	8983	17.7	18.9	63	1979	13.1	4.2	46	2956	18.2	6.2	64	4047	21.0	8.5	74

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE - TWO A '000	MEDIUM USERS ONE - TWO B % DOWN	MEDIUM USERS ONE - TWO C % ACROSS	MEDIUM USERS ONE - TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS		167727	50609	100.0	30.2	100	15130	100.0	9.0	100	16223	100.0	9.7	100	19257	100.0	11.5	100
MAGAZINES	QUINTILE 1	34022	14076	27.8	41.4	137	3988	26.4	11.7	130	4990	30.8	14.7	152	5098	26.5	15.0	131
	QUINTILE 2	34800	12249	24.2	35.2	117	3858	25.5	11.1	123	4017	24.8	11.5	119	4375	22.7	12.6	109
	QUINTILE 3	30514	9293	18.4	30.5	101	2765	18.3	9.1	100	2799	17.3	9.2	95	3730	19.4	12.2	106
	QUINTILE 4	33324	8499	16.8	25.5	85	2472	16.3	7.4	82	2370	14.6	7.1	74	3658	19.0	11.0	96
	QUINTILE 5	35066	6492	12.8	18.5	61	2048	13.5	5.8	65	2047	12.6	5.8	60	2397	12.4	6.8	60
NEWSPAPERS	QUINTILE 1	29107	12017	23.7	41.3	137	3851	25.5	13.2	147	4218	26.0	14.5	150	3948	20.5	13.6	118
	QUINTILE 2	49095	16240	32.1	33.1	110	4747	31.4	9.7	107	5399	33.3	11.0	114	6094	31.6	12.4	108
	QUINTILE 3	23107	7417	14.7	32.1	106	2174	14.4	9.4	104	2105	13.0	9.1	94	3138	16.3	13.6	118
	QUINTILE 4	33556	8928	17.6	26.6	88	2537	16.8	7.6	84	2634	16.2	7.8	81	3757	19.5	11.2	98
	QUINTILE 5	32863	6009	11.9	18.3	61	1822	12.0	5.5	61	1868	11.5	5.7	59	2319	12.0	7.1	61
OUTDOOR	QUINTILE 1	33431	11754	23.2	35.2	117	3297	21.8	9.9	109	3663	22.6	11.0	113	4794	24.9	14.3	125
	QUINTILE 2	33478	10708	21.2	32.0	106	3224	21.3	9.6	107	3340	20.6	10.0	103	4144	21.5	12.4	108
	QUINTILE 3	33574	10598	20.9	31.6	105	3132	20.7	9.3	103	3513	21.7	10.5	108	3954	20.5	11.8	103
	QUINTILE 4	33935	9592	19.0	28.3	94	2965	19.6	8.7	97	3070	18.9	9.0	94	3557	18.5	10.5	91
	QUINTILE 5	33310	7958	15.7	23.9	79	2513	16.6	7.5	84	2638	16.3	7.9	82	2807	14.6	8.4	73
RADIO-DRIVE TIME	QUINTILE 1	33136	9928	19.6	30.0	99	2854	18.9	8.6	95	3153	19.4	9.5	98	3920	20.4	11.8	103
	QUINTILE 2	31658	9767	19.3	30.9	102	2792	18.5	8.8	98	3198	19.7	10.1	104	3777	19.6	11.9	104
	QUINTILE 3	32541	10442	20.6	32.1	106	3425	22.6	10.5	117	3159	19.5	9.7	100	3858	20.0	11.9	103
	QUINTILE 4	34247	11309	22.3	33.0	109	3100	20.5	9.1	100	3604	22.2	10.5	109	4605	23.9	13.4	117
	QUINTILE 5	36144	9163	18.1	25.4	84	2958	19.6	8.2	91	3108	19.2	8.6	89	3097	16.1	8.6	75
RADIO-MID-DAY	TERCILE 1	45037	13100	25.9	29.1	96	3647	24.1	8.1	90	4127	25.4	9.2	95	5325	27.7	11.8	103
	TERCILE 2	44819	13559	26.8	30.3	100	4383	29.0	9.8	108	4124	25.4	9.2	95	5052	26.2	11.3	98
	TERCILE 3	77872	23950	47.3	30.8	102	7100	46.9	9.1	101	7972	49.1	10.2	106	8879	46.1	11.4	99
RADIO-TOTAL	QUINTILE 1	33763	10005	19.8	29.6	98	2738	18.1	8.1	90	3201	19.7	9.5	98	4066	21.1	12.0	105
	QUINTILE 2	33240	9720	19.2	29.2	97	2692	17.8	8.1	90	2981	18.4	9.0	93	4047	21.0	12.2	106
	QUINTILE 3	33408	11567	22.9	34.6	115	3813	25.2	11.4	127	3782	23.3	11.3	117	3973	20.6	11.9	104
	QUINTILE 4	34792	11118	22.0	32.0	106	3346	22.1	9.6	107	3513	21.7	10.1	104	4260	22.1	12.2	107
	QUINTILE 5	32524	8199	16.2	25.2	84	2542	16.8	7.8	87	2746	16.9	8.4	87	2911	15.1	9.0	78
TV-PRIME TIME	QUINTILE 1	33090	9549	18.9	28.9	96	2943	19.5	8.9	99	3126	19.3	9.4	98	3479	18.1	10.5	92
	QUINTILE 2	33357	10303	20.4	30.9	102	3029	20.0	9.1	101	3486	21.5	10.5	108	3789	19.7	11.4	99
	QUINTILE 3	33980	10600	20.9	31.2	103	3020	20.0	8.9	99	3287	20.3	9.7	100	4293	22.3	12.6	110
	QUINTILE 4	33854	10691	21.1	31.6	105	3111	20.6	9.2	102	3441	21.2	10.2	105	4138	21.5	12.2	106
	QUINTILE 5	33444	9467	18.7	28.3	94	3027	20.0	9.1	100	2882	17.8	8.6	89	3558	18.5	10.6	93
TV-DAYTIME	TERCILE 1	49121	12576	24.8	25.6	85	3556	23.5	7.2	80	4038	24.9	8.2	85	4982	25.9	10.1	88
	TERCILE 2	48823	14486	28.6	29.7	98	4327	28.6	8.9	98	4855	29.9	9.9	103	5305	27.5	10.9	95
	TERCILE 3	69782	23547	46.5	33.7	112	7247	47.9	10.4	115	7330	45.2	10.5	109	8970	46.6	12.9	112
TV-TOTAL	QUINTILE 1	33584	8909	17.6	26.5	88	2494	16.5	7.4	82	3035	18.7	9.0	93	3381	17.6	10.1	88
	QUINTILE 2	33441	9638	19.0	28.8	96	3062	20.2	9.2	102	3159	19.5	9.4	98	3417	17.7	10.2	89
	QUINTILE 3	33505	10694	21.1	31.9	106	3303	21.8	9.9	109	3304	20.4	9.9	102	4087	21.2	12.2	106
	QUINTILE 4	33466	10594	20.9	31.7	105	2896	19.1	8.7	96	3418	21.1	10.2	106	4279	22.2	12.8	111
	QUINTILE 5	33731	10774	21.3	31.9	106	3375	22.3	10.0	111	3308	20.4	9.8	101	4092	21.2	12.1	106
MAGAZINES-NEWSPAPERS: DUAL		44503	18181	35.9	40.9	135	5435	35.9	12.2	135	6217	38.3	14.0	144	6530	33.9	14.7	128
MAGAZINE IMPERATIVE		39363	12164	24.0	30.9	102	3487	23.0	8.9	98	3876	23.9	9.8	102	4801	24.9	12.2	106
NEWSPAPER IMPERATIVE		46441	13595	26.9	29.3	97	4160	27.5	9.0	99	4362	26.9	9.4	97	5073	26.3	10.9	95
MAGAZINES-OUTDOOR: DUAL		33726	13233	26.1	39.2	130	3800	25.1	11.3	125	4244	26.2	12.6	130	5190	27.0	15.4	134
MAGAZINE IMPERATIVE		52846	18193	35.9	34.4	114	5664	37.4	10.7	119	6199	38.2	11.7	121	6331	32.9	12.0	104
OUTDOOR IMPERATIVE		52140	13776	27.2	26.4	88	4162	27.5	8.0	88	4103	25.3	7.9	81	5511	28.6	10.6	92
MAGAZINES-RADIO: DUAL		37081	13409	26.5	36.2	120	3920	25.9	10.6	117	4420	27.2	11.9	123	5070	26.3	13.7	119
MAGAZINE IMPERATIVE		49747	18640	36.8	37.5	124	5827	38.5	11.7	130	6326	39.0	12.7	131	6487	33.7	13.0	114
RADIO IMPERATIVE		49208	12289	24.3	25.0	83	3436	22.7	7.0	77	3559	21.9	7.2	75	5293	27.5	10.8	94
MAGAZINES-TELEVISION: DUAL		33103	11768	23.3	35.5	118	3627	24.0	11.0	121	3851	23.7	11.6	120	4290	22.3	13.0	113
MAGAZINE IMPERATIVE		54575	20602	40.7	37.7	125	6074	40.1	11.1	123	6804	41.9	12.5	129	7724	40.1	14.2	123
TELEVISION IMPERATIVE		53249	12015	23.7	22.6	75	3589	23.7	6.7	75	3708	22.9	7.0	72	4718	24.5	8.9	77
NEWSPAPERS-OUTDOOR: DUAL		36255	13552	26.8	37.4	124	4078	27.0	11.2	125	4301	26.5	11.9	123	5174	26.9	14.3	124
NEWSPAPER IMPERATIVE		55591	18636	36.8	33.5	111	5739	37.9	10.3	114	6311	38.9	11.4	117	6586	34.2	11.8	103
OUTDOOR IMPERATIVE		48319	13257	26.2	27.4	91	3805	25.1	7.9	87	3975	24.5	8.2	85	5478	28.4	11.3	99
NEWSPAPERS-RADIO: DUAL		37242	12890	25.5	34.6	115	3943	26.1	10.6	117	4156	25.6	11.2	115	4791	24.9	12.9	112
NEWSPAPER IMPERATIVE		54423	20010	39.5	36.8	122	6164	40.7	11.3	126	6829	42.1	12.5	130	7017	36.4	12.9	112
RADIO IMPERATIVE		46650	11855	23.4	25.4	84	3174	21.0	6.8	75	3563	22.0	7.6	79	5118	26.6	11.0	96
NEWSPAPERS-TELEVISION: DUAL		35974	11959	23.6	33.2	110	3710	24.5	10.3	114	4010	24.7	11.1	115	4240	22.0	11.8	103
NEWSPAPER IMPERATIVE		56095	21192	41.9	37.8	125	6233	41.2	11.1	123	7006	43.2	12.5	129	7953	41.3	14.2	123
TELEVISION IMPERATIVE		47170	11074	21.9	23.5	78	3320	21.9	7.0	78	3301	20.3	7.0	72	4453	23.1	9.4	82
OUTDOOR-RADIO: DUAL		33748	10934	21.6	32.4	107	2917	19.3	8.6	96	3519	21.7	10.4	108	4499	23.4	13.3	116
OUTDOOR IMPERATIVE		52785	17558	34.7	33.3	110	5433	35.9	10.3	114	5604	34.5	10.6	110	6522	33.9	12.4	108
RADIO IMPERATIVE		52882	15214	30.1	28.8	95	4665	30.8	8.8	98	4798	29.6	9.1	94	5751	29.9	10.9	95
OUTDOOR-TELEVISION: DUAL		32030	10376	20.5	32.4	107	2950	19.5	9.2	102	3343	20.6	10.4	108	4084	21.2	12.8	111
OUTDOOR IMPERATIVE		54626	18741	37.0	34.3	114	5529	36.5	10.1	112	5720	35.3	10.5	108	7492	38.9	13.7	119
TELEVISION IMPERATIVE		54874	13950	27.6	25.4	84	4404	29.1	8.0	89	4596	28.3	8.4	87	4950	25.7	9.0	79
RADIO-TELEVISION: DUAL		33386	9705	19.2	29.1	96	2828	18.7	8.5	94	3325	20.5	10.0	103	3552	18.4	10.6	93
RADIO IMPERATIVE		53810	17341	34.3	32.2	107	5105	33.7	9.5	105	5234	32.3	9.7	101	7002	36.4	13.0	113
TELEVISION IMPERATIVE		54023	15631	30.9	28.9	96	4887	32.3	9.0	100	5114	31.5	9.5	98	5631	29.2	10.4	91

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	50609	100.0	30.2	100	15130	100.0	9.0	100	16223	100.0	9.7	100	19257	100.0	11.5	100
ATLANTIC MONTHLY	867	451	0.9	52.0	172	*189	1.2	21.8	242	*106	0.7	12.2	126	*156	0.8	18.0	157
BARRON'S	1580	861	1.7	54.5	181	371	2.5	23.5	260	278	1.7	17.6	182	*213	1.1	13.5	117
BETTER HOMES & GARDENS	22203	8104	16.0	36.5	121	2310	15.3	10.4	115	2887	17.8	13.0	134	2907	15.1	13.1	114
BON APPETIT	3810	2164	4.3	56.8	188	809	5.3	21.2	235	722	4.5	19.0	196	632	3.3	16.6	144
BUSINESS WEEK	4663	2194	4.3	47.1	156	778	5.1	16.7	185	717	4.4	15.4	159	698	3.6	15.0	130
CAR AND DRIVER	3102	1057	2.1	34.1	113	265	1.8	8.5	95	362	2.2	11.7	121	430	2.2	13.9	121
CBS MAGAZINE NETWORK (GROSS)	7311	2774	5.5	37.9	126	676	4.5	9.2	103	948	5.8	13.0	134	1150	6.0	15.7	137
CHANGING TIMES	3400	1364	2.7	40.1	133	410	2.7	12.1	134	447	2.8	13.1	136	507	2.6	14.9	130
COLONIAL HOMES	1796	776	1.5	43.2	143	*180	1.2	10.0	111	268	1.7	14.9	154	328	1.7	18.3	159
CONDE NAST MAG. PKG. (GROSS)	19924	8297	16.4	41.6	138	2362	15.6	11.9	131	2839	17.5	14.2	147	3095	16.1	15.5	135
CONSUMERS DIGEST	3125	1147	2.3	36.7	122	328	2.2	10.5	116	346	2.1	11.1	114	473	2.5	15.1	132
COSMOPOLITAN	10577	4207	8.3	39.8	132	1249	8.3	11.8	131	1357	8.4	12.8	133	1601	8.3	15.1	132
COUNTRY LIVING	3746	1559	3.1	41.6	138	445	2.9	11.9	132	581	3.6	15.5	160	533	2.8	14.2	124
CUISINE	2214	1219	2.4	55.1	182	471	3.1	21.3	236	442	2.7	20.0	206	306	1.6	13.8	120
CYCLE WORLD	2394	686	1.4	28.7	95	*193	1.3	8.1	89	*241	1.5	10.1	104	*251	1.3	10.5	91
DCI:CREATIVE IDEAS FOR LIV	3068	981	1.9	32.0	106	*157	1.0	5.1	57	434	2.7	14.1	146	390	2.0	12.7	111
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3273	6.5	34.3	114	756	5.0	7.9	88	1304	8.0	13.6	141	1214	6.3	12.7	111
DISCOVER	2277	894	1.8	39.3	130	193	1.3	8.5	94	301	1.9	13.2	137	400	2.1	17.6	153
EBONY	7187	1624	3.2	22.6	75	508	3.4	7.1	78	598	3.7	8.3	86	518	2.7	7.2	63
ESQUIRE	2560	832	1.6	32.5	108	284	1.9	11.1	123	255	1.6	10.0	103	293	1.5	11.4	100
ESSENCE	3242	731	1.4	22.5	75	*180	1.2	5.6	62	274	1.7	8.5	87	277	1.4	8.5	74
FAMILY CIRCLE	19639	7058	13.9	35.9	119	1913	12.6	9.7	108	2360	14.5	12.0	124	2784	14.5	14.2	123
THE FAMILY HANDYMAN	3540	1048	2.1	29.6	98	305	2.0	8.6	96	335	2.1	9.5	98	408	2.1	11.5	100
FAMILY WEEKLY	23924	6877	13.6	28.7	95	1889	12.5	7.9	88	2177	13.4	9.1	94	2810	14.6	11.7	102
FIELD & STREAM	9883	2714	5.4	27.5	91	567	3.7	5.7	64	961	5.9	9.7	101	1186	6.2	12.0	105
FOOD & WINE	1030	514	1.0	49.9	165	174	1.2	16.9	187	*150	0.9	14.6	151	*190	1.0	18.4	161
FORBES	2679	1608	3.2	60.0	199	621	4.1	23.2	257	418	2.6	15.6	161	568	2.9	21.2	185
FORTUNE	2931	1604	3.2	54.7	181	557	3.7	19.0	211	502	3.1	17.1	177	545	2.8	18.6	162
GENTLEMEN'S QUARTERLY	3481	1323	2.6	38.0	126	317	2.1	9.1	101	481	3.0	13.8	143	526	2.7	15.1	132
GLAMOUR	7163	2990	5.9	41.7	138	882	5.8	12.3	137	882	5.4	12.3	127	1226	6.4	17.1	149
GOLF DIGEST	2355	1067	2.1	45.3	150	412	2.7	17.5	194	294	1.8	12.5	129	361	1.9	15.3	134
GOLF DIGEST/TENNIS (GROSS)	3610	1524	3.0	42.2	140	554	3.7	15.3	170	455	2.8	12.6	130	514	2.7	14.2	124
GOLF MAGAZINE	2046	842	1.7	41.2	136	302	2.0	14.8	164	292	1.8	14.3	148	248	1.3	12.1	106
GOLF MAGAZINE/SKI (GROSS)	3547	1511	3.0	42.6	141	428	2.8	12.1	134	553	3.4	15.6	161	530	2.8	14.9	130
GOOD HOUSEKEEPING	20353	7346	14.5	36.1	120	1942	12.8	9.5	106	2515	15.5	12.4	128	2890	15.0	14.2	124
HARPER'S BAZAAR	3362	1452	2.9	43.2	143	403	2.7	12.0	133	460	2.8	13.7	141	588	3.1	17.5	152
HEALTH	2987	988	2.0	33.1	110	*271	1.8	9.1	101	348	2.1	11.7	120	370	1.9	12.4	108
HEARST MAG CORP. BUY (GROSS)	67928	25497	50.4	37.5	124	6983	46.2	10.3	114	8506	52.4	12.5	129	10008	52.0	14.7	128
HEARST MAN POWER (GROSS)	11282	3530	7.0	31.3	104	969	6.4	8.6	95	1022	6.3	9.1	94	1540	8.0	13.7	119
HEARST WOMAN POWER (GROSS)	40514	15142	29.9	37.4	124	4105	27.1	10.1	112	5102	31.4	12.6	130	5935	30.8	14.6	128
HOUSE BEAUTIFUL	4885	1987	3.9	40.7	135	614	4.1	12.6	139	726	4.5	14.9	154	647	3.4	13.2	115
INC.	1308	668	1.3	51.1	169	*216	1.4	16.5	183	223	1.4	17.0	176	*229	1.2	17.5	152
JET	6498	1476	2.9	22.7	75	395	2.6	6.1	67	599	3.7	9.2	95	482	2.5	7.4	65
LADIES' HOME JOURNAL	14797	5324	10.5	36.0	119	1429	9.4	9.7	107	1768	10.9	11.9	124	2127	11.0	14.4	125
LHJ FAMILY GRP COMBO(GROSS)	21743	7852	15.5	36.1	120	2020	13.4	9.3	103	2642	16.3	12.2	126	3190	16.6	14.7	128
LIFE	9881	3861	7.6	39.1	130	1198	7.9	12.1	134	1270	7.8	12.9	133	1393	7.2	14.1	123
L.A. TIMES HOME MAGAZINE	2775	1512	3.0	54.5	181	618	4.1	22.3	247	328	2.0	11.8	122	566	2.9	20.4	178
MADEMOISELLE	4219	1782	3.5	42.2	140	480	3.2	11.4	126	694	4.3	16.4	170	608	3.2	14.4	126
MC CALL'S	16422	5556	11.0	33.8	112	1529	10.1	9.3	103	1858	11.5	11.3	117	2169	11.3	13.2	115
MC CALL'S/WRK MOTHER (GROSS)	17919	6049	12.0	33.8	112	1621	10.7	9.0	100	2001	12.3	11.2	115	2427	12.6	13.5	118
MECHANIX ILLUSTRATED	4433	1409	2.8	31.8	105	585	3.9	13.2	146	412	2.5	9.3	96	412	2.1	9.3	81
METROPOLITAN HOME	1504	743	1.5	49.4	164	200	1.3	13.3	147	*184	1.1	12.2	126	359	1.9	23.9	208
MONEY	4723	2441	4.8	51.7	171	631	4.2	13.4	148	984	6.1	20.8	215	826	4.3	17.5	152
MOTHER EARTH NEWS	2325	961	1.9	41.3	137	*267	1.8	11.5	127	388	2.4	16.7	173	306	1.6	13.2	115
MS.	1189	587	1.2	49.4	164	*200	1.3	16.8	186	*175	1.1	14.7	152	*212	1.1	17.8	155
NATIONAL ENQUIRER	18892	4850	9.6	25.7	85	1284	8.5	6.8	75	1822	11.2	9.6	100	1744	9.1	9.2	80
NATIONAL GEOGRAPHIC	22129	9774	19.3	44.2	146	3060	20.2	13.8	153	3117	19.2	14.1	146	3597	18.7	16.3	142
NATIONAL SUNDAY MAGAZINE PKG	103750	35833	70.8	34.5	114	10753	71.1	10.4	115	11733	72.3	11.3	117	13347	69.3	12.9	112
NATURAL HISTORY	1379	705	1.4	51.1	169	*246	1.6	17.8	198	289	1.8	21.0	217	*170	0.9	12.3	107
NEW WOMAN	2289	863	1.7	37.7	125	*222	1.5	9.7	108	*252	1.6	11.0	114	389	2.0	17.0	148
NEW YORK INCLUDING CUE	1088	567	1.1	52.1	173	236	1.6	21.7	240	*129	0.8	11.9	123	*202	1.0	18.6	162
THE NEW YORKER	2459	1423	2.8	57.9	192	477	3.2	19.4	215	459	2.8	18.7	193	487	2.5	19.8	172
NEWSWEEK	16527	7021	13.9	42.5	141	2200	14.5	13.3	148	2345	14.5	14.2	147	2476	12.9	15.0	130
THE N.Y. TIMES DAILY EDITION	2739	1659	3.3	60.6	201	724	4.8	26.4	293	578	3.6	21.1	218	357	1.9	13.0	114
THE N.Y. TIMES MAGAZINE	4443	2597	5.1	58.5	194	1012	6.7	22.8	253	850	5.2	19.1	198	734	3.8	16.5	144
OMNI	2799	1228	2.4	43.9	145	314	2.1	11.2	124	449	2.8	16.0	166	465	2.4	16.6	145
ON CABLE	2209	742	1.5	33.6	111	*108	0.7	4.9	54	*281	1.7	12.7	132	353	1.8	16.0	139
1001 HOME IDEAS	3959	1540	3.0	38.9	129	320	2.1	8.1	90	526	3.2	13.3	137	693	3.6	17.5	152
ORGANIC GARDENING	3111	1056	2.1	33.9	112	288	1.9	9.3	103	314	1.9	10.1	104	453	2.4	14.6	127
OUTDOOR LIFE	5024	1364	2.7	27.1	90	268	1.8	5.3	59	475	2.9	9.5	98	622	3.2	12.4	108
PARADE MAGAZINE	51292	17929	35.4	35.0	116	5330	35.2	10.4	115	6155	37.9	12.0	124	6444	33.5	12.6	109

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	50609	100.0	30.2	100	15130	100.0	9.0	100	16223	100.0	9.7	100	19257	100.0	11.5	100
PARENTS	5298	1980	3.9	37.4	124	352	2.3	6.6	74	640	3.9	12.1	125	988	5.1	18.6	162
PENTHOUSE	5129	1900	3.8	37.0	123	567	3.7	11.1	123	575	3.5	11.2	116	758	3.9	14.8	129
PEOPLE	21070	8015	15.8	38.0	126	2341	15.5	11.1	123	2847	17.5	13.5	140	2828	14.7	13.4	117
PLAYBOY	10562	3830	7.6	36.3	120	1132	7.5	10.7	119	1253	7.7	11.9	123	1444	7.5	13.7	119
POPULAR HOT RODDING	2498	469	0.9	18.8	62	**130	0.9	5.2	58	*126	0.8	5.0	52	*214	1.1	8.6	75
POPULAR MECHANICS	5887	1866	3.7	31.7	105	480	3.2	8.2	90	596	3.7	10.1	105	790	4.1	13.4	117
POPULAR SCIENCE	4317	1725	3.4	40.0	132	547	3.6	12.7	140	521	3.2	12.1	125	656	3.4	15.2	132
PREVENTION	5792	1999	3.9	34.5	114	541	3.6	9.3	104	747	4.6	12.9	133	711	3.7	12.3	107
PSYCHOLOGY TODAY	3284	1424	2.8	43.4	144	366	2.4	11.1	124	570	3.5	17.4	179	488	2.5	14.9	129
READER'S DIGEST	40046	13559	26.8	33.9	112	3827	25.3	9.6	106	4398	27.1	11.0	114	5334	27.7	13.3	116
REDBOOK	9584	3588	7.1	37.4	124	914	6.0	9.5	106	1230	7.6	12.8	133	1445	7.5	15.1	131
ROAD & TRACK	2590	1140	2.3	44.0	146	*277	1.8	10.7	119	400	2.5	15.4	160	463	2.4	17.9	156
ROLLING STONE	3302	1416	2.8	42.9	142	305	2.0	9.2	102	586	3.6	17.7	183	525	2.7	15.9	138
RUNNER'S WORLD	1229	524	1.0	42.6	141	**132	0.9	10.7	119	*241	1.5	19.6	203	*151	0.8	12.3	107
SATURDAY EVENING POST	2110	853	1.7	40.4	134	*171	1.1	8.1	90	302	1.9	14.3	148	381	2.0	18.1	157
SCIENCE 84	1543	740	1.5	48.0	159	*292	1.9	18.9	210	*188	1.2	12.2	126	260	1.4	16.9	147
SCIENCE DIGEST	1747	631	1.2	36.1	120	*177	1.2	10.1	112	*140	0.9	8.0	83	315	1.6	18.0	157
SCIENTIFIC AMERICAN	1994	1028	2.0	51.6	171	334	2.2	16.8	186	315	1.9	15.8	163	378	2.0	19.0	165
SELF	3119	1252	2.5	40.1	133	292	1.9	9.4	104	433	2.7	13.9	144	527	2.7	16.9	147
SEVENTEEN	3923	1399	2.8	35.7	118	*316	2.1	8.1	89	510	3.1	13.0	134	573	3.0	14.6	127
SKI	1501	669	1.3	44.6	148	*126	0.8	8.4	93	261	1.6	17.4	180	282	1.5	18.8	164
SMITHSONIAN	5976	3023	6.0	50.6	168	1188	7.9	19.9	220	875	5.4	14.6	151	960	5.0	16.1	140
SOAP OPERA DIGEST	4228	1027	2.0	24.3	81	*192	1.3	4.5	50	379	2.3	9.0	93	456	2.4	10.8	94
SOUTHERN LIVING	6485	2293	4.5	35.3	117	599	4.0	9.2	102	870	5.4	13.4	139	824	4.3	12.7	111
SPORT	3500	1231	2.4	35.2	117	269	1.8	7.7	85	512	3.2	14.6	151	450	2.3	12.9	112
THE SPORTING NEWS	2456	793	1.6	32.3	107	*122	0.8	5.0	55	355	2.2	14.5	149	316	1.6	12.9	112
SPORTS AFIELD	3648	1032	2.0	28.3	94	312	2.1	8.6	95	286	1.8	7.8	81	435	2.3	11.9	104
SPORTS ILLUSTRATED	14484	4995	9.9	34.5	114	1308	8.6	9.0	100	1786	11.0	12.3	127	1901	9.9	13.1	114
STAR	12661	3252	6.4	25.7	85	795	5.3	6.3	70	1373	8.5	10.8	112	1084	5.6	8.6	75
SUNDAY	52799	19631	38.8	37.2	123	6312	41.7	12.0	133	6218	38.3	11.8	122	7101	36.9	13.4	117
SUNSET	3513	2109	4.2	60.0	199	744	4.9	21.2	235	768	4.7	21.9	226	598	3.1	17.0	148
TV GUIDE	42766	12810	25.3	30.0	99	3712	24.5	8.7	96	4559	28.1	10.7	110	4540	23.6	10.6	92
TENNIS	1254	457	0.9	36.4	121	*142	0.9	11.3	126	*162	1.0	12.9	134	*153	0.8	12.2	106
TIME	22054	9406	18.6	42.6	141	2937	19.4	13.3	148	3475	21.4	15.8	163	2994	15.5	13.6	118
TOWN & COUNTRY	1555	780	1.5	50.2	166	197	1.3	12.7	140	274	1.7	17.6	182	310	1.6	19.9	174
TRAVEL & LEISURE	2173	1102	2.2	50.7	168	370	2.4	17.0	189	349	2.2	16.1	166	383	2.0	17.6	154
TRUE STORY	4636	934	1.8	20.1	67	*164	1.1	3.5	39	390	2.4	8.4	87	381	2.0	8.2	72
U.S.NEWS & WORLD REPORT	10353	3985	7.9	38.5	128	1250	8.3	12.1	134	1459	9.0	14.1	146	1276	6.6	12.3	107
USA TODAY	4994	2391	4.7	47.9	159	596	3.9	11.9	132	776	4.8	15.5	161	1019	5.3	20.4	178
US	3528	1313	2.6	37.2	123	250	1.7	7.1	79	480	3.0	13.6	141	582	3.0	16.5	144
VOGUE	5424	2272	4.5	41.9	139	708	4.7	13.1	145	830	5.1	15.3	158	734	3.8	13.5	118
WALL STREET JOURNAL	6292	3523	7.0	56.0	186	1166	7.7	18.5	205	1043	6.4	16.6	171	1314	6.8	20.9	182
WEIGHT WATCHERS	2762	1056	2.1	38.2	127	303	2.0	11.0	122	386	2.4	14.0	144	367	1.9	13.3	116
WOMAN'S DAY	16320	5749	11.4	35.2	117	1477	9.8	9.1	100	2029	12.5	12.4	129	2243	11.6	13.7	120
WORKING MOTHER	1496	494	1.0	33.0	109	**92	0.6	6.1	68	*143	0.9	9.6	99	*258	1.3	17.2	150
WORKING WOMAN	1851	807	1.6	43.6	144	*271	1.8	14.6	162	*187	1.2	10.1	104	348	1.8	18.8	164
WORLD TENNIS	580	*247	0.5	42.6	141	**75	0.5	12.9	143	**72	0.4	12.4	128	**101	0.5	17.4	152
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4294	8.5	34.6	115	1010	6.7	8.1	90	1479	9.1	11.9	123	1806	9.4	14.6	127
BLAIR INSERTS	91671	33327	65.9	'36.4	120	10295	68.0	11.2	124	10647	65.6	11.6	120	12385	64.3	13.5	118
DAILY NEWSPAPERS																	
READ ANY	109190	36242	71.6	33.2	110	10943	72.3	10.0	111	11859	73.1	10.9	112	13440	69.8	12.3	107
READ ONE	89587	28579	56.5	31.9	106	8451	55.9	9.4	105	9263	57.1	10.3	107	10865	56.4	12.1	106
READ TWO OR MORE	19602	7663	15.1	39.1	130	2492	16.5	12.7	141	2596	16.0	13.2	137	2576	13.4	13.1	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	38057	75.2	34.7	115	11506	76.0	10.5	116	12368	76.2	11.3	117	14183	73.7	12.9	113
READ ONE	95074	31617	62.5	33.3	110	9477	62.6	10.0	111	10113	62.3	10.6	110	12027	62.5	12.7	110
READ TWO OR MORE	14588	6440	12.7	44.1	146	2029	13.4	13.9	154	2255	13.9	15.5	160	2156	11.2	14.8	129
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.62				29.49				31.51				33.33			
30 DAY REACH	149706	46309	91.5	30.9	103	13713	90.6	9.2	102	14662	90.4	9.8	101	17933	93.1	12.0	104
50 SHWG - 30 DAY AV FREQ	15.16	16.45				15.40				16.32				17.36			
30 DAY REACH	142406	44579	88.1	31.3	104	13182	87.1	9.3	103	14165	87.3	9.9	103	17231	89.5	12.1	105
25 SHWG - 30 DAY AV FREQ	8.23	8.82				8.21				8.78				9.32			
30 DAY REACH	131152	41669	82.3	31.8	105	12354	81.7	9.4	104	13197	81.3	10.1	104	16118	83.7	12.3	107
CABLE TV: HOME WIRED	66879	22064	43.6	33.0	109	6303	41.7	9.4	104	7234	44.6	10.8	112	8527	44.3	12.7	111
HOME NOT WIRED	100848	28545	56.4	28.3	94	8827	58.3	8.8	97	8989	55.4	8.9	92	10730	55.7	10.6	93
HAVE PAY CABLE	35024	12800	25.3	36.5	121	3492	23.1	10.0	111	4099	25.3	11.7	121	5209	27.0	14.9	130

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	50609	100.0	30.2	100	15130	100.0	9.0	100	16223	100.0	9.7	100	19257	100.0	11.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	30420	60.1	31.8	105	8959	59.2	9.4	104	9815	60.5	10.3	106	11647	60.5	12.2	106
10:00 AM - 3:00 PM	63599	18966	37.5	29.8	99	5627	37.2	8.8	98	5953	36.7	9.4	97	7386	38.4	11.6	101
3:00 PM - 7:00 PM	72097	23362	46.2	32.4	107	6765	44.7	9.4	104	7503	46.2	10.4	108	9094	47.2	12.6	110
7:00 PM - MIDNIGHT	36670	11125	22.0	30.3	101	3041	20.1	8.3	92	3664	22.6	10.0	103	4420	23.0	12.1	105
MIDNIGHT - 6:00 AM	21908	7013	13.9	32.0	106	1963	13.0	9.0	99	2343	14.4	10.7	111	2707	14.1	12.4	108
6:00 AM - MIDNIGHT	127571	40004	79.0	31.4	104	11834	78.2	9.3	103	12834	79.1	10.1	104	15337	79.6	12.0	105
ENTIRE DAY	129239	40546	80.1	31.4	104	11988	79.2	9.3	103	13002	80.1	10.1	104	15556	80.8	12.0	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	11602	22.9	34.1	113	3254	21.5	9.6	106	3861	23.8	11.4	117	4486	23.3	13.2	115
ALL NEWS	6062	2558	5.1	42.2	140	1061	7.0	17.5	194	835	5.1	13.8	142	662	3.4	10.9	95
AOR/PROGRESSIVE	11884	4039	8.0	34.0	113	1148	7.6	9.7	107	1323	8.2	11.1	115	1568	8.1	13.2	115
BEAUTIFUL MUSIC	11180	3936	7.8	35.2	117	1371	9.1	12.3	136	1166	7.2	10.4	108	1399	7.3	12.5	109
BLACK	4538	1132	2.2	24.9	83	274	1.8	6.0	67	422	2.6	9.3	96	436	2.3	9.6	84
CLASSICAL	3857	1712	3.4	44.4	147	583	3.9	15.1	168	562	3.5	14.6	151	567	2.9	14.7	128
CHR/ROCK	21946	7618	15.1	34.7	115	2080	13.7	9.5	105	2420	14.9	11.0	114	3118	16.2	14.2	124
COUNTRY	27262	6591	13.0	24.2	80	1851	12.2	6.8	75	2120	13.1	7.8	80	2620	13.6	9.6	84
GOLDEN OLDIES	3339	954	1.9	28.6	95	244	1.6	7.3	81	271	1.7	8.1	84	439	2.3	13.1	115
MOR/NOSTALGIA	10346	3419	6.8	33.0	110	1071	7.1	10.4	115	1068	6.6	10.3	107	1280	6.6	12.4	108
NEWS/TALK	8929	3564	7.0	39.9	132	1119	7.4	12.5	139	1077	6.6	12.1	125	1367	7.1	15.3	133
RELIGIOUS	5488	1259	2.5	22.9	76	417	2.8	7.6	84	292	1.8	5.3	55	550	2.9	10.0	87
SOFT ROCK	1232	352	0.7	28.6	95	**109	0.7	8.8	98	**95	0.6	7.7	80	*148	0.8	12.0	105
URBAN CONTEMPORARY	3184	856	1.7	26.9	89	340	2.2	10.7	118	307	1.9	9.6	100	209	1.1	6.6	57
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1964	3.9	28.4	94	529	3.5	7.7	85	602	3.7	8.7	90	833	4.3	12.1	105
ABC DIRECTION	5212	1662	3.3	31.9	106	588	3.9	11.3	125	504	3.1	9.7	100	570	3.0	10.9	95
ABC ENTERTAINMENT	10385	2944	5.8	28.3	94	870	5.8	8.4	93	1007	6.2	9.7	100	1067	5.5	10.3	89
ABC FM	4762	1260	2.5	26.5	88	346	2.3	7.3	81	420	2.6	8.8	91	494	2.6	10.4	90
ABC INFORMATION	11339	3986	7.9	35.2	117	1090	7.2	9.6	107	1210	7.5	10.7	110	1685	8.8	14.9	129
ABC ROCK	4878	1702	3.4	34.9	116	627	4.1	12.9	142	447	2.8	9.2	95	628	3.3	12.9	112
CBS	10709	3579	7.1	33.4	111	1229	8.1	11.5	127	1094	6.7	10.2	106	1256	6.5	11.7	102
MUTUAL	10251	3251	6.4	31.7	105	873	5.8	8.5	94	1152	7.1	11.2	116	1226	6.4	12.0	104
NBC	12243	4012	7.9	32.8	109	1175	7.8	9.6	106	1352	8.3	11.0	114	1486	7.7	12.1	106
RADIORADIO	4606	1487	2.9	32.3	107	431	2.8	9.4	104	490	3.0	10.6	110	566	2.9	12.3	107
RKO ONE	5148	1693	3.3	32.9	109	394	2.6	7.7	85	601	3.7	11.7	121	698	3.6	13.6	118
RKO TWO	7313	2236	4.4	30.6	101	536	3.5	7.3	81	893	5.5	12.2	126	807	4.2	11.0	96
THE SOURCE	5981	1871	3.7	31.3	104	505	3.3	8.4	94	589	3.6	9.8	102	777	4.0	13.0	113
NON-WIRED : BLAIR	19329	5937	11.7	30.7	102	1693	11.2	8.8	97	1917	11.8	9.9	103	2327	12.1	12.0	105
INTERNET	27139	9450	18.7	34.8	115	2839	18.8	10.5	116	2989	18.4	11.0	114	3623	18.8	13.3	116
KATZ RADIO GROUP	36319	12410	24.5	34.2	113	3985	26.3	11.0	122	3875	23.9	10.7	110	4550	23.6	12.5	109
SUPERNET	22361	7258	14.3	32.5	108	1969	13.0	8.8	98	2292	14.1	10.2	106	2997	15.6	13.4	117
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	4173	8.2	28.7	95	1283	8.5	8.8	98	1337	8.2	9.2	95	1553	8.1	10.7	93
WKDAY 9:00 AM - 1:00 PM	18688	4816	9.5	25.8	85	1381	9.1	7.4	82	1590	9.8	8.5	88	1845	9.6	9.9	86
WKDAY 1:00 PM - 4:30 PM	24061	6069	12.0	25.2	84	1654	10.9	6.9	76	2012	12.4	8.4	86	2403	12.5	10.0	87
WKDAY 4:30 PM - 7:30 PM	44079	12657	25.0	28.7	95	3814	25.2	8.7	96	4232	26.1	9.6	99	4610	23.9	10.5	91
WKDAY 7:30 PM - 8:00 PM	61979	17550	34.7	28.3	94	5345	35.3	8.6	96	5761	35.5	9.3	96	6443	33.5	10.4	91
WKDAY 11:00 PM - 11:30 PM	49084	14632	28.9	29.8	99	4356	28.8	8.9	98	4682	28.9	9.5	99	5594	29.0	11.4	99
WKDAY 11:30 PM - 1:00 AM	16560	4780	9.4	28.9	96	1290	8.5	7.8	86	1606	9.9	9.7	100	1884	9.8	11.4	99
M-SAT 8-11 PM+SUN 7-11 PM	66967	20212	39.9	30.2	100	5979	39.5	8.9	99	6631	40.9	9.9	102	7602	39.5	11.4	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2594	5.1	28.0	93	772	5.1	8.3	92	790	4.9	8.5	88	1031	5.4	11.1	97
ANOTHER WORLD N	6138	1293	2.6	21.1	70	294	1.9	4.8	53	483	3.0	7.9	81	516	2.7	8.4	73
AS THE WORLD TURNS C	7707	1691	3.3	21.9	73	404	2.7	5.2	58	546	3.4	7.1	73	741	3.8	9.6	84
CAPITOL C	4688	1130	2.2	24.1	80	276	1.8	5.9	65	377	2.3	8.0	83	476	2.5	10.2	88
CBS MORN. NEWS 1 C	2792	833	1.6	29.8	99	295	1.9	10.6	117	239	1.5	8.6	89	299	1.6	10.7	93
CBS MORN. NEWS 2 C	2071	585	1.2	28.2	94	253	1.7	12.2	135	149	0.9	7.2	74	184	1.0	8.9	77
DAYS OF OUR LIVES N	8018	2052	4.1	25.6	85	627	4.1	7.8	87	683	4.2	8.5	88	741	3.8	9.2	80
FACTS OF LIFE - DAYTIME N	3487	785	1.6	22.5	75	231	1.5	6.6	73	244	1.5	7.0	72	310	1.6	8.9	77
FAMILY FEUD A	4817	1064	2.1	22.1	73	236	1.6	4.9	54	389	2.4	8.1	83	439	2.3	9.1	79
GENERAL HOSPITAL A	8333	2158	4.3	25.9	86	600	4.0	7.2	80	631	3.9	7.6	78	927	4.8	11.1	97
GOOD MORNING, AMERICA-730 A	5472	1559	3.1	28.5	94	449	3.0	8.2	91	488	3.0	8.9	92	622	3.2	11.4	99
GOOD MORNING, AMERICA-830 A	3965	1137	2.2	28.7	95	354	2.3	8.9	99	328	2.0	8.3	86	456	2.4	11.5	100
GUIDING LIGHT C	7542	1766	3.5	23.4	78	484	3.2	6.4	71	551	3.4	7.3	76	731	3.8	9.7	84
ONE LIFE TO LIVE A	6018	1546	3.1	25.7	85	417	2.8	6.9	77	474	2.9	7.9	81	654	3.4	10.9	95
PRESS YOUR LUCK C	3589	827	1.6	23.0	76	275	1.8	7.7	85	258	1.6	7.2	74	294	1.5	8.2	71
PRICE IS RIGHT 1 C	7418	1734	3.4	23.4	77	363	2.4	4.9	54	614	3.8	8.3	86	757	3.9	10.2	89
PRICE IS RIGHT 2 C	8276	2014	4.0	24.3	81	397	2.6	4.8	53	765	4.7	9.2	96	853	4.4	10.3	90
RYAN'S HOPE A	4358	1214	2.4	27.9	92	329	2.2	7.5	84	415	2.6	9.5	98	470	2.4	10.8	94
SALE OF THE CENTURY N	3749	803	1.6	21.4	71	249	1.6	6.6	74	307	1.9	8.2	85	247	1.3	6.6	57
SEARCH FOR TOMORROW N	2884	667	1.3	23.1	77	209	1.4	7.2	80	231	1.4	8.0	83	227	1.2	7.9	69
TODAY SHOW 1 N	4869	1602	3.2	32.9	109	540	3.6	11.1	123	464	2.9	9.5	99	598	3.1	12.3	107
TODAY SHOW 2 N	4135	1084	2.1	26.2	87	288	1.9	7.0	77	388	2.4	9.4	97	408	2.1	9.9	86
$25,000 PYRAMID C	4361	1061	2.1	24.3	81	338	2.2	7.8	86	358	2.2	8.2	85	364	1.9	8.3	73
WHEEL OF FORTUNE N	6187	1465	2.9	23.7	78	400	2.6	6.5	72	547	3.4	8.8	91	517	2.7	8.4	73
YOUNG AND THE RESTLESS C	8186	1664	3.3	20.3	67	347	2.3	4.2	47	557	3.4	6.8	70	759	3.9	9.3	81
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1466	2.9	31.0	103	451	3.0	9.5	106	449	2.8	9.5	98	566	2.9	12.0	104
NBA PLAYOFF GAME -1 C	5127	1503	3.0	29.3	97	466	3.1	9.1	101	514	3.2	10.0	104	523	2.7	10.2	89
NBC MAJOR LEAGUE PRE-GAME N	3945	1005	2.0	25.5	84	311	2.1	7.9	87	356	2.2	9.0	93	338	1.8	8.6	75
SPORTSWORLD - SUN N	3370	962	1.9	28.5	95	280	1.9	8.3	92	360	2.2	10.7	110	322	1.7	9.6	83
SUNDAY MORNING C	4200	1488	2.9	35.4	117	435	2.9	10.4	115	532	3.3	12.7	131	521	2.7	12.4	108

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS		167727	50609	100.0	30.2	100	15130	100.0	9.0	100	16223	100.0	9.7	100	19257	100.0	11.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	14745	29.1	28.2	93	4389	29.0	8.4	93	4991	30.8	9.5	99	5365	27.9	10.3	89
NETWORK AFFILIATES - LATE		39164	11685	23.1	29.8	99	3490	23.1	8.9	99	3752	23.1	9.6	99	4443	23.1	11.3	99
INDEPENDENTS - LATE		5133	1877	3.7	36.6	121	765	5.1	14.9	165	532	3.3	10.4	107	579	3.0	11.3	98
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	5977	11.8	26.2	87	1545	10.2	6.8	75	1912	11.8	8.4	87	2520	13.1	11.0	96
ABC MONDAY NIGHT MOVIE	A	11258	3656	7.2	32.5	108	1103	7.3	9.8	109	1156	7.1	10.3	106	1397	7.3	12.4	108
ABC SUNDAY NIGHT MOVIE	A	23600	7354	14.5	31.2	103	2204	14.6	9.3	104	2321	14.3	9.8	102	2828	14.7	12.0	104
ABC WORLD NEWS TONIGHT	A	12801	3469	6.9	27.1	90	927	6.1	7.2	80	1244	7.7	9.7	100	1298	6.7	10.1	88
AFTERMASH	C	10966	3075	6.1	28.0	93	835	5.5	7.6	84	902	5.6	8.2	85	1337	6.9	12.2	106
ALICE	C	17050	4655	9.2	27.3	90	1187	7.8	7.0	77	1767	10.9	10.4	107	1700	8.8	10.0	87
AMERICAN PARADE	C	11998	3498	6.9	29.2	97	1080	7.1	9.0	100	1078	6.6	9.0	93	1340	7.0	11.2	97
BENSON	A	19258	5643	11.2	29.3	97	1751	11.6	9.1	101	1682	10.4	8.7	90	2209	11.5	11.5	100
BLUE THUNDER	A	11478	3144	6.2	27.4	91	939	6.2	8.2	91	1025	6.3	8.9	92	1181	6.1	10.3	90
CAGNEY & LACEY	C	18263	5544	11.0	30.4	101	1473	9.7	8.1	89	1807	11.1	9.9	102	2263	11.8	12.4	108
CBS EVENING NEWS-DEAN	C	7733	2347	4.6	30.4	101	689	4.6	8.9	99	847	5.2	11.0	113	810	4.2	10.5	91
CBS EVENING NEWS-RATHER	C	15653	4711	9.3	30.1	100	1449	9.6	9.3	103	1508	9.3	9.6	100	1754	9.1	11.2	98
CBS SAT. NEWS-SCHIEFFER	C	8744	2545	5.0	29.1	96	901	6.0	10.3	114	822	5.1	9.4	97	821	4.3	9.4	82
CBS SATURDAY NIGHT MOVIE	C	12000	3504	6.9	29.2	97	1051	6.9	8.8	97	1126	6.9	9.4	97	1327	6.9	11.1	96
CBS WEDNESDAY NIGHT MOVIE	C	11522	3110	6.1	27.0	89	900	5.9	7.8	87	1021	6.3	8.9	92	1189	6.2	10.3	90
CHEERS	N	16818	6319	12.5	37.6	125	1882	12.4	11.2	124	2181	13.4	13.0	134	2256	11.7	13.4	117
DALLAS	C	37510	10778	21.3	28.7	95	3167	20.9	8.4	94	3290	20.3	8.8	91	4322	22.4	11.5	100
DIFF'RENT STROKES	N	11258	2996	5.9	26.6	88	733	4.8	6.5	72	1064	6.6	9.5	98	1200	6.2	10.7	93
DOUBLE TROUBLE	N	12248	3708	7.3	30.3	100	1092	7.2	8.9	99	1166	7.2	9.5	98	1450	7.5	11.8	103
DUCK FACTORY	N	11100	4044	8.0	36.4	121	1183	7.8	10.7	118	1362	8.4	12.3	127	1499	7.8	13.5	118
DUKES OF HAZZARD	C	12353	2989	5.9	24.2	80	862	5.7	7.0	77	1029	6.3	8.3	86	1098	5.7	8.9	77
DYNASTY	A	33279	9649	19.1	29.0	96	2813	18.6	8.5	94	3102	19.1	9.3	96	3735	19.4	11.2	98
FACTS OF LIFE	N	13410	3679	7.3	27.4	91	1163	7.7	8.7	96	1103	6.8	8.2	85	1413	7.3	10.5	92
FALCON CREST	C	31093	9226	18.2	29.7	98	2711	17.9	8.7	97	2960	18.2	9.5	98	3555	18.5	11.4	100
FALL GUY	A	18649	5001	9.9	26.8	89	1378	9.1	7.4	82	1734	10.7	9.3	96	1890	9.8	10.1	88
FAMILY TIES	N	13101	3654	7.2	27.9	92	1061	7.0	8.1	90	1213	7.5	9.3	96	1380	7.2	10.5	92
FANTASY ISLAND	A	13069	3757	7.4	28.7	95	1089	7.2	8.3	92	1207	7.4	9.2	95	1461	7.6	11.2	97
FOULUPS,BLEEPS & BLUNDERS	A	16588	4774	9.4	28.8	95	1353	8.9	8.2	90	1523	9.4	9.2	95	1898	9.9	11.4	100
FOUR SEASONS	C	9302	2610	5.2	28.1	93	771	5.1	8.3	92	762	4.7	8.2	85	1077	5.6	11.6	101
GIMME A BREAK	N	13955	3323	6.6	23.8	79	964	6.4	6.9	77	1132	7.0	8.1	84	1227	6.4	8.8	77
HART TO HART	A	15735	4470	8.8	28.4	94	1181	7.8	7.5	83	1489	9.2	9.5	98	1800	9.3	11.4	100
HILL STREET BLUES	N	18257	6493	12.8	35.6	118	1880	12.4	10.3	114	2160	13.3	11.8	122	2453	12.7	13.4	117
HOTEL	A	24236	6996	13.8	28.9	96	2069	13.7	8.5	95	2176	13.4	9.0	93	2751	14.3	11.4	99
JEFFERSONS	C	17010	4731	9.3	27.8	92	1247	8.2	7.3	81	1706	10.5	10.0	104	1778	9.2	10.5	91
JENNIFER SLEPT HERE	N	9397	2650	5.2	28.2	93	722	4.8	7.7	85	1082	6.7	11.5	119	846	4.4	9.0	78
KATE & ALLIE	C	16762	5269	10.4	31.4	104	1444	9.5	8.6	96	1667	10.3	9.9	103	2159	11.2	12.9	112
KNIGHT RIDER	N	13164	3570	7.1	27.1	90	981	6.5	7.5	83	1240	7.6	9.4	97	1349	7.0	10.2	89
LOVE BOAT	A	20400	5711	11.3	28.0	93	1666	11.0	8.2	91	1984	12.2	9.7	101	2061	10.7	10.1	88
MAGNUM PI	C	22543	6572	13.0	29.2	97	1844	12.2	8.2	91	2117	13.0	9.4	97	2612	13.6	11.6	101
MAMA'S FAMILY	N	9852	2657	5.3	27.0	89	653	4.3	6.6	73	1104	6.8	11.2	116	900	4.7	9.1	80
MASTER, THE	N	8082	2182	4.3	27.0	89	617	4.1	7.6	85	681	4.2	8.4	87	885	4.6	11.0	95
MATT HOUSTON	A	12881	3848	7.6	29.9	99	1070	7.1	8.3	92	1454	9.0	11.3	117	1323	6.9	10.3	89
NBC MONDAY NIGHT MOVIE	N	23889	7606	15.0	31.8	106	2252	14.9	9.4	105	2390	14.7	10.0	103	2963	15.4	12.4	108
NBC NIGHTLY NEWS	N	11156	3202	6.3	28.7	95	1025	6.8	9.2	102	1082	6.7	9.7	100	1096	5.7	9.8	86
NBC NIGHTLY NEWS-SAT	N	7363	2244	4.4	30.5	101	671	4.4	9.1	101	863	5.3	11.7	121	711	3.7	9.7	84
NBC NIGHTLY NEWS-SUN	N	6214	1853	3.7	29.8	99	542	3.6	8.7	97	702	4.3	11.3	117	609	3.2	9.8	85
NBC SUNDAY NIGHT MOVIE	N	17590	5267	10.4	29.9	99	1533	10.1	8.7	97	1796	11.1	10.2	106	1938	10.1	11.0	96
NEWHART	C	16740	5104	10.1	30.5	101	1407	9.3	8.4	93	1721	10.6	10.3	106	1976	10.3	11.8	103
ONE DAY AT A TIME	C	11820	3473	6.9	29.4	97	944	6.2	8.0	89	1033	6.4	8.7	90	1496	7.8	12.7	110
PEOPLE ARE FUNNY	N	9138	2466	4.9	27.0	89	592	3.9	6.5	72	943	5.8	10.3	107	931	4.8	10.2	89
REAL PEOPLE	N	15979	4044	8.0	25.3	84	1115	7.4	7.0	77	1360	8.4	8.5	88	1569	8.1	9.8	86
REMINGTON STEELE	N	14395	4137	8.2	28.7	95	1280	8.5	8.9	99	1311	8.1	9.1	94	1546	8.0	10.7	94
RIPLEY'S BELIEVE IT - NOT	A	11362	3591	7.1	31.6	105	1025	6.8	9.0	100	1165	7.2	10.3	106	1401	7.3	12.3	107
RIPTIDE	N	13920	3647	7.2	26.2	87	803	5.3	5.8	64	1214	7.5	8.7	90	1630	8.5	11.7	102
SCARECROW & MRS. KING	C	17571	5165	10.2	29.4	97	1594	10.5	9.1	101	1559	9.6	8.9	92	2013	10.5	11.5	100
SIMON & SIMON	C	20208	5463	10.8	27.0	90	1517	10.0	7.5	83	1883	11.6	9.3	96	2063	10.7	10.2	89
60 MINUTES	C	27668	8505	16.8	30.7	102	2693	17.8	9.7	108	2950	18.2	10.7	110	2862	14.9	10.3	90
ST. ELSEWHERE	N	13699	4763	9.4	34.8	115	1535	10.1	11.2	124	1270	7.8	9.3	96	1958	10.2	14.3	124
THREE'S COMPANY	A	20632	5901	11.7	28.6	95	1849	12.2	9.0	99	1832	11.3	8.9	92	2221	11.5	10.8	94
T.J. HOOKER	A	17136	4688	9.3	27.4	91	1298	8.6	7.6	84	1645	10.1	9.6	99	1745	9.1	10.2	89
TONIGHT SHOW	N	4963	1695	3.3	34.2	113	470	3.1	9.5	105	566	3.5	11.4	118	660	3.4	13.3	116
TRAPPER JOHN, M.D.	C	16332	4571	9.0	28.0	93	1199	7.9	7.3	81	1580	9.7	9.7	100	1792	9.3	11.0	96
TV BLOOPERS & PRAC. JOKES	N	18881	5389	10.6	28.5	95	1474	9.7	7.8	87	1623	10.0	8.6	89	2292	11.9	12.1	106
20/20	A	18315	5266	10.4	28.8	95	1620	10.7	8.8	98	1691	10.4	9.2	95	1956	10.2	10.7	93
WEBSTER	A	18722	5651	11.2	30.2	100	1789	11.8	9.6	106	1717	10.6	9.2	95	2144	11.1	11.5	100
WORLD NEWS - SUN	A	5327	1499	3.0	28.1	93	493	3.3	9.3	103	478	2.9	9.0	93	527	2.7	9.9	86
YELLOW ROSE	N	8370	2146	4.2	25.6	85	558	3.7	6.7	74	695	4.3	8.3	86	892	4.6	10.7	93
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	8432	16.7	32.6	108	2520	16.7	9.7	108	2849	17.6	11.0	114	3063	15.9	11.8	103
BASKETBALL - COLLEGE GAMES		14468	4880	9.6	33.7	112	1389	9.2	9.6	106	1630	10.0	11.3	116	1861	9.7	12.9	112
BASKETBALL - PRO GAMES		12124	3828	7.6	31.6	105	1009	6.7	8.3	92	1404	8.7	11.6	120	1414	7.3	11.7	102
BOWLING		9412	2987	5.9	31.7	105	966	6.4	10.3	114	1000	6.2	10.6	110	1021	5.3	10.8	94
BOXING		15409	4799	9.5	31.1	103	1408	9.3	9.1	101	1468	9.0	9.5	98	1922	10.0	12.5	109
FOOTBALL - COLLEGE GAMES		21400	7703	15.2	36.0	119	2277	15.0	10.6	118	2481	15.3	11.6	120	2945	15.3	13.8	120
FOOTBALL - PRO GAMES		35944	13274	26.2	36.9	122	3673	24.3	10.2	113	4436	27.3	12.3	128	5165	26.8	14.4	125
GOLF		9759	4305	8.5	44.1	146	1417	9.4	14.5	161	1571	9.7	16.1	166	1316	6.8	13.5	117
POST-SEASON COLL. FOOTBALL		18123	6807	13.5	37.6	124	2035	13.5	11.2	124	2257	13.9	12.5	129	2514	13.1	13.9	121
POST-SEASON PRO FOOTBALL		22091	8534	16.9	38.6	128	2333	15.4	10.6	117	2959	18.2	13.4	138	3242	16.8	14.7	128
TENNIS		6764	2794	5.5	41.3	137	1060	7.0	15.7	174	842	5.2	12.4	129	891	4.6	13.2	115
WRESTLING - PROFESSIONAL		9695	2074	4.1	21.4	71	519	3.4	5.4	59	627	3.9	6.5	67	928	4.8	9.6	83

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	22879	100.0	28.9	100	7351	100.0	9.3	100	6995	100.0	8.8	100	8533	100.0	10.8	100
HOUSEHOLD HEADS	66405	19668	86.0	29.6	103	6526	88.8	9.8	106	6033	86.2	9.1	103	7109	83.3	10.7	99
18 - 24	13945	3376	14.8	24.2	84	808	11.0	5.8	62	1172	16.8	8.4	95	1396	16.4	10.0	93
25 - 34	19334	6029	26.4	31.2	108	1529	20.8	7.9	85	1791	25.6	9.3	105	2709	31.7	14.0	130
35 - 44	14196	4788	20.9	33.7	117	1546	21.0	10.9	117	1463	20.9	10.3	117	1778	20.8	12.5	116
45 - 54	10896	3575	15.6	32.8	114	1288	17.5	11.8	127	1009	14.4	9.3	105	1278	15.0	11.7	109
55 - 64	10378	2909	12.7	28.0	97	1192	16.2	11.5	124	935	13.4	9.0	102	782	9.2	7.5	70
65 OR OLDER	10514	2203	9.6	21.0	73	988	13.4	9.4	101	625	8.9	5.9	67	590	6.9	5.6	52
18 - 34	33279	9405	41.1	28.3	98	2337	31.8	7.0	76	2963	42.4	8.9	101	4105	48.1	12.3	115
18 - 49	52904	15956	69.7	30.2	104	4608	62.7	8.7	94	4923	70.4	9.3	105	6425	75.3	12.1	113
25 - 54	44426	14392	62.9	32.4	112	4364	59.4	9.8	106	4263	60.9	9.6	109	5765	67.6	13.0	121
35 - 49	19625	6551	28.6	33.4	116	2271	30.9	11.6	125	1960	28.0	10.0	113	2320	27.2	11.8	110
50 OR OLDER	26359	6923	30.3	26.3	91	2743	37.3	10.4	112	2072	29.6	7.9	89	2109	24.7	8.0	74
GRADUATED COLLEGE	15982	8100	35.4	50.7	176	2857	38.9	17.9	193	2678	38.3	16.8	190	2565	30.1	16.0	149
ATTENDED COLLEGE	13629	4708	20.6	34.5	120	1400	19.0	10.3	111	1438	20.6	10.6	120	1870	21.9	13.7	127
GRADUATED HIGH SCHOOL	28591	7003	30.6	24.5	85	2101	28.6	7.3	79	1951	27.9	6.8	77	2951	34.6	10.3	96
DID NOT GRADUATE HIGH SCHOOL	21061	3067	13.4	14.6	50	993	13.5	4.7	51	928	13.3	4.4	50	1147	13.4	5.4	51
EMPLOYED FULL-TIME	52316	16814	73.5	32.1	111	5283	71.9	10.1	109	5123	73.2	9.8	111	6408	75.1	12.2	114
EMPLOYED PART-TIME	4113	1178	5.1	28.6	99	*357	4.9	8.7	94	*427	6.1	10.4	118	*394	4.6	9.6	89
NOT EMPLOYED	22834	4887	21.4	21.4	74	1711	23.3	7.5	81	1445	20.7	6.3	72	1731	20.3	7.6	70
PROFESSIONAL/MANAGER	15034	7140	31.2	47.5	165	2537	34.5	16.9	182	2237	32.0	14.9	169	2366	27.7	15.7	146
TECH/CLERICAL/SALES	11255	3908	17.1	34.7	120	1078	14.7	9.6	103	1231	17.6	10.9	124	1599	18.7	14.2	132
PRECISION/CRAFT	11607	2877	12.6	24.8	86	939	12.8	8.1	87	762	10.9	6.6	74	1175	13.8	10.1	94
OTHER EMPLOYED	18534	4067	17.8	21.9	76	1086	14.8	5.9	63	1320	18.9	7.1	81	1662	19.5	9.0	83
SINGLE	19562	5448	23.8	27.8	96	1492	20.3	7.6	82	1703	24.3	8.7	99	2253	26.4	11.5	107
MARRIED	51896	15204	66.5	29.3	101	4964	67.5	9.6	103	4740	67.8	9.1	103	5500	64.5	10.6	98
DIVORCED/SEPARATED/WIDOWED	7804	2227	9.7	28.5	99	895	12.2	11.5	124	552	7.9	7.1	80	780	9.1	10.0	93
PARENTS	25372	7461	32.6	29.4	102	2022	27.5	8.0	86	2532	36.2	10.0	113	2908	34.1	11.5	106
WHITE	69658	20760	90.7	29.8	103	6492	88.3	9.3	100	6357	90.9	9.1	103	7912	92.7	11.4	106
BLACK	7909	1660	7.3	21.0	73	639	8.7	8.1	87	532	7.6	6.7	76	489	5.7	6.2	57
OTHER	1696	*459	2.0	27.1	94	**221	3.0	13.0	141	**107	1.5	6.3	71	**132	1.5	7.8	72
NORTHEAST-CENSUS	17202	6023	26.3	35.0	121	1838	25.0	10.7	115	2146	30.7	12.5	141	2038	23.9	11.8	110
NORTH CENTRAL	20461	5435	23.8	26.6	92	1328	18.1	6.5	70	1835	26.2	9.0	102	2273	26.6	11.1	103
SOUTH	26695	5151	22.5	19.3	67	1897	25.8	7.1	77	1235	17.7	4.6	52	2019	23.7	7.6	70
WEST	14906	6270	27.4	42.1	146	2289	31.1	15.4	166	1779	25.4	11.9	135	2203	25.8	14.8	137
NORTHEAST-MKTG.	17962	6138	26.8	34.2	118	2143	29.2	11.9	129	2124	30.4	11.8	134	1871	21.9	10.4	97
EAST CENTRAL	11741	2821	12.3	24.0	83	676	9.2	5.8	62	854	12.2	7.3	82	1291	15.1	11.0	102
WEST CENTRAL	13518	4031	17.6	29.8	103	1040	14.1	7.7	83	1329	19.0	9.8	111	1662	19.5	12.3	114
SOUTH	23168	4265	18.6	18.4	64	1452	19.8	6.3	68	1020	14.6	4.4	50	1794	21.0	7.7	72
PACIFIC	12874	5625	24.6	43.7	151	2042	27.8	15.9	171	1669	23.9	13.0	147	1915	22.4	14.9	138
COUNTY SIZE A	32596	11606	50.7	35.6	123	4226	57.5	13.0	140	3552	50.8	10.9	123	3828	44.9	11.7	109
COUNTY SIZE B	23814	6774	29.6	28.4	99	1925	26.2	8.1	87	2038	29.1	8.6	97	2811	32.9	11.8	110
COUNTY SIZE C	12663	2953	12.9	23.3	81	808	11.0	6.4	69	873	12.5	6.9	78	1273	14.9	10.1	93
COUNTY SIZE D	10190	1546	6.8	15.2	53	*392	5.3	3.8	41	*532	7.6	5.2	59	621	7.3	6.1	57
METRO CENTRAL CITY	23190	7876	34.4	34.0	118	2714	36.9	11.7	126	2330	33.3	10.0	114	2832	33.2	12.2	113
METRO SUBURBAN	36920	11465	50.1	31.1	108	3659	49.8	9.9	107	3593	51.4	9.7	110	4213	49.4	11.4	106
NON METRO	19152	3538	15.5	18.5	64	979	13.3	5.1	55	1072	15.3	5.6	63	1488	17.4	7.8	72
TOP 5 ADI'S	18703	7204	31.5	38.5	133	2538	34.5	13.6	146	2463	35.2	13.2	149	2203	25.8	11.8	109
TOP 10 ADI'S	26158	9384	41.0	35.9	124	3527	48.0	13.5	145	3013	43.1	11.5	131	2844	33.3	10.9	101
TOP 20 ADI'S	36612	12534	54.8	34.2	119	4556	62.0	12.4	134	3908	55.9	10.7	121	4070	47.7	11.1	103
HSHLD INC. $50,000 OR MORE	9326	4022	17.6	43.1	149	1401	19.1	15.0	162	1265	18.1	13.6	154	1356	15.9	14.5	135
$40,000 OR MORE	18002	7509	32.8	41.7	145	2523	34.3	14.0	151	2345	33.5	13.0	148	2641	31.0	14.7	136
$30,000 OR MORE	31361	12453	54.4	39.7	138	4184	56.9	13.3	144	3867	55.3	12.3	140	4402	51.6	14.0	130
$25,000 OR MORE	39858	15213	66.5	38.2	132	5044	68.6	12.7	136	4771	68.2	12.0	136	5399	63.3	13.5	126
$20,000 - $24,999	8664	2008	8.8	23.2	80	635	8.6	7.3	79	545	7.8	6.3	71	828	9.7	9.6	89
$15,000 - $19,999	7964	1844	8.1	23.2	80	470	6.4	5.9	64	657	9.4	8.2	93	717	8.4	9.0	84
$10,000 - $14,999	11093	2215	9.7	20.0	69	725	9.9	6.5	70	575	8.2	5.2	59	914	10.7	8.2	77
UNDER $10,000	11683	1600	7.0	13.7	47	477	6.5	4.1	44	448	6.4	3.8	43	675	7.9	5.8	54
HOUSEHOLD OF 1 PERSON	7453	2148	9.4	28.8	100	851	11.6	11.4	123	616	8.8	8.3	94	681	8.0	9.1	85
2 PEOPLE	24757	7647	33.4	30.9	107	2638	35.9	10.7	115	2200	31.5	8.9	101	2809	32.9	11.3	105
3 OR 4 PEOPLE	32682	9525	41.6	29.1	101	2909	39.6	8.9	96	3036	43.4	9.3	105	3579	41.9	11.0	102
5 OR MORE PEOPLE	14370	3559	15.6	24.8	86	953	13.0	6.6	72	1142	16.3	7.9	90	1464	17.2	10.2	95
NO CHILD IN HSHLD	46768	13733	60.0	29.4	102	4895	66.6	10.5	113	3940	56.3	8.4	95	4898	57.4	10.5	97
CHILD(REN) UNDER 2 YRS	4799	1219	5.3	25.4	88	*363	4.9	7.6	82	*410	5.9	8.5	97	445	5.2	9.3	86
2 - 5 YEARS	11125	2916	12.7	26.2	91	644	8.8	5.8	62	884	12.6	7.9	90	1387	16.3	12.5	116
6 - 11 YEARS	14193	4125	18.0	29.1	101	1252	17.0	8.8	95	1274	18.2	9.0	102	1599	18.7	11.3	105
12 - 17 YEARS	17402	4896	21.4	28.1	97	1316	17.9	7.6	82	1784	25.5	10.3	116	1796	21.0	10.3	96
RESIDENCE OWNED	56398	16433	71.8	29.1	101	5257	71.5	9.3	101	5093	72.8	9.0	102	6083	71.3	10.8	100
VALUE: $50,000 OR MORE	34811	12518	54.7	36.0	125	4270	58.1	12.3	132	3870	55.3	11.1	126	4378	51.3	12.6	117
VALUE: UNDER $50,000	21587	3915	17.1	18.1	63	987	13.4	4.6	49	1222	17.5	5.7	64	1705	20.0	7.9	73

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES		79263	22879	100.0	28.9	100	7351	100.0	9.3	100	6995	100.0	8.8	100	8533	100.0	10.8	100
MAGAZINES	QUINTILE 1	16033	6533	28.6	40.7	141	1979	26.9	12.3	133	2227	31.8	13.9	157	2327	27.3	14.5	135
	QUINTILE 2	15354	5046	22.1	32.9	114	1622	22.1	10.6	114	1585	22.7	10.3	117	1839	21.6	12.0	111
	QUINTILE 3	15888	4560	19.9	28.7	99	1426	19.4	9.0	97	1353	19.3	8.5	96	1781	20.9	11.2	104
	QUINTILE 4	17310	4178	18.3	24.1	84	1447	19.7	8.4	90	1031	14.7	6.0	67	1700	19.9	9.8	91
	QUINTILE 5	14677	2563	11.2	17.5	60	878	11.9	6.0	65	799	11.4	5.4	62	886	10.4	6.0	56
NEWSPAPERS	QUINTILE 1	15277	6043	26.4	39.6	137	1937	26.4	12.7	137	2067	29.5	13.5	153	2039	23.9	13.3	124
	QUINTILE 2	22745	7287	31.9	32.0	111	2136	29.1	9.4	101	2372	33.9	10.4	118	2780	32.6	12.2	114
	QUINTILE 3	10692	3305	14.4	30.9	107	1268	17.2	11.9	128	792	11.3	7.4	84	1245	14.6	11.6	108
	QUINTILE 4	11646	2899	12.7	24.9	86	1014	13.8	8.7	94	732	10.5	6.3	71	1153	13.5	9.9	92
	QUINTILE 5	18903	3345	14.6	17.7	61	997	13.6	5.3	57	1032	14.8	5.5	62	1316	15.4	7.0	65
OUTDOOR	QUINTILE 1	16620	5412	23.7	32.6	113	1600	21.8	9.6	104	1631	23.3	9.8	111	2181	25.6	13.1	122
	QUINTILE 2	16377	4946	21.6	30.2	105	1525	20.7	9.3	100	1399	20.0	8.5	97	2022	23.7	12.3	115
	QUINTILE 3	15995	4617	20.2	28.9	100	1442	19.6	9.0	97	1439	20.6	9.0	102	1735	20.3	10.8	101
	QUINTILE 4	15592	4197	18.3	26.9	93	1449	19.7	9.3	100	1292	18.5	8.3	94	1456	17.1	9.3	87
	QUINTILE 5	14679	3708	16.2	25.3	88	1336	18.2	9.1	98	1233	17.6	8.4	95	1139	13.3	7.8	72
RADIO-DRIVE TIME	QUINTILE 1	15746	4355	19.0	27.7	96	1409	19.2	8.9	96	1209	17.3	7.7	87	1737	20.4	11.0	102
	QUINTILE 2	15067	4401	19.2	29.2	101	1360	18.5	9.0	97	1447	20.7	9.6	109	1594	18.7	10.6	98
	QUINTILE 3	15631	4849	21.2	31.0	107	1585	21.6	10.1	109	1459	20.9	9.3	106	1804	21.1	11.5	107
	QUINTILE 4	16245	5257	23.0	32.4	112	1553	21.1	9.6	103	1542	22.0	9.5	108	2162	25.3	13.3	124
	QUINTILE 5	16573	4017	17.6	24.2	84	1444	19.6	8.7	94	1338	19.1	8.1	91	1235	14.5	7.5	69
RADIO-MID-DAY	TERCILE 1	21788	6128	26.8	28.1	97	1952	26.6	9.0	97	1785	25.5	8.2	93	2391	28.0	11.0	102
	TERCILE 2	21151	6143	26.8	29.0	101	2085	28.4	9.9	106	1797	25.7	8.5	96	2261	26.5	10.7	99
	TERCILE 3	36323	10609	46.4	29.2	101	3314	45.1	9.1	98	3413	48.8	9.4	106	3881	45.5	10.7	99
RADIO-TOTAL	QUINTILE 1	15977	4518	19.7	28.3	98	1424	19.4	8.9	96	1262	18.0	7.9	90	1832	21.5	11.5	107
	QUINTILE 2	15923	4284	18.7	26.9	93	1189	16.2	7.5	81	1369	19.6	8.6	97	1727	20.2	10.8	101
	QUINTILE 3	14980	5207	22.8	34.8	120	1837	25.0	12.3	132	1542	22.0	10.3	117	1828	21.4	12.2	113
	QUINTILE 4	17123	5004	21.9	29.2	101	1537	20.9	9.0	97	1606	23.0	9.4	106	1861	21.8	10.9	101
	QUINTILE 5	15260	3866	16.9	25.3	88	1364	18.6	8.9	96	1217	17.4	8.0	90	1285	15.1	8.4	78
TV-PRIME TIME	QUINTILE 1	15674	4503	19.7	28.7	100	1512	20.6	9.6	104	1352	19.3	8.6	98	1640	19.2	10.5	97
	QUINTILE 2	15944	4660	20.4	29.2	101	1369	18.6	8.6	93	1570	22.4	9.8	112	1721	20.2	10.8	100
	QUINTILE 3	16037	5061	22.1	31.6	109	1563	21.3	9.7	105	1568	22.4	9.8	111	1931	22.6	12.0	112
	QUINTILE 4	15412	4561	19.9	29.6	103	1465	19.9	9.5	102	1355	19.4	8.8	100	1741	20.4	11.3	105
	QUINTILE 5	16194	4094	17.9	25.3	88	1444	19.6	8.9	96	1151	16.5	7.1	81	1500	17.6	9.3	86
TV-DAYTIME	TERCILE 1	19156	4807	21.0	25.1	87	1480	20.1	7.7	83	1393	19.9	7.3	82	1934	22.7	10.1	94
	TERCILE 2	19343	5268	23.0	27.2	94	1603	21.8	8.3	89	1743	24.9	9.0	102	1922	22.5	9.9	92
	TERCILE 3	40764	12805	56.0	31.4	109	4268	58.1	10.5	113	3859	55.2	9.5	107	4677	54.8	11.5	107
TV-TOTAL	QUINTILE 1	15844	4400	19.2	27.8	96	1249	17.0	7.9	85	1433	20.5	9.0	102	1718	20.1	10.8	101
	QUINTILE 2	15767	4586	20.0	29.1	101	1708	23.2	10.8	117	1303	18.6	8.3	94	1576	18.5	10.0	93
	QUINTILE 3	15775	4626	20.2	29.3	102	1511	20.6	9.6	103	1451	20.7	9.2	104	1664	19.5	10.5	98
	QUINTILE 4	15903	4831	21.1	30.4	105	1398	19.0	8.8	95	1520	21.7	9.6	108	1913	22.4	12.0	112
	QUINTILE 5	15974	4436	19.4	27.8	96	1486	20.2	9.3	100	1288	18.4	8.1	91	1662	19.5	10.4	97
MAGAZINES-NEWSPAPERS: DUAL		21225	8472	37.0	39.9	138	2538	34.5	12.0	129	2603	37.2	12.3	139	3331	39.0	15.7	146
MAGAZINE IMPERATIVE		17728	5075	22.2	28.6	99	1685	22.9	9.5	102	1640	23.4	9.3	105	1750	20.5	9.9	92
NEWSPAPER IMPERATIVE		22987	6456	28.2	28.1	97	2128	28.9	9.3	100	2099	30.0	9.1	103	2229	26.1	9.7	90
MAGAZINES-OUTDOOR: DUAL		16244	6002	26.2	36.9	128	1628	22.1	10.0	108	1839	26.3	11.3	128	2534	29.7	15.6	145
MAGAZINE IMPERATIVE		24016	8049	35.2	33.5	116	2813	38.3	11.7	126	2663	38.1	11.1	126	2573	30.2	10.7	100
OUTDOOR IMPERATIVE		26020	6424	28.1	24.7	86	2153	29.3	8.3	89	1765	25.2	6.8	77	2506	29.4	9.6	89
MAGAZINES-RADIO: DUAL		16918	5904	25.8	34.9	121	1836	25.0	10.9	117	1884	26.9	11.1	126	2184	25.6	12.9	120
MAGAZINE IMPERATIVE		23456	8417	36.8	35.9	124	2694	36.6	11.5	124	2787	39.8	11.9	135	2937	34.4	12.5	116
RADIO IMPERATIVE		23900	5729	25.0	24.0	83	1727	23.5	7.2	78	1532	21.9	6.4	73	2471	29.0	10.3	96
MAGAZINES-TELEVISION: DUAL		15791	5558	24.3	35.2	122	1828	24.9	11.6	125	1675	23.9	10.6	120	2055	24.1	13.0	121
MAGAZINE IMPERATIVE		25476	8799	38.5	34.5	120	2638	35.9	10.4	112	2937	42.0	11.5	131	3224	37.8	12.7	118
TELEVISION IMPERATIVE		25744	5883	25.7	22.9	79	2036	27.7	7.9	85	1708	24.4	6.6	75	2140	25.1	8.3	77
NEWSPAPERS-OUTDOOR: DUAL		17628	6023	26.3	34.2	118	1852	25.2	10.5	113	1789	25.6	10.1	115	2382	27.9	13.5	126
NEWSPAPER IMPERATIVE		26414	8903	38.9	33.7	117	2917	39.7	11.0	119	2971	42.5	11.2	127	3015	35.3	11.4	106
OUTDOOR IMPERATIVE		23059	5828	25.5	25.3	88	1845	25.1	8.0	86	1617	23.1	7.0	79	2366	27.7	10.3	95
NEWSPAPERS-RADIO: DUAL		17996	6202	27.1	34.5	119	1962	26.7	10.9	118	1906	27.2	10.6	120	2335	27.4	13.0	121
NEWSPAPER IMPERATIVE		26269	9297	40.6	35.4	123	3010	40.9	11.5	124	3053	43.6	11.6	132	3234	37.9	12.3	114
RADIO IMPERATIVE		21342	4883	21.3	22.9	79	1483	20.2	6.9	75	1384	19.8	6.5	73	2016	23.6	9.4	88
NEWSPAPERS-TELEVISION: DUAL		17359	5747	25.1	33.1	115	1831	24.9	10.5	114	1873	26.8	10.8	122	2043	23.9	11.8	109
NEWSPAPER IMPERATIVE		26889	9612	42.0	35.7	124	2974	40.5	11.1	119	3085	44.1	11.5	130	3552	41.6	13.2	123
TELEVISION IMPERATIVE		21698	5029	22.0	23.2	80	1786	24.3	8.2	89	1282	18.3	5.9	67	1961	23.0	9.0	84
OUTDOOR-RADIO: DUAL		16456	4896	21.4	29.8	103	1372	18.7	8.3	90	1474	21.1	9.0	101	2049	24.0	12.5	116
OUTDOOR IMPERATIVE		25870	8181	35.8	31.6	110	2633	35.8	10.2	110	2507	35.8	9.7	110	3041	35.6	11.8	109
RADIO IMPERATIVE		23943	6629	29.0	27.7	96	2231	30.3	9.3	100	1969	28.1	8.2	93	2429	28.5	10.1	94
OUTDOOR-TELEVISION: DUAL		15918	4938	21.6	31.0	107	1499	20.4	9.4	102	1448	20.7	9.1	103	1990	23.3	12.5	116
OUTDOOR IMPERATIVE		26398	8071	35.3	30.6	106	2469	33.6	9.4	101	2320	33.2	8.8	100	3283	38.5	12.4	116
TELEVISION IMPERATIVE		24851	6441	28.2	25.9	90	2321	31.6	9.3	101	2024	28.9	8.1	92	2097	24.6	8.4	78
RADIO-TELEVISION: DUAL		15584	4426	19.3	28.4	98	1274	17.3	8.2	88	1494	21.4	9.6	109	1659	19.4	10.6	99
RADIO IMPERATIVE		25472	7591	33.2	29.8	103	2441	33.2	9.6	103	2149	30.7	8.4	96	3002	35.2	11.8	109
TELEVISION IMPERATIVE		25578	7505	32.8	29.3	102	2654	36.1	10.4	112	2242	32.1	8.8	99	2609	30.6	10.2	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES	79263	22879	100.0	28.9	100	7351	100.0	9.3	100	6995	100.0	8.8	100	8533	100.0	10.8	100
ATLANTIC MONTHLY	452	272	1.2	60.2	208	**120	1.6	26.5	286	**48	0.7	10.6	120	**103	1.2	22.8	212
BARRON'S	1058	487	2.1	46.0	159	*191	2.6	18.1	195	*153	2.2	14.5	164	*143	1.7	13.5	126
BETTER HOMES & GARDENS	4773	1676	7.3	35.1	122	512	7.0	10.7	116	537	7.7	11.3	127	628	7.4	13.2	122
BON APPETIT	1037	620	2.7	59.8	207	259	3.5	25.0	269	*230	3.3	22.2	251	*131	1.5	12.6	117
BUSINESS WEEK	3193	1408	6.2	44.1	153	573	7.8	17.9	193	467	6.7	14.6	166	368	4.3	11.5	107
CAR AND DRIVER	2705	894	3.9	33.0	114	*241	3.3	8.9	96	284	4.1	10.5	119	369	4.3	13.6	127
CBS MAGAZINE NETWORK (GROSS)	5678	1917	8.4	33.8	117	525	7.1	9.2	100	620	8.9	10.9	124	772	9.0	13.6	126
CHANGING TIMES	1847	757	3.3	41.0	142	191	2.6	10.3	112	296	4.2	16.0	182	271	3.2	14.7	136
COLONIAL HOMES	492	155	0.7	31.5	109	**36	0.5	7.3	79	**73	1.0	14.8	168	**46	0.5	9.3	87
CONDE NAST MAG. PKG. (GROSS)	2066	686	3.0	33.2	115	209	2.8	10.1	109	*182	2.6	8.8	100	*295	3.5	14.3	133
CONSUMERS DIGEST	1719	559	2.4	32.5	113	*188	2.6	10.9	118	*141	2.0	8.2	93	*230	2.7	13.4	124
COSMOPOLITAN	1762	651	2.8	36.9	128	*228	3.1	12.9	140	*167	2.4	9.5	107	*256	3.0	14.5	135
COUNTRY LIVING	1110	293	1.3	26.4	91	**77	1.0	6.9	75	*109	1.6	9.8	111	*108	1.3	9.7	90
CUISINE	660	363	1.6	55.0	191	*153	2.1	23.2	250	**107	1.5	16.2	184	*102	1.2	15.5	144
CYCLE WORLD	1924	479	2.1	24.9	86	*160	2.2	8.3	90	**108	1.5	5.6	64	*212	2.5	11.0	102
DCI:CREATIVE IDEAS FOR LIV	437	*147	0.6	33.6	117	**30	0.4	6.9	74	**38	0.5	8.7	99	**79	0.9	18.1	168
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	800	3.5	32.1	111	209	2.8	8.4	90	*216	3.1	8.7	98	375	4.4	15.1	140
DISCOVER	1279	454	2.0	35.5	123	*109	1.5	8.5	92	*126	1.8	9.9	112	*219	2.6	17.1	159
EBONY	2898	637	2.8	22.0	76	212	2.9	7.3	79	270	3.9	9.3	106	*155	1.8	5.3	50
ESQUIRE	1384	464	2.0	33.5	116	*119	1.6	8.6	93	*163	2.3	11.8	133	183	2.1	13.2	123
ESSENCE	850	*226	1.0	26.6	92	**67	0.9	7.9	85	**108	1.5	12.7	144	**51	0.6	6.0	56
FAMILY CIRCLE	2430	856	3.7	35.2	122	309	4.2	12.7	137	*180	2.6	7.4	84	366	4.3	15.1	140
THE FAMILY HANDYMAN	2356	617	2.7	26.2	91	*193	2.6	8.2	88	*185	2.6	7.9	89	238	2.8	10.1	94
FAMILY WEEKLY	11533	3022	13.2	26.2	91	839	11.4	7.3	78	850	12.2	7.4	84	1333	15.6	11.6	107
FIELD & STREAM	7444	1962	8.6	26.4	91	473	6.4	6.4	69	645	9.2	8.7	98	844	9.9	11.3	105
FOOD & WINE	416	190	0.8	45.7	158	*80	1.1	19.2	207	**33	0.5	7.9	90	**77	0.9	18.5	172
FORBES	1865	1041	4.6	55.8	193	416	5.7	22.3	241	288	4.1	15.4	175	336	3.9	18.0	167
FORTUNE	1849	923	4.0	49.9	173	377	5.1	20.4	220	277	4.0	15.0	170	269	3.2	14.5	135
GENTLEMEN'S QUARTERLY	2284	845	3.7	37.0	128	247	3.4	10.8	117	275	3.9	12.0	136	322	3.8	14.1	131
GLAMOUR	538	*225	1.0	41.8	145	**71	1.0	13.2	142	**35	0.5	6.5	74	**119	1.4	22.1	205
GOLF DIGEST	1649	654	2.9	39.7	137	256	3.5	15.5	167	*184	2.6	11.2	126	214	2.5	13.0	121
GOLF DIGEST/TENNIS (GROSS)	2294	850	3.7	37.1	128	311	4.2	13.6	146	233	3.3	10.2	115	306	3.6	13.3	124
GOLF MAGAZINE	1577	592	2.6	37.5	130	225	3.1	14.3	154	*192	2.7	12.2	138	*174	2.0	11.0	102
GOLF MAGAZINE/SKI (GROSS)	2487	1049	4.6	42.2	146	292	4.0	11.7	127	388	5.5	15.6	177	369	4.3	14.8	138
GOOD HOUSEKEEPING	2569	881	3.9	34.3	119	293	4.0	11.4	123	242	3.5	9.4	107	347	4.1	13.5	125
HARPER'S BAZAAR	431	**129	0.6	29.9	104	**37	0.5	8.6	93	**28	0.4	6.5	74	**64	0.8	14.8	138
HEALTH	788	*175	0.8	22.2	77	**14	0.2	1.8	19	**59	0.8	7.5	85	**101	1.2	12.8	119
HEARST MAG CORP. BUY (GROSS)	18781	6086	26.6	32.4	112	1797	24.4	9.6	103	1678	24.0	8.9	101	2610	30.6	13.9	129
HEARST MAN POWER (GROSS)	9169	2777	12.1	30.3	105	803	10.9	8.8	94	718	10.3	7.8	89	1256	14.7	13.7	127
HEARST WOMAN POWER (GROSS)	5452	1881	8.2	34.5	120	616	8.4	11.3	122	473	6.8	8.7	98	791	9.3	14.5	135
HOUSE BEAUTIFUL	1020	395	1.7	38.7	134	*110	1.5	10.8	116	*155	2.2	15.2	172	*130	1.5	12.7	118
INC.	993	495	2.2	49.8	173	*171	2.3	17.2	186	*163	2.3	16.4	186	*161	1.9	16.2	151
JET	2808	661	2.9	23.5	82	202	2.7	7.2	78	304	4.3	10.8	123	*155	1.8	5.5	51
LADIES' HOME JOURNAL	1868	572	2.5	30.6	106	*188	2.6	10.1	109	**95	1.4	5.1	58	*289	3.4	15.5	144
LHJ FAMILY GRP COMBO(GROSS)	3582	1073	4.7	30.0	104	293	4.0	8.2	88	276	3.9	7.7	87	504	5.9	14.1	131
LIFE	4817	1751	7.7	36.4	126	521	7.1	10.8	117	528	7.5	11.0	124	701	8.2	14.6	135
L.A. TIMES HOME MAGAZINE	1465	905	4.0	61.8	214	323	4.4	22.0	238	*195	2.8	13.3	151	387	4.5	26.4	245
MADEMOISELLE	460	*199	0.9	43.3	150	**70	1.0	15.2	164	**31	0.4	6.7	76	**98	1.1	21.3	198
MC CALL'S	1764	498	2.2	28.2	98	*150	2.0	8.5	92	*126	1.8	7.1	81	222	2.6	12.6	117
MC CALL'S/WRK MOTHER (GROSS)	2062	571	2.5	27.7	96	*163	2.2	7.9	85	*144	2.1	7.0	79	265	3.1	12.9	119
MECHANIX ILLUSTRATED	3625	1137	5.0	31.4	109	481	6.5	13.3	143	333	4.8	9.2	104	323	3.8	8.9	83
METROPOLITAN HOME	495	*165	0.7	33.3	115	**39	0.5	7.9	85	**35	0.5	7.1	80	**91	1.1	18.4	171
MONEY	3017	1553	6.8	51.5	178	399	5.4	13.2	143	630	9.0	20.9	237	523	6.1	17.3	161
MOTHER EARTH NEWS	1203	474	2.1	39.4	137	**149	2.0	12.4	134	**173	2.5	14.4	163	*151	1.8	12.6	117
MS.	*257	**114	0.5	44.4	154	**51	0.7	19.8	214	**47	0.7	18.3	207	**16	0.2	6.2	58
NATIONAL ENQUIRER	6921	1779	7.8	25.7	89	491	6.7	7.1	76	597	8.5	8.6	98	691	8.1	10.0	93
NATIONAL GEOGRAPHIC	11626	4832	21.1	41.6	144	1662	22.6	14.3	154	1444	20.6	12.4	141	1727	20.2	14.9	138
NATIONAL SUNDAY MAGAZINE PKG	49424	16445	71.9	33.3	115	5296	72.0	10.7	116	5098	72.9	10.3	117	6051	70.9	12.2	114
NATURAL HISTORY	753	307	1.3	40.8	141	**122	1.7	16.2	175	**126	1.8	16.7	190	**59	0.7	7.8	73
NEW WOMAN	*296	**88	0.4	29.7	103	**50	0.7	16.9	182	**24	0.3	8.1	92	**14	0.2	4.7	44
NEW YORK INCLUDING CUE	541	229	1.0	42.3	147	*85	1.2	15.7	169	**48	0.7	8.9	101	**96	1.1	17.7	165
THE NEW YORKER	1078	532	2.3	49.4	171	204	2.8	18.9	204	*133	1.9	12.3	140	*195	2.3	18.1	168
NEWSWEEK	9602	3694	16.1	38.5	133	1197	16.3	12.5	134	1271	18.2	13.2	150	1226	14.4	12.8	119
THE N.Y. TIMES DAILY EDITION	1376	795	3.5	57.8	200	376	5.1	27.3	295	257	3.7	18.7	212	162	1.9	11.8	109
THE N.Y. TIMES MAGAZINE	2110	1191	5.2	56.4	196	485	6.6	23.0	248	404	5.8	19.1	217	302	3.5	14.3	133
OMNI	1927	806	3.5	41.8	145	*168	2.3	8.7	94	380	5.4	19.7	223	258	3.0	13.4	124
ON CABLE	911	267	1.2	29.3	102	**25	0.3	2.7	30	**101	1.4	11.1	126	*141	1.7	15.5	144
1001 HOME IDEAS	927	326	1.4	35.2	122	**91	1.2	9.8	106	**122	1.7	13.2	149	*114	1.3	12.3	114
ORGANIC GARDENING	1430	407	1.8	28.5	99	*144	2.0	10.1	109	*138	2.0	9.7	109	*125	1.5	8.7	81
OUTDOOR LIFE	4064	1021	4.5	25.1	87	*214	2.9	5.3	57	341	4.9	8.4	95	466	5.5	11.5	107
PARADE MAGAZINE	24538	8345	36.5	34.0	118	2703	36.8	11.0	119	2701	38.6	11.0	125	2942	34.5	12.0	111

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE - TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	22879	100.0	28.9	100	7351	100.0	9.3	100	6995	100.0	8.8	100	8533	100.0	10.8	100
PARENTS	1126	408	1.8	36.2	126	**92	1.3	8.2	88	*148	2.1	13.1	149	*168	2.0	14.9	139
PENTHOUSE	4157	1557	6.8	37.5	130	450	6.1	10.8	117	471	6.7	11.3	128	636	7.5	15.3	142
PEOPLE	7591	2589	11.3	34.1	118	777	10.6	10.2	110	911	13.0	12.0	136	901	10.6	11.9	110
PLAYBOY	8379	2930	12.8	35.0	121	883	12.0	10.5	114	899	12.9	10.7	122	1148	13.5	13.7	127
POPULAR HOT RODDING	2110	380	1.7	18.0	62	**94	1.3	4.5	48	**111	1.6	5.3	60	*175	2.1	8.3	77
POPULAR MECHANICS	4850	1545	6.8	31.9	110	432	5.9	8.9	96	420	6.0	8.7	98	693	8.1	14.3	133
POPULAR SCIENCE	3397	1348	5.9	39.7	137	434	5.9	12.8	138	378	5.4	11.1	126	536	6.3	15.8	147
PREVENTION	1720	509	2.2	29.6	103	*152	2.1	8.8	95	*182	2.6	10.6	120	175	2.1	10.2	95
PSYCHOLOGY TODAY	1344	597	2.6	44.4	154	*147	2.0	10.9	118	*305	4.4	22.7	257	*145	1.7	10.8	100
READER'S DIGEST	16016	5200	22.7	32.5	112	1730	23.5	10.8	116	1561	22.3	9.7	110	1909	22.4	11.9	111
REDBOOK	1121	348	1.5	31.0	108	**95	1.3	8.5	91	**64	0.9	5.7	65	**189	2.2	16.9	157
ROAD & TRACK	2161	909	4.0	42.1	146	*250	3.4	11.6	125	*308	4.4	14.3	162	351	4.1	16.2	151
ROLLING STONE	1948	728	3.2	37.4	129	*134	1.8	6.9	74	*308	4.4	15.8	179	*287	3.4	14.7	137
RUNNER'S WORLD	899	393	1.7	43.7	151	**89	1.2	9.9	107	**194	2.8	21.6	245	**109	1.3	12.1	113
SATURDAY EVENING POST	841	268	1.2	31.9	110	**42	0.6	5.0	54	**63	0.9	7.5	85	*164	1.9	19.5	181
SCIENCE 84	841	362	1.6	43.0	149	*140	1.9	16.6	179	**77	1.1	9.2	104	*145	1.7	17.2	160
SCIENCE DIGEST	1194	392	1.7	32.8	114	**109	1.5	9.1	98	**73	1.0	6.1	69	*210	2.5	17.6	163
SCIENTIFIC AMERICAN	1379	605	2.6	43.9	152	215	2.9	15.6	168	*193	2.8	14.0	159	*197	2.3	14.3	133
SELF	436	**77	0.3	17.7	61	**17	0.2	3.9	42	**32	0.5	7.3	83	**28	0.3	6.4	60
SEVENTEEN	614	*250	1.1	40.7	141	**71	1.0	11.6	125	**67	1.0	10.9	124	**112	1.3	18.2	169
SKI	910	457	2.0	50.2	174	**66	0.9	7.3	78	*196	2.8	21.5	244	*195	2.3	21.4	199
SMITHSONIAN	2937	1368	6.0	46.6	161	565	7.7	19.2	207	395	5.6	13.4	152	408	4.8	13.9	129
SOAP OPERA DIGEST	545	**108	0.5	19.8	69	**13	0.2	2.4	26	**27	0.4	5.0	56	**69	0.8	12.7	118
SOUTHERN LIVING	2054	654	2.9	31.8	110	180	2.4	8.8	94	*178	2.5	8.7	98	296	3.5	14.4	134
SPORT	2799	933	4.1	33.3	115	179	2.4	6.4	69	372	5.3	13.3	151	382	4.5	13.6	127
THE SPORTING NEWS	1938	576	2.5	29.7	103	*91	1.2	4.7	51	*243	3.5	12.5	142	*242	2.8	12.5	116
SPORTS AFIELD	3125	841	3.7	26.9	93	*262	3.6	8.4	90	*226	3.2	7.2	82	353	4.1	11.3	105
SPORTS ILLUSTRATED	11159	3624	15.8	32.5	113	941	12.8	8.4	91	1302	18.6	11.7	132	1382	16.2	12.4	115
STAR	4095	963	4.2	23.5	81	280	3.8	6.8	74	442	6.3	10.8	122	*241	2.8	5.9	55
SUNDAY	25169	8988	39.3	35.7	124	3175	43.2	12.6	136	2558	36.6	10.2	115	3256	38.2	12.9	120
SUNSET	1294	829	3.6	64.1	222	327	4.4	25.3	272	*240	3.4	18.5	210	*261	3.1	20.2	187
TV GUIDE	18508	5420	23.7	29.3	101	1633	22.2	8.8	95	1823	26.1	9.8	112	1965	23.0	10.6	99
TENNIS	645	*196	0.9	30.4	105	**55	0.7	8.5	92	**49	0.7	7.6	86	**92	1.1	14.3	132
TIME	12124	4745	20.7	39.1	136	1611	21.9	13.3	143	1666	23.8	13.7	156	1468	17.2	12.1	112
TOWN & COUNTRY	493	251	1.1	50.9	176	**65	0.9	13.2	142	**55	0.8	11.2	126	**132	1.5	26.8	249
TRAVEL & LEISURE	1122	509	2.2	45.4	157	*193	2.6	17.2	185	*145	2.1	12.9	146	*171	2.0	15.2	142
TRUE STORY	690	**110	0.5	15.9	55	**16	0.2	2.3	25	**48	0.7	7.0	79	**46	0.5	6.7	62
U.S.NEWS & WORLD REPORT	6571	2400	10.5	36.5	127	830	11.3	12.6	136	801	11.5	12.2	138	769	9.0	11.7	109
USA TODAY	3120	1458	6.4	46.7	162	390	5.3	12.5	135	499	7.1	16.0	181	569	6.7	18.2	169
US	1315	434	1.9	33.0	114	**77	1.0	5.9	63	**127	1.8	9.7	109	*229	2.7	17.4	162
VOGUE	632	*185	0.8	29.3	101	**50	0.7	7.9	85	**85	1.2	13.4	152	**50	0.6	7.9	73
WALL STREET JOURNAL	4247	2300	10.1	54.2	188	865	11.8	20.4	220	605	8.6	14.2	161	830	9.7	19.5	182
WEIGHT WATCHERS	398	*124	0.5	31.2	108	**28	0.4	7.0	76	**51	0.7	12.8	145	**45	0.5	11.3	105
WOMAN'S DAY	1139	327	1.4	28.7	99	*138	1.9	12.1	131	**73	1.0	6.4	73	*115	1.3	10.1	94
WORKING MOTHER	*298	**73	0.3	24.5	85	**13	0.2	4.4	47	**18	0.3	6.0	68	**43	0.5	14.4	134
WORKING WOMAN	327	**91	0.4	27.8	96	**20	0.3	6.1	66	**27	0.4	8.3	94	**44	0.5	13.5	125
WORLD TENNIS	397	**141	0.6	35.5	123	**43	0.6	10.8	117	**30	0.4	7.6	86	**68	0.8	17.1	159
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3075	13.4	31.9	111	748	10.2	7.8	84	1013	14.5	10.5	119	1314	15.4	13.6	127
BLAIR INSERTS	43762	15461	67.6	35.3	122	5144	70.0	11.8	127	4676	66.8	10.7	121	5641	66.1	12.9	120
DAILY NEWSPAPERS																	
READ ANY	52459	16826	73.5	32.1	111	5356	72.9	10.2	110	5313	76.0	10.1	115	6157	72.2	11.7	109
READ ONE	41891	12819	56.0	30.6	106	4099	55.8	9.8	106	3952	56.5	9.4	107	4767	55.9	11.4	106
READ TWO OR MORE	10568	4007	17.5	37.9	131	1257	17.1	11.9	128	1361	19.5	12.9	146	1390	16.3	13.2	122
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	17449	76.3	33.6	116	5640	76.7	10.9	117	5382	76.9	10.4	117	6427	75.3	12.4	115
READ ONE	44561	14255	62.3	32.0	111	4605	62.6	10.3	111	4400	62.9	9.9	112	5250	61.5	11.8	109
READ TWO OR MORE	7368	3194	14.0	43.3	150	1035	14.1	14.0	151	982	14.0	13.3	151	1176	13.8	16.0	148
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.17				30.09				31.42				34.49			
30 DAY REACH	71522	20995	91.8	29.4	102	6624	90.1	9.3	100	6369	91.1	8.9	101	8003	93.8	11.2	104
50 SHWG - 30 DAY AV FREQ	15.55	16.75				15.71				16.38				17.90			
30 DAY REACH	68168	20168	88.2	29.6	102	6362	86.5	9.3	101	6106	87.3	9.0	101	7701	90.2	11.3	105
25 SHWG - 30 DAY AV FREQ	8.43	9.05				8.46				9.01				9.55			
30 DAY REACH	62898	18720	81.8	29.8	103	5894	80.2	9.4	101	5574	79.7	8.9	100	7252	85.0	11.5	107
CABLE TV: HOME WIRED	31664	9866	43.1	31.2	108	2909	39.6	9.2	99	3067	43.8	9.7	110	3891	45.6	12.3	114
HOME NOT WIRED	47599	13013	56.9	27.3	95	4442	60.4	9.3	101	3928	56.2	8.3	94	4642	54.4	9.8	91
HAVE PAY CABLE	17139	5924	25.9	34.6	120	1757	23.9	10.3	111	1704	24.4	9.9	113	2463	28.9	14.4	133

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES		79263	22879	100.0	28.9	100	7351	100.0	9.3	100	6995	100.0	8.8	100	8533	100.0	10.8	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	14379	62.8	30.2	105	4470	60.8	9.4	101	4479	64.0	9.4	107	5430	63.6	11.4	106
10:00 AM - 3:00 PM		29926	8688	38.0	29.0	101	2846	38.7	9.5	103	2474	35.4	8.3	94	3368	39.5	11.3	105
3:00 PM - 7:00 PM		37666	11627	50.8	30.9	107	3683	50.1	9.8	105	3589	51.3	9.5	108	4355	51.0	11.6	107
7:00 PM - MIDNIGHT		18909	5455	23.8	28.8	100	1534	20.9	8.1	87	1778	25.4	9.4	107	2143	25.1	11.3	105
MIDNIGHT - 6:00 AM		11822	3443	15.0	29.1	101	1085	14.8	9.2	99	1016	14.5	8.6	97	1342	15.7	11.4	105
6:00 AM - MIDNIGHT		63254	18922	82.7	29.9	104	5949	80.9	9.4	101	5852	83.7	9.3	105	7121	83.5	11.3	105
ENTIRE DAY		64057	19173	83.8	29.9	104	6022	81.9	9.4	101	5930	84.8	9.3	105	7222	84.6	11.3	105
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	5393	23.6	32.5	113	1802	24.5	10.9	117	1753	25.1	10.6	120	1838	21.5	11.1	103
ALL NEWS		3542	1589	6.9	44.9	155	633	8.6	17.9	193	506	7.2	14.3	162	450	5.3	12.7	118
AOR/PROGRESSIVE		7465	2263	9.9	30.3	105	607	8.3	8.1	88	794	11.4	10.6	121	862	10.1	11.5	107
BEAUTIFUL MUSIC		5061	1794	7.8	35.4	123	567	7.7	11.2	121	536	7.7	10.6	120	691	8.1	13.7	127
BLACK		1914	455	2.0	23.8	82	**150	2.0	7.8	85	*156	2.2	8.2	92	**150	1.8	7.8	73
CLASSICAL		2304	1006	4.4	43.7	151	363	4.9	15.8	170	317	4.5	13.8	156	327	3.8	14.2	132
CHR/ROCK		10663	3370	14.7	31.6	109	983	13.4	9.2	99	1009	14.4	9.5	107	1378	16.1	12.9	120
COUNTRY		13919	3176	13.9	22.8	79	1028	14.0	7.4	80	840	12.0	6.0	68	1308	15.3	9.4	87
GOLDEN OLDIES		2040	623	2.7	30.5	106	*152	2.1	7.5	80	*200	2.9	9.8	111	272	3.2	13.3	124
MOR/NOSTALGIA		5105	1611	7.0	31.6	109	538	7.3	10.5	114	529	7.6	10.4	117	544	6.4	10.7	99
NEWS/TALK		4764	1762	7.7	37.0	128	621	8.4	13.0	141	556	7.9	11.7	132	585	6.9	12.3	114
RELIGIOUS		2164	510	2.2	23.6	82	*199	2.7	9.2	99	*125	1.8	5.8	65	*186	2.2	8.6	80
SOFT ROCK		623	*170	0.7	27.3	95	**58	0.8	9.3	100	**48	0.7	7.7	87	**64	0.8	10.3	95
URBAN CONTEMPORARY		1331	299	1.3	22.5	78	*122	1.7	9.2	99	*119	1.7	8.9	101	**58	0.7	4.4	40
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	832	3.6	26.1	90	283	3.8	8.9	96	*226	3.2	7.1	80	323	3.8	10.1	94
ABC DIRECTION		2724	863	3.8	31.7	110	327	4.4	12.0	129	240	3.4	8.8	100	296	3.5	10.9	101
ABC ENTERTAINMENT		5256	1375	6.0	26.2	91	415	5.6	7.9	85	488	7.0	9.3	105	472	5.5	9.0	83
ABC FM		2263	459	2.0	20.3	70	**104	1.4	4.6	50	*168	2.4	7.4	84	*187	2.2	8.3	77
ABC INFORMATION		5618	1770	7.7	31.5	109	558	7.6	9.9	107	499	7.1	8.9	101	714	8.4	12.7	118
ABC ROCK		2857	933	4.1	32.7	113	331	4.5	11.6	125	*221	3.2	7.7	88	381	4.5	13.3	124
CBS		5953	2048	9.0	34.4	119	758	10.3	12.7	137	604	8.6	10.1	115	685	8.0	11.5	107
MUTUAL		4979	1458	6.4	29.3	101	412	5.6	8.3	89	534	7.6	10.7	122	511	6.0	10.3	95
NBC		7279	2158	9.4	29.6	103	771	10.5	10.6	114	628	9.0	8.6	98	758	8.9	10.4	97
RADIORADIO		2389	712	3.1	29.8	103	248	3.4	10.4	112	232	3.3	9.7	110	*232	2.7	9.7	90
RKO ONE		2583	789	3.4	30.5	106	*189	2.6	7.3	79	295	4.2	11.4	129	305	3.6	11.8	110
RKO TWO		3674	1107	4.8	30.1	104	347	4.7	9.4	102	421	6.0	11.5	130	339	4.0	9.2	86
THE SOURCE		3514	952	4.2	27.1	94	201	2.7	5.7	62	318	4.5	9.0	103	433	5.1	12.3	114
NON-WIRED : BLAIR		9864	2723	11.9	27.6	96	967	13.2	9.8	106	821	11.7	8.3	94	935	11.0	9.5	88
INTERNET		13522	4402	19.2	32.6	113	1349	18.4	10.0	108	1442	20.6	10.7	121	1611	18.9	11.9	111
KATZ RADIO GROUP		19321	6153	26.9	31.8	110	2210	30.1	11.4	123	1759	25.1	9.1	103	2184	25.6	11.3	105
SUPERNET		10739	3353	14.7	31.2	108	970	13.2	9.0	97	1047	15.0	9.7	110	1336	15.7	12.4	116
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	1358	5.9	26.6	92	435	5.9	8.5	92	410	5.9	8.0	91	513	6.0	10.0	93
WKDAY 9:00 AM - 1:00 PM		5383	1327	5.8	24.7	85	405	5.5	7.5	81	410	5.9	7.6	86	512	6.0	9.5	88
WKDAY 1:00 PM - 4:30 PM		6469	1553	6.8	24.0	83	472	6.4	7.3	79	478	6.8	7.4	84	604	7.1	9.3	87
WKDAY 4:30 PM - 7:30 PM		19661	5650	24.7	28.7	100	1800	24.5	9.2	99	1819	26.0	9.3	105	2031	23.8	10.3	96
WKDAY 7:30 PM - 8:00 PM		27579	7799	34.1	28.3	98	2490	33.9	9.0	97	2510	35.9	9.1	103	2799	32.8	10.1	94
WKDAY 11:00 PM - 11:30 PM		22964	6567	28.7	28.6	99	2126	28.9	9.3	100	1912	27.3	8.3	94	2529	29.6	11.0	102
WKDAY 11:30 PM - 1:00 AM		8158	2344	10.2	28.7	100	709	9.6	8.7	94	723	10.3	8.9	100	912	10.7	11.2	104
M-SAT 8-11 PM+SUN 7-11 PM		30140	8839	38.6	29.3	102	2781	37.8	9.2	99	2795	40.0	9.3	105	3263	38.2	10.8	101
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	430	1.9	21.0	73	*96	1.3	4.7	51	150	2.1	7.3	83	183	2.1	8.9	83
ANOTHER WORLD	N	1214	254	1.1	20.9	72	85	1.2	7.0	75	*72	1.0	5.9	67	*97	1.1	8.0	74
AS THE WORLD TURNS	C	1740	359	1.6	20.6	71	*117	1.6	6.7	73	*72	1.0	4.1	47	171	2.0	9.8	91
CAPITOL	C	1016	213	0.9	21.0	73	**72	1.0	7.1	76	**41	0.6	4.0	46	*99	1.2	9.7	91
CBS MORN. NEWS 1	C	1203	371	1.6	30.8	107	155	2.1	12.9	139	*101	1.4	8.4	95	*115	1.3	9.6	89
CBS MORN. NEWS 2	C	773	177	0.8	22.9	79	*89	1.2	11.5	124	**49	0.7	6.3	72	*38	0.4	4.9	46
DAYS OF OUR LIVES	N	1629	420	1.8	25.8	89	160	2.2	9.8	106	*107	1.5	6.6	74	153	1.8	9.4	87
FACTS OF LIFE - DAYTIME	N	961	257	1.1	26.7	93	*109	1.5	11.3	122	*59	0.8	6.1	70	*89	1.0	9.3	86
FAMILY FEUD	A	1390	274	1.2	19.7	68	*80	1.1	5.8	62	*65	0.9	4.7	53	129	1.5	9.3	86
GENERAL HOSPITAL	A	1463	316	1.4	21.6	75	*69	0.9	4.7	51	*94	1.3	6.4	73	153	1.8	10.5	97
GOOD MORNING, AMERICA-730	A	1705	478	2.1	28.0	97	158	2.1	9.3	100	146	2.1	8.6	97	174	2.0	10.2	95
GOOD MORNING, AMERICA-830	A	889	217	0.9	24.4	85	87	1.2	9.8	106	*50	0.7	5.6	64	*81	0.9	9.1	85
GUIDING LIGHT	C	1754	327	1.4	18.6	65	*114	1.6	6.5	70	*66	0.9	3.8	43	146	1.7	8.3	77
ONE LIFE TO LIVE	A	1100	250	1.1	22.7	79	*58	0.8	5.3	57	*74	1.1	6.7	76	*118	1.4	10.7	100
PRESS YOUR LUCK	C	1222	285	1.2	23.3	81	*70	1.0	5.7	62	*104	1.5	8.5	96	*110	1.3	9.0	84
PRICE IS RIGHT 1	C	2692	633	2.8	23.5	81	161	2.2	6.0	64	182	2.6	6.8	77	291	3.4	10.8	100
PRICE IS RIGHT 2	C	2764	683	3.0	24.7	86	150	2.0	5.4	59	226	3.2	8.2	93	308	3.6	11.1	104
RYAN'S HOPE	A	880	234	1.0	26.6	92	**37	0.5	4.2	45	*113	1.6	12,8	146	*84	1.0	9.5	89
SALE OF THE CENTURY	N	926	208	0.9	22.5	78	*38	0.5	4.1	44	*93	1.3	10.0	114	*77	0.9	8.3	77
SEARCH FOR TOMORROW	N	359	*68	0.3	18.9	66	**13	0.2	3.6	39	**29	0.4	8.1	92	**26	0.3	7.2	67
TODAY SHOW 1	N	1890	634	2.8	33.5	116	188	2.6	9.9	107	208	3.0	11.0	125	238	2.8	12.6	117
TODAY SHOW 2	N	1344	273	1.2	20.3	70	64	0.9	4.8	51	93	1.3	6.9	78	117	1.4	8.7	81
$25,000 PYRAMID	C	1462	364	1.6	24.9	86	*78	1.1	5.3	58	*129	1.8	8.8	100	157	1.8	10.7	100
WHEEL OF FORTUNE	N	1497	340	1.5	22.7	79	*54	0.7	3.6	39	147	2.1	9.8	111	140	1.6	9.4	87
YOUNG AND THE RESTLESS	C	1954	378	1.7	19.3	67	119	1.6	6.1	66	*66	0.9	3.4	38	192	2.3	9.8	91
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	881	3.9	32.0	111	271	3.7	9.8	106	239	3.4	8.7	98	372	4.4	13.5	125
NBA PLAYOFF GAME -1	C	3881	1148	5.0	29.6	102	350	4.8	9.0	97	381	5.4	9.8	111	417	4.9	10.7	100
NBC MAJOR LEAGUE PRE-GAME	N	2805	793	3.5	28.3	98	224	3.0	8.0	86	311	4.4	11.1	126	259	3.0	9.2	86
SPORTSWORLD - SUN	N	2041	621	2.7	30.4	105	229	3.1	11.2	121	221	3.2	10.8	123	171	2.0	8.4	78
SUNDAY MORNING	C	2555	923	4.0	36.1	125	276	3.8	10.8	116	322	4.6	12.6	143	324	3.8	12.7	118

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(MALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	22879	100.0	28.9	100	7351	100.0	9.3	100	6995	100.0	8.8	100	8533	100.0	10.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	6865	30.0	28.2	98	2206	30.0	9.1	98	2239	32.0	9.2	104	2421	28.4	10.0	92
NETWORK AFFILIATES - LATE		17197	4964	21.7	28.9	100	1650	22.4	9.6	103	1437	20.5	8.4	95	1877	22.0	10.9	101
INDEPENDENTS - LATE		2887	950	4.2	32.9	114	400	5.4	13.9	149	268	3.8	9.3	105	281	3.3	9.7	90
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	2908	12.7	25.7	89	803	10.9	7.1	77	923	13.2	8.2	93	1182	13.9	10.5	97
ABC MONDAY NIGHT MOVIE	A	4379	1336	5.8	30.5	106	455	6.2	10.4	112	427	6.1	9.8	110	454	5.3	10.4	96
ABC SUNDAY NIGHT MOVIE	A	9910	2942	12.9	29.7	103	937	12.7	9.5	102	804	11.5	8.1	92	1200	14.1	12.1	112
ABC WORLD NEWS TONIGHT	A	6212	1843	8.1	29.7	103	520	7.1	8.4	90	654	9.3	10.5	119	670	7.9	10.8	100
AFTERMASH	C	4575	1259	5.5	27.5	95	431	5.9	9.4	102	347	5.0	7.6	86	482	5.6	10.5	98
ALICE	C	6777	1751	7.7	25.8	90	532	7.2	7.9	85	668	9.5	9.9	112	552	6.5	8.1	76
AMERICAN PARADE	C	4868	1492	6.5	30.6	106	519	7.1	10.7	115	420	6.0	8.6	98	553	6.5	11.4	106
BENSON	A	7593	1975	8.6	26.0	90	672	9.1	8.9	95	610	8.7	8.0	91	693	8.1	9.1	85
BLUE THUNDER	A	6036	1588	6.9	26.3	91	542	7.4	9.0	97	522	7.5	8.6	98	523	6.1	8.7	80
CAGNEY & LACEY	C	7698	2324	10.2	30.2	105	682	9.3	8.9	96	727	10.4	9.4	107	915	10.7	11.9	110
CBS EVENING NEWS-DEAN	C	4066	1222	5.3	30.1	104	380	5.2	9.3	101	364	5.2	9.0	101	478	5.6	11.8	109
CBS EVENING NEWS-RATHER	C	8092	2290	10.0	28.3	98	805	11.0	9.9	107	582	8.3	7.2	81	903	10.6	11.2	104
CBS SAT. NEWS-SCHIEFFER	C	4795	1243	5.4	25.9	90	525	7.1	10.9	118	325	4.6	6.8	77	393	4.6	8.2	76
CBS SATURDAY NIGHT MOVIE	C	6034	1676	7.3	27.8	96	563	7.7	9.3	101	501	7.2	8.3	94	612	7.2	10.1	94
CBS WEDNESDAY NIGHT MOVIE	C	4993	1356	5.9	27.2	94	355	4.8	7.1	77	474	6.8	9.5	108	527	6.2	10.6	98
CHEERS	N	6976	2698	11.8	38.7	134	737	10.0	10.6	114	1011	14.5	14.5	164	950	11.1	13.6	126
DALLAS	C	13575	3206	14.0	23.6	82	1139	15.5	8.4	90	812	11.6	6.0	68	1255	14.7	9.2	86
DIFF'RENT STROKES	N	3684	1147	5.0	31.1	108	265	3.6	7.2	78	367	5.2	10.0	113	515	6.0	14.0	130
DOUBLE TROUBLE	N	4462	1349	5.9	30.2	105	490	6.7	11.0	118	389	5.6	8.7	99	471	5.5	10.6	98
DUCK FACTORY	N	4810	1817	7.9	37.8	131	421	5.7	8.8	94	686	9.8	14.3	162	710	8.3	14.8	137
DUKES OF HAZZARD	C	5951	1497	6.5	25.2	87	490	6.7	8.2	89	499	7.1	8.4	95	508	6.0	8.5	79
DYNASTY	A	11325	2941	12.9	26.0	90	915	12.4	8.1	87	770	11.0	6.8	77	1256	14.7	11.1	103
FACTS OF LIFE	N	4512	1201	5.2	26.6	92	503	6.8	11.1	120	277	4.0	6.1	70	421	4.9	9.3	87
FALCON CREST	C	9215	2266	9.9	24.6	85	748	10.2	8.1	88	640	9.1	6.9	79	878	10.3	9.5	89
FALL GUY	A	8604	2273	9.9	26.4	92	670	9.1	7.8	84	776	11.1	9.0	102	827	9.7	9.6	89
FAMILY TIES	N	4179	1136	5.0	27.2	94	330	4.5	7.9	85	368	5.3	8.8	100	437	5.1	10.5	97
FANTASY ISLAND	A	4781	1466	6.4	30.7	106	469	6.4	9.8	106	390	5.6	8.2	92	608	7.1	12.7	118
FOULUPS,BLEEPS & BLUNDERS	A	6697	2054	9.0	30.7	106	623	8.5	9.3	100	642	9.2	9.6	109	789	9.2	11.8	109
FOUR SEASONS	C	3873	1079	4.7	27.9	97	341	4.6	8.8	95	313	4.5	8.1	92	425	5.0	11.0	102
GIMME A BREAK	N	4310	933	4.1	21.6	75	252	3.4	5.8	63	320	4.6	7.4	84	361	4.2	8.4	78
HART TO HART	A	5751	1446	6.3	25.1	87	415	5.6	7.2	78	454	6.5	7.9	89	577	6.8	10.0	93
HILL STREET BLUES	N	8568	2858	12.5	33.4	116	823	11.2	9.6	104	965	13.8	11.3	128	1070	12.5	12.5	116
HOTEL	A	8801	2149	9.4	24.4	85	737	10.0	8.4	90	531	7.6	6.0	68	882	10.3	10.0	93
JEFFERSONS	C	6978	1778	7.8	25.5	88	542	7.4	7.8	84	635	9.1	9.1	103	601	7.0	8.6	80
JENNIFER SLEPT HERE	N	3021	948	4.1	31.4	109	294	4.0	9.7	105	323	4.6	10.7	121	332	3.9	11.0	102
KATE & ALLIE	C	6811	2131	9.3	31.3	108	655	8.9	9.6	104	585	8.4	8.6	97	890	10.4	13.1	121
KNIGHT RIDER	N	5256	1494	6.5	28.4	98	456	6.2	8.7	94	439	6.3	8.4	95	599	7.0	11.4	106
LOVE BOAT	A	7174	1849	8.1	25.8	89	638	8.7	8.9	96	560	8.0	7.8	88	651	7.6	9.1	84
MAGNUM PI	C	10438	3045	13.3	29.2	101	990	13.5	9.5	102	965	13.8	9.2	105	1090	12.8	10.4	97
MAMA'S FAMILY	N	3488	919	4.0	26.3	91	227	3.1	6.5	70	343	4.9	9.8	111	349	4.1	10.0	93
MASTER, THE	N	4127	1120	4.9	27.1	94	318	4.3	7.7	83	313	4.5	7.6	86	489	5.7	11.8	110
MATT HOUSTON	A	5978	1844	8.1	30.8	107	585	8.0	9.8	106	678	9.7	11.3	129	581	6.8	9.7	90
NBC MONDAY NIGHT MOVIE	N	10446	3474	15.2	33.3	115	1038	14.1	9.9	107	1026	14.7	9.8	111	1410	16.5	13.5	125
NBC NIGHTLY NEWS	N	5571	1636	7.2	29.4	102	546	7.4	9.8	106	566	8.1	10.2	115	524	6.1	9.4	87
NBC NIGHTLY NEWS-SAT	N	3675	1204	5.3	32.8	114	328	4.5	8.9	96	501	7.2	13.6	154	375	4.4	10.2	95
NBC NIGHTLY NEWS-SUN	N	2905	892	3.9	30.7	106	259	3.5	8.9	96	369	5.3	12.7	144	264	3.1	9.1	84
NBC SUNDAY NIGHT MOVIE	N	8352	2723	11.9	32.6	113	763	10.4	9.1	99	1014	14.5	12.1	138	947	11.1	11.3	105
NEWHART	C	6864	2080	9.1	30.3	105	653	8.9	9.5	103	566	8.1	8.2	93	861	10.1	12.5	117
ONE DAY AT A TIME	C	3866	1079	4.7	27.9	97	295	4.0	7.6	82	322	4.6	8.3	94	462	5.4	12.0	111
PEOPLE ARE FUNNY	N	3956	1065	4.7	26.9	93	238	3.2	6.0	65	395	5.6	10.0	113	432	5.1	10.9	101
REAL PEOPLE	N	6305	1551	6.8	24.6	85	462	6.3	7.3	79	514	7.3	8.2	92	575	6.7	9.1	85
REMINGTON STEELE	N	5884	1611	7.0	27.4	95	560	7.6	9.5	103	516	7.4	8.8	99	535	6.3	9.1	84
RIPLEY'S BELIEVE IT - NOT	A	5706	1808	7.9	31.7	110	602	8.2	10.6	114	499	7.1	8.7	99	706	8.3	12.4	115
RIPTIDE	N	6202	1445	6.3	23.3	81	404	5.5	6.5	70	413	5.9	6.7	75	628	7.4	10.1	94
SCARECROW & MRS. KING	C	6513	1973	8.6	30.3	105	632	8.6	9.7	105	651	9.3	10.0	113	691	8.1	10.6	99
SIMON & SIMON	C	8593	2388	10.4	27.8	96	743	10.1	8.6	93	781	11.2	9.1	103	864	10.1	10.1	93
60 MINUTES	C	13342	4072	17.8	30.5	106	1300	17.7	9.7	105	1418	20.3	10.6	120	1354	15.9	10.1	94
ST. ELSEWHERE	N	6029	2038	8.9	33.8	117	679	9.2	11.3	121	535	7.6	8.9	101	825	9.7	13.7	127
THREE'S COMPANY	A	8565	2512	11.0	29.3	102	906	12.3	10.6	114	719	10.3	8.4	95	886	10.4	10.3	96
T.J. HOOKER	A	7400	1896	8.3	25.6	89	593	8.1	8.0	86	604	8.6	8.2	92	699	8.2	9.4	88
TONIGHT SHOW	N	2433	769	3.4	31.6	110	208	2.8	8.5	92	243	3.5	10.0	113	318	3.7	13.1	121
TRAPPER JOHN, M.D.	C	5958	1651	7.2	27.7	96	450	6.1	7.6	81	528	7.5	8.9	100	673	7.9	11.3	105
TV BLOOPERS & PRAC. JOKES	N	9086	2583	11.3	28.4	98	707	9.6	7.8	84	768	11.0	8.5	96	1109	13.0	12.2	113
20/20	A	8306	2299	10.0	27.7	96	703	9.6	8.5	91	694	9.9	8.4	95	902	10.6	10.9	101
WEBSTER	A	6788	1845	8.1	27.2	94	652	8.9	9.6	104	552	7.9	8.1	92	641	7.5	9.4	88
WORLD NEWS - SUN	A	2036	520	2.3	25.5	88	*181	2.5	8.9	96	*124	1.8	6.1	69	*215	2.5	10.6	98
YELLOW ROSE	N	3174	754	3.3	23.8	82	220	3.0	6.9	75	250	3.6	7.9	89	284	3.3	8.9	83
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	5049	22.1	31.0	107	1561	21.2	9.6	103	1619	23.1	9.9	113	1869	21.9	11.5	106
BASKETBALL - COLLEGE GAMES		10054	3321	14.5	33.0	114	923	12.6	9.2	99	1122	16.0	11.2	126	1276	15.0	12.7	118
BASKETBALL - PRO GAMES		8248	2606	11.4	31.6	109	775	10.5	9.4	101	912	13.0	11.1	125	920	10.8	11.2	104
BOWLING		5356	1627	7.1	30.4	105	650	8.8	12.1	131	484	6.9	9.0	102	494	5.8	9.2	86
BOXING		11255	3540	15.5	31.5	109	1127	15.3	10.0	108	942	13.5	8.4	95	1470	17.2	13.1	121
FOOTBALL - COLLEGE GAMES		14647	5252	23.0	35.9	124	1590	21.6	10.9	117	1705	24.4	11.6	132	1958	22.9	13.4	124
FOOTBALL - PRO GAMES		23581	8349	36.5	35.4	123	2542	34.6	10.8	116	2736	39.1	11.6	131	3071	36.0	13.0	121
GOLF		6145	2693	11.8	43.8	152	860	11.7	14.0	151	1039	14.9	16.9	192	794	9.3	12.9	120
POST-SEASON COLL. FOOTBALL		12828	4796	21.0	37.4	130	1492	20.3	11.6	125	1692	24.2	13.2	149	1611	18.9	12.6	117
POST-SEASON PRO FOOTBALL		15397	5945	26.0	38.6	134	1656	22.5	10.8	116	2109	30.2	13.7	155	2180	25.5	14.2	132
TENNIS		3483	1445	6.3	41.5	144	616	8.4	17.7	191	*420	6.0	12.1	137	*409	4.8	11.7	109
WRESTLING - PROFESSIONAL		6023	1382	6.0	22.9	79	*286	3.9	4.7	51	*417	6.0	6.9	78	680	8.0	11.3	105

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	27730	100.0	31.3	100	7779	100.0	8.8	100	9228	100.0	10.4	100	10724	100.0	12.1	100
FEMALE HOMEMAKERS	80986	25531	92.1	31.5	101	7097	91.2	8.8	100	8413	91.2	10.4	100	10022	93.5	12.4	102
EMPLOYED MOTHERS	18702	6972	25.1	37.3	119	1827	23.5	9.8	111	2459	26.6	13.1	126	2685	25.0	14.4	118
18 - 24	14726	4151	15.0	28.2	90	1229	15.8	8.3	95	1323	14.3	9.0	86	1599	14.9	10.9	90
25 - 34	20202	7577	27.3	37.5	120	1734	22.3	8.6	98	2383	25.8	11.8	113	3461	32.3	17.1	141
35 - 44	14781	5259	19.0	35.6	114	1587	20.4	10.7	122	1814	19.7	12.3	118	1858	17.3	12.6	104
45 - 54	11449	3791	13.7	33.1	106	1081	13.9	9.4	107	1361	14.7	11.9	114	1349	12.6	11.8	97
55 - 64	11846	3557	12.8	30.0	96	911	11.7	7.7	87	1337	14.5	11.3	108	1310	12.2	11.1	91
65 OR OLDER	15459	3395	12.2	22.0	70	1237	15.9	8.0	91	1011	11.0	6.5	63	1147	10.7	7.4	61
18 - 34	34928	11728	42.3	33.6	107	2963	38.1	8.5	96	3706	40.2	10.6	102	5059	47.2	14.5	119
18 - 49	55154	18782	67.7	34.1	109	4985	64.1	9.0	103	6142	66.6	11.1	107	7655	71.4	13.9	114
25 - 54	46433	16626	60.0	35.8	114	4401	56.6	9.5	108	5557	60.2	12.0	115	6668	62.2	14.4	118
35 - 49	20226	7054	25.4	34.9	111	2022	26.0	10.0	114	2436	26.4	12.0	115	2596	24.2	12.8	106
50 OR OLDER	33310	8948	32.3	26.9	86	2794	35.9	8.4	95	3086	33.4	9.3	89	3068	28.6	9.2	76
GRADUATED COLLEGE	12110	6296	22.7	52.0	166	2039	26.2	16.8	191	2090	22.6	17.3	165	2167	20.2	17.9	148
ATTENDED COLLEGE	15309	6780	24.5	44.3	141	1840	23.7	12.0	137	2142	23.2	14.0	134	2798	26.1	18.3	151
GRADUATED HIGH SCHOOL	36912	10718	38.7	29.0	93	2742	35.2	7.4	84	3605	39.1	9.8	94	4371	40.8	11.8	98
DID NOT GRADUATE HIGH SCHOOL	24134	3937	14.2	16.3	52	1158	14.9	4.8	55	1391	15.1	5.8	55	1388	12.9	5.8	47
EMPLOYED FULL-TIME	35457	13878	50.0	39.1	125	4063	52.2	11.5	130	4315	46.8	12.2	117	5500	51.3	15.5	128
EMPLOYED PART-TIME	8514	3096	11.2	36.4	116	742	9.5	8.7	99	1138	12.3	13.4	128	1216	11.3	14.3	118
NOT EMPLOYED	44494	10756	38.8	24.2	77	2973	38.2	6.7	76	3776	40.9	8.5	81	4007	37.4	9.0	74
PROFESSIONAL/MANAGER	10811	5561	20.1	51.4	164	1834	23.6	17.0	193	1514	16.4	14.0	134	2213	20.6	20.5	169
TECH/CLERICAL/SALES	19640	7825	28.2	39.8	127	1975	25.4	10.1	114	2757	29.9	14.0	135	3092	28.8	15.7	130
PRECISION/CRAFT	1023	*385	1.4	37.6	120	**96	1.2	9.4	107	**195	2.1	19.1	183	**95	0.9	9.3	77
OTHER EMPLOYED	12498	3204	11.6	25.6	82	900	11.6	7.2	82	987	10.7	7.9	76	1317	12.3	10.5	87
SINGLE	15995	5532	19.9	34.6	110	1747	22.5	10.9	124	1753	19.0	11.0	105	2032	18.9	12.7	105
MARRIED	51689	16749	60.4	32.4	103	4449	57.2	8.6	98	5470	59.3	10.6	101	6830	63.7	13.2	109
DIVORCED/SEPARATED/WIDOWED	20780	5449	19.7	26.2	84	1583	20.3	7.6	87	2006	21.7	9.7	93	1861	17.4	9.0	74
PARENTS	33922	10696	38.6	31.5	101	2504	32.2	7.4	84	3802	41.2	11.2	107	4389	40.9	12.9	107
WHITE	76422	25430	91.7	33.3	106	7118	91.5	9.3	106	8431	91.4	11.0	106	9881	92.1	12.9	107
BLACK	10066	1879	6.8	18.7	60	509	6.5	5.1	58	706	7.7	7.0	67	664	6.2	6.6	54
OTHER	1976	**422	1.5	21.4	68	**152	2.0	7.7	87	**91	1.0	4.6	44	**179	1.7	9.1	75
NORTHEAST-CENSUS	19803	7485	27.0	37.8	121	2270	29.2	11.5	130	2548	27.6	12.9	123	2667	24.9	13.5	111
NORTH CENTRAL	22181	6992	25.2	31.5	101	1410	18.1	6.4	72	2215	24.0	10.0	96	3367	31.4	15.2	125
SOUTH	30082	6308	22.7	21.0	67	1731	22.3	5.8	65	2203	23.9	7.3	70	2374	22.1	7.9	65
WEST	16398	6945	25.0	42.4	135	2367	30.4	14.4	164	2262	24.5	13.8	132	2315	21.6	14.1	116
NORTHEAST-MKTG.	20163	7993	28.8	39.6	126	2573	33.1	12.8	145	2669	28.9	13.2	127	2750	25.6	13.6	113
EAST CENTRAL	13054	3402	12.3	26.1	83	810	10.4	6.2	71	1136	12.3	8.7	83	1457	13.6	11.2	92
WEST CENTRAL	14993	5207	18.8	34.7	111	1049	13.5	7.0	80	1518	16.4	10.1	97	2640	24.6	17.6	145
SOUTH	25785	4976	17.9	19.3	62	1208	15.5	4.7	53	1863	20.2	7.2	69	1905	17.8	7.4	61
PACIFIC	14470	6151	22.2	42.5	136	2138	27.5	14.8	168	2042	22.1	14.1	135	1972	18.4	13.6	112
COUNTY SIZE A	36705	13810	49.8	37.6	120	4352	55.9	11.9	135	4533	49.1	12.3	118	4926	45.9	13.4	111
COUNTY SIZE B	26819	7978	28.8	29.7	95	1979	25.4	7.4	84	2808	30.4	10.5	100	3191	29.8	11.9	98
COUNTY SIZE C	13597	3953	14.3	29.1	93	972	12.5	7.1	81	1412	15.3	10.4	100	1570	14.6	11.5	95
COUNTY SIZE D	11344	1988	7.2	17.5	56	*475	6.1	4.2	48	476	5.2	4.2	40	1037	9.7	9.1	75
METRO CENTRAL CITY	26825	9081	32.7	33.9	108	2862	36.8	10.7	121	3046	33.0	11.4	109	3173	29.6	11.8	98
METRO SUBURBAN	39912	13944	50.3	34.9	111	3652	46.9	9.2	104	4833	52.4	12.1	116	5459	50.9	13.7	113
NON METRO	21728	4705	17.0	21.7	69	1265	16.3	5.8	66	1348	14.6	6.2	59	2092	19.5	9.6	79
TOP 5 ADI'S	20847	8259	29.8	39.6	126	2780	35.7	13.3	152	2626	28.5	12.6	121	2854	26.6	13.7	113
TOP 10 ADI'S	28719	10758	38.8	37.5	120	3623	46.6	12.6	143	3611	39.1	12.6	121	3525	32.9	12.3	101
TOP 20 ADI'S	40904	15242	55.0	37.3	119	4854	62.4	11.9	135	4981	54.0	12.2	117	5406	50.4	13.2	109
HSHLD INC. $50,000 OR MORE	7931	4061	14.6	51.2	163	1199	15.4	15.1	172	1507	16.3	19.0	182	1355	12.6	17.1	141
$40,000 OR MORE	15233	7149	25.8	46.9	150	2368	30.4	15.5	177	2556	27.7	16.8	161	2226	20.8	14.6	121
$30,000 OR MORE	28333	12623	45.5	44.6	142	3755	48.3	13.3	151	4190	45.4	14.8	142	4678	43.6	16.5	136
$25,000 OR MORE	36417	16007	57.7	44.0	140	4712	60.6	12.9	147	5207	56.4	14.3	137	6087	56.8	16.7	138
$20,000 - $24,999	9943	3082	11.1	31.0	99	705	9.1	7.1	81	1143	12.4	11.5	110	1235	11.5	12.4	102
$15,000 - $19,999	9211	2684	9.7	29.1	93	692	8.9	7.5	85	975	10.6	10.6	101	1018	9.5	11.1	91
$10,000 - $14,999	13477	2858	10.3	21.2	68	655	8.4	4.9	55	842	9.1	6.2	60	1361	12.7	10.1	83
UNDER $10,000	19418	3098	11.2	16.0	51	1014	13.0	5.2	59	1062	11.5	5.5	52	1022	9.5	5.3	43
HOUSEHOLD OF 1 PERSON	11987	3600	13.0	30.0	96	1211	15.6	10.1	115	1143	12.4	9.5	91	1246	11.6	10.4	86
2 PEOPLE	27046	8849	31.9	32.7	104	2571	33.1	9.5	108	2572	27.9	9.5	91	3706	34.6	13.7	113
3 OR 4 PEOPLE	34251	11112	40.1	32.4	103	3076	39.5	9.0	102	3967	43.0	11.6	111	4070	38.0	11.9	98
5 OR MORE PEOPLE	15180	4169	15.0	27.5	88	921	11.8	6.1	69	1546	16.8	10.2	98	1702	15.9	11.2	92
NO CHILD IN HSHLD	49819	15819	57.0	31.8	101	4931	63.4	9.9	113	5019	54.4	10.1	97	5868	54.7	11.8	97
CHILD(REN) UNDER 2 YRS	6045	1652	6.0	27.3	87	**180	2.3	3.0	34	*534	5.8	8.8	85	938	8.7	15.5	128
2 - 5 YEARS	15233	4270	15.4	28.0	89	985	12.7	6.5	74	1250	13.5	8.2	79	2035	19.0	13.4	110
6 - 11 YEARS	16260	4712	17.0	29.0	92	1136	14.6	7.0	79	1818	19.7	11.2	107	1759	16.4	10.8	89
12 - 17 YEARS	19173	6047	21.8	31.5	101	1458	18.7	7.6	86	2332	25.3	12.2	117	2257	21.0	11.8	97
RESIDENCE OWNED	61371	20020	72.2	32.6	104	5529	71.1	9.0	102	6699	72.6	10.9	105	7793	72.7	12.7	105
VALUE: $50,000 OR MORE	35355	14952	53.9	42.3	135	4537	58.3	12.8	146	4965	53.8	14.0	135	5451	50.8	15.4	127
VALUE: UNDER $50,000	26016	5068	18.3	19.5	62	992	12.8	3.8	43	1734	18.8	6.7	64	2342	21.8	9.0	74

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	27730	100.0	31.3	100	7779	100.0	8.8	100	9228	100.0	10.4	100	10724	100.0	12.1	100
MAGAZINES	QUINTILE 1	17988	7543	27.2	41.9	134	2009	25.8	11.2	127	2763	29.9	15.4	147	2772	25.8	15.4	127
	QUINTILE 2	19446	7203	26.0	37.0	118	2236	28.7	11.5	131	2431	26.3	12.5	120	2536	23.6	13.0	108
	QUINTILE 3	14626	4734	17.1	32.4	103	1340	17.2	9.2	104	1446	15.7	9.9	95	1948	18.2	13.3	110
	QUINTILE 4	16014	4321	15.6	27.0	86	1025	13.2	6.4	73	1339	14.5	8.4	80	1958	18.3	12.2	101
	QUINTILE 5	20389	3929	14.2	19.3	61	1170	15.0	5.7	65	1248	13.5	6.1	59	1510	14.1	7.4	61
NEWSPAPERS	QUINTILE 1	13830	5973	21.5	43.2	138	1914	24.6	13.8	157	2151	23.3	15.6	149	1909	17.8	13.8	114
	QUINTILE 2	26350	8953	32.3	34.0	108	2611	33.6	9.9	113	3027	32.8	11.5	110	3315	30.9	12.6	104
	QUINTILE 3	12415	4112	14.8	33.1	106	906	11.6	7.3	83	1313	14.2	10.6	101	1893	17.7	15.2	126
	QUINTILE 4	21911	6029	21.7	27.5	88	1523	19.6	7.0	79	1902	20.6	8.7	83	2604	24.3	11.9	98
	QUINTILE 5	13960	2663	9.6	19.1	61	825	10.6	5.9	67	836	9.1	6.0	57	1003	9.4	7.2	59
OUTDOOR	QUINTILE 1	16810	6342	22.9	37.7	120	1698	21.8	10.1	115	2032	22.0	12.1	116	2613	24.4	15.5	128
	QUINTILE 2	17101	5762	20.8	33.7	107	1698	21.8	9.9	113	1940	21.0	11.3	109	2123	19.8	12.4	102
	QUINTILE 3	17579	5982	21.6	34.0	109	1690	21.7	9.6	109	2073	22.5	11.8	113	2219	20.7	12.6	104
	QUINTILE 4	18343	5394	19.5	29.4	94	1516	19.5	8.3	94	1778	19.3	9.7	93	2101	19.6	11.5	94
	QUINTILE 5	18631	4250	15.3	22.8	73	1177	15.1	6.3	72	1405	15.2	7.5	72	1668	15.6	9.0	74
RADIO-DRIVE TIME	QUINTILE 1	17390	5573	20.1	32.0	102	1446	18.6	8.3	95	1944	21.1	11.2	107	2183	20.4	12.6	104
	QUINTILE 2	16591	5366	19.4	32.3	103	1432	18.4	8.6	98	1751	19.0	10.6	101	2183	20.4	13.2	109
	QUINTILE 3	16910	5593	20.2	33.1	106	1840	23.7	10.9	124	1700	18.4	10.1	96	2053	19.1	12.1	100
	QUINTILE 4	18002	6052	21.8	33.6	107	1547	19.9	8.6	98	2063	22.4	11.5	110	2442	22.8	13.6	112
	QUINTILE 5	19572	5146	18.6	26.3	84	1514	19.5	7.7	88	1770	19.2	9.0	87	1862	17.4	9.5	78
RADIO-MID-DAY	TERCILE 1	23248	6972	25.1	30.0	96	1696	21.8	7.3	83	2343	25.4	10.1	97	2934	27.4	12.6	104
	TERCILE 2	23667	7416	26.7	31.3	100	2297	29.5	9.7	110	2327	25.2	9.8	94	2792	26.0	11.8	97
	TERCILE 3	41549	13342	48.1	32.1	102	3785	48.7	9.1	104	4558	49.4	11.0	105	4998	46.6	12.0	99
RADIO-TOTAL	QUINTILE 1	17786	5488	19.8	30.9	98	1314	16.9	7.4	84	1940	21.0	10.9	105	2234	20.8	12.6	104
	QUINTILE 2	17316	5436	19.6	31.4	100	1503	19.3	8.7	99	1612	17.5	9.3	89	2321	21.6	13.4	111
	QUINTILE 3	18428	6360	22.9	34.5	110	1975	25.4	10.7	122	2240	24.3	12.2	117	2145	20.0	11.6	96
	QUINTILE 4	17669	6114	22.0	34.6	110	1809	23.3	10.2	116	1907	20.7	10.8	103	2399	22.4	13.6	112
	QUINTILE 5	17265	4332	15.6	25.1	80	1178	15.1	6.8	78	1529	16.6	8.9	85	1625	15.2	9.4	78
TV-PRIME TIME	QUINTILE 1	17416	5045	18.2	29.0	92	1432	18.4	8.2	94	1775	19.2	10.2	98	1839	17.1	10.6	87
	QUINTILE 2	17413	5644	20.4	32.4	103	1660	21.3	9.5	108	1916	20.8	11.0	105	2068	19.3	11.9	98
	QUINTILE 3	17943	5539	20.0	30.9	98	1458	18.7	8.1	92	1719	18.6	9.6	92	2362	22.0	13.2	109
	QUINTILE 4	18442	6130	22.1	33.2	106	1646	21.2	8.9	101	2087	22.6	11.3	108	2397	22.4	13.0	107
	QUINTILE 5	17260	5372	19.4	31.1	99	1583	20.3	9.2	104	1732	18.8	10.0	96	2058	19.2	11.9	98
TV-DAYTIME	TERCILE 1	29966	7769	28.0	25.9	83	2076	26.7	6.9	79	2645	28.7	8.8	85	3048	28.4	10.2	84
	TERCILE 2	29480	9219	33.2	31.3	100	2724	35.0	9.2	105	3112	33.7	10.6	101	3383	31.5	11.5	95
	TERCILE 3	29018	10742	38.7	37.0	118	2979	38.3	10.3	117	3471	37.6	12.0	115	4293	40.0	14.8	122
TV-TOTAL	QUINTILE 1	17740	4510	16.3	25.4	81	1245	16.0	7.0	80	1602	17.4	9.0	87	1663	15.5	9.4	77
	QUINTILE 2	17674	5052	18.2	28.6	91	1354	17.4	7.7	87	1856	20.1	10.5	101	1842	17.2	10.4	86
	QUINTILE 3	17730	6068	21.9	34.2	109	1792	23.0	10.1	115	1853	20.1	10.5	100	2423	22.6	13.7	113
	QUINTILE 4	17563	5763	20.8	32.8	105	1499	19.3	8.5	97	1898	20.6	10.8	104	2366	22.1	13.5	111
	QUINTILE 5	17757	6338	22.9	35.7	114	1888	24.3	10.6	121	2019	21.9	11.4	109	2430	22.7	13.7	113
MAGAZINES-NEWSPAPERS: DUAL		23278	9709	35.0	41.7	133	2897	37.2	12.4	142	3614	39.2	15.5	149	3198	29.8	13.7	113
MAGAZINE IMPERATIVE		21634	7089	25.6	32.8	105	1802	23.2	8.3	95	2236	24.2	10.3	99	3051	28.5	14.1	116
NEWSPAPER IMPERATIVE		23455	7139	25.7	30.4	97	2032	26.1	8.7	99	2263	24.5	9.6	92	2844	26.5	12.1	100
MAGAZINES-OUTDOOR: DUAL		17482	7232	26.1	41.4	132	2172	27.9	12.4	141	2405	26.1	13.8	132	2656	24.8	15.2	125
MAGAZINE IMPERATIVE		28830	10144	36.6	35.2	112	2850	36.6	9.9	112	3536	38.3	12.3	118	3757	35.0	13.0	107
OUTDOOR IMPERATIVE		26119	7352	26.5	28.1	90	2008	25.8	7.7	87	2338	25.3	9.0	86	3006	28.0	11.5	95
MAGAZINES-RADIO: DUAL		20162	7506	27.1	37.2	119	2084	26.8	10.3	118	2536	27.5	12.6	121	2886	26.9	14.3	118
MAGAZINE IMPERATIVE		26292	10223	36.9	38.9	124	3133	40.3	11.9	136	3540	38.4	13.5	129	3550	33.1	13.5	111
RADIO IMPERATIVE		25308	6560	23.7	25.9	83	1710	22.0	6.8	77	2027	22.0	8.0	77	2822	26.3	11.2	92
MAGAZINES-TELEVISION: DUAL		17312	6211	22.4	35.9	114	1800	23.1	10.4	118	2176	23.6	12.6	120	2235	20.8	12.9	106
MAGAZINE IMPERATIVE		29099	11803	42.6	40.6	129	3436	44.2	11.8	134	3867	41.9	13.3	127	4501	42.0	15.5	128
TELEVISION IMPERATIVE		27505	6132	22.1	22.3	71	1554	20.0	5.6	64	2000	21.7	7.3	70	2579	24.0	9.4	77
NEWSPAPERS-OUTDOOR: DUAL		18628	7530	27.2	40.4	129	2226	28.6	11.9	136	2513	27.2	13.5	129	2792	26.0	15.0	124
NEWSPAPER IMPERATIVE		29178	9733	35.1	33.4	106	2822	36.3	9.7	110	3339	36.2	11.4	110	3571	33.3	12.2	101
OUTDOOR IMPERATIVE		25260	7429	26.8	29.4	94	1960	25.2	7.8	88	2358	25.6	9.3	89	3111	29.0	12.3	102
NEWSPAPERS-RADIO: DUAL		19246	6688	24.1	34.8	111	1981	25.5	10.3	117	2251	24.4	11.7	112	2456	22.9	12.8	105
NEWSPAPER IMPERATIVE		28155	10713	38.6	38.1	121	3154	40.5	11.2	127	3776	40.9	13.4	129	3783	35.3	13.4	111
RADIO IMPERATIVE		25308	6972	25.1	27.5	88	1691	21.7	6.7	76	2179	23.6	8.6	83	3102	28.9	12.3	101
NEWSPAPERS-TELEVISION: DUAL		18615	6212	22.4	33.4	106	1879	24.2	10.1	115	2137	23.2	11.5	110	2197	20.5	11.8	97
NEWSPAPER IMPERATIVE		29207	11581	41.8	39.7	126	3259	41.9	11.2	127	3920	42.5	13.4	129	4401	41.0	15.1	124
TELEVISION IMPERATIVE		25472	6045	21.8	23.7	76	1534	19.7	6.0	68	2019	21.9	7.9	76	2491	23.2	9.8	81
OUTDOOR-RADIO: DUAL		17292	6038	21.8	34.9	111	1545	19.9	8.9	102	2044	22.1	11.8	113	2449	22.8	14.2	117
OUTDOOR IMPERATIVE		26915	9377	33.8	34.8	111	2800	36.0	10.4	118	3097	33.6	11.5	110	3481	32.5	12.9	107
RADIO IMPERATIVE		28938	8584	31.0	29.7	95	2433	31.3	8.4	96	2829	30.7	9.8	94	3322	31.0	11.5	95
OUTDOOR-TELEVISION: DUAL		16112	5439	19.6	33.8	108	1451	18.7	9.0	102	1894	20.5	11.8	113	2094	19.5	13.0	107
OUTDOOR IMPERATIVE		28228	10669	38.5	37.8	121	3060	39.3	10.8	123	3400	36.8	12.0	115	4209	39.2	14.9	123
TELEVISION IMPERATIVE		30024	7509	27.1	25.0	80	2083	26.8	6.9	79	2572	27.9	8.6	82	2853	26.6	9.5	78
RADIO-TELEVISION: DUAL		17803	5279	19.0	29.7	95	1554	20.0	8.7	99	1832	19.9	10.3	99	1893	17.7	10.6	88
RADIO IMPERATIVE		28338	9750	35.2	34.4	110	2664	34.2	9.4	107	3086	33.4	10.9	104	4000	37.3	14.1	116
TELEVISION IMPERATIVE		28445	8126	29.3	28.6	91	2233	28.7	7.9	89	2871	31.1	10.1	97	3022	28.2	10.6	88

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	27730	100.0	31.3	100	7779	100.0	8.8	100	9228	100.0	10.4	100	10724	100.0	12.1	100
ATLANTIC MONTHLY	415	*179	0.6	43.1	138	**69	0.9	16.6	189	**58	0.6	14.0	134	**52	0.5	12.5	103
BARRON'S	522	374	1.3	71.6	229	*180	2.3	34.5	392	**125	1.4	23.9	230	**70	0.7	13.4	111
BETTER HOMES & GARDENS	17429	6428	23.2	36.9	118	1798	23.1	10.3	117	2350	25.5	13.5	129	2279	21.3	13.1	108
BON APPETIT	2772	1544	5.6	55.7	178	550	7.1	19.8	226	493	5.3	17.8	170	501	4.7	18.1	149
BUSINESS WEEK	1469	786	2.8	53.5	171	*205	2.6	14.0	159	*251	2.7	17.1	164	*330	3.1	22.5	185
CAR AND DRIVER	397	*163	0.6	41.1	131	**24	0.3	6.0	69	**78	0.8	19.6	188	**61	0.6	15.4	127
CBS MAGAZINE NETWORK (GROSS)	1633	857	3.1	52.5	167	*151	1.9	9.2	105	328	3.6	20.1	193	*378	3.5	23.1	191
CHANGING TIMES	1554	607	2.2	39.1	125	*219	2.8	14.1	160	*152	1.6	9.8	94	*236	2.2	15.2	125
COLONIAL HOMES	1304	621	2.2	47.6	152	*143	1.8	11.0	125	*196	2.1	15.0	144	282	2.6	21.6	178
CONDE NAST MAG. PKG. (GROSS)	17858	7610	27.4	42.6	136	2153	27.7	12.1	137	2657	28.8	14.9	143	2800	26.1	15.7	129
CONSUMERS DIGEST	1406	588	2.1	41.8	133	**139	1.8	9.9	112	*205	2.2	14.6	140	*243	2.3	17.3	143
COSMOPOLITAN	8815	3556	12.8	40.3	129	1022	13.1	11.6	132	1190	12.9	13.5	129	1345	12.5	15.3	126
COUNTRY LIVING	2636	1266	4.6	48.0	153	369	4.7	14.0	159	472	5.1	17.9	172	425	4.0	16.1	133
CUISINE	1554	856	3.1	55.1	176	318	4.1	20.5	233	335	3.6	21.6	207	*204	1.9	13.1	108
CYCLE WORLD	469	*207	0.7	44.1	141	**34	0.4	7.2	82	**133	1.4	28.4	272	**40	0.4	8.5	70
DCI:CREATIVE IDEAS FOR LIV	2631	834	3.0	31.7	101	*127	1.6	4.8	55	396	4.3	15.1	144	311	2.9	11.8	98
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2473	8.9	35.0	112	546	7.0	7.7	88	1089	11.8	15.4	148	838	7.8	11.9	98
DISCOVER	998	440	1.6	44.1	141	**84	1.1	8.4	96	*175	1.9	17.5	168	*181	1.7	18.1	150
EBONY	4289	987	3.6	23.0	73	296	3.8	6.9	78	329	3.6	7.7	74	363	3.4	8.5	70
ESQUIRE	1176	367	1.3	31.2	100	*166	2.1	14.1	161	**92	1.0	7.8	75	**110	1.0	9.4	77
ESSENCE	2392	505	1.8	21.1	67	*113	1.5	4.7	54	*166	1.8	6.9	67	227	2.1	9.5	78
FAMILY CIRCLE	17209	6202	22.4	36.0	115	1604	20.6	9.3	106	2180	23.6	12.7	121	2419	22.6	14.1	116
THE FAMILY HANDYMAN	1184	431	1.6	36.4	116	*112	1.4	9.5	108	*149	1.6	12.6	121	*169	1.6	14.3	118
FAMILY WEEKLY	12391	3855	13.9	31.1	99	1051	13.5	8.5	96	1327	14.4	10.7	103	1477	13.8	11.9	98
FIELD & STREAM	2438	753	2.7	30.9	99	**95	1.2	3.9	44	*316	3.4	13.0	124	342	3.2	14.0	116
FOOD & WINE	614	324	1.2	52.8	168	*94	1.2	15.3	174	*117	1.3	19.1	183	**113	1.1	18.4	152
FORBES	813	567	2.0	69.7	222	*205	2.6	25.2	287	*130	1.4	16.0	153	*232	2.2	28.5	235
FORTUNE	1083	681	2.5	62.9	201	*180	2.3	16.6	189	*225	2.4	20.8	199	*276	2.6	25.5	210
GENTLEMEN'S QUARTERLY	1197	479	1.7	40.0	128	**70	0.9	5.8	67	*205	2.2	17.1	164	*204	1.9	17.0	141
GLAMOUR	6625	2765	10.0	41.7	133	811	10.4	12.2	139	847	9.2	12.8	123	1107	10.3	16.7	138
GOLF DIGEST	707	413	1.5	58.4	186	*156	2.0	22.1	251	**110	1.2	15.6	149	**147	1.4	20.8	172
GOLF DIGEST/TENNIS (GROSS)	1316	674	2.4	51.2	163	*243	3.1	18.5	210	*222	2.4	16.9	162	*208	1.9	15.8	130
GOLF MAGAZINE	469	*250	0.9	53.3	170	**77	1.0	16.4	187	**100	1.1	21.3	204	**74	0.7	15.8	130
GOLF MAGAZINE/SKI (GROSS)	1060	462	1.7	43.6	139	*136	1.7	12.8	146	*165	1.8	15.6	149	*161	1.5	15.2	125
GOOD HOUSEKEEPING	17784	6465	23.3	36.4	116	1649	21.2	9.3	105	2273	24.6	12.8	123	2543	23.7	14.3	118
HARPER'S BAZAAR	2931	1323	4.8	45.1	144	367	4.7	12.5	142	432	4.7	14.7	141	525	4.9	17.9	148
HEALTH	2199	814	2.9	37.0	118	*257	3.3	11.7	133	*289	3.1	13.1	126	*268	2.5	12.2	101
HEARST MAG CORP. BUY (GROSS)	49148	19412	70.0	39.5	126	5186	66.7	10.6	120	6828	74.0	13.9	133	7398	69.0	15.1	124
HEARST MAN POWER (GROSS)	2113	753	2.7	35.6	114	*165	2.1	7.8	89	304	3.3	14.4	138	284	2.6	13.4	111
HEARST WOMAN POWER (GROSS)	35062	13261	47.8	37.8	121	3489	44.9	10.0	113	4628	50.2	13.2	127	5144	48.0	14.7	121
HOUSE BEAUTIFUL	3865	1592	5.7	41.2	131	504	6.5	13.0	148	571	6.2	14.8	142	516	4.8	13.4	110
INC.	315	*172	0.6	54.6	174	**45	0.6	14.3	162	**59	0.6	18.7	180	**68	0.6	21.6	178
JET	3690	815	2.9	22.1	70	193	2.5	5.2	59	295	3.2	8.0	77	327	3.0	8.9	73
LADIES' HOME JOURNAL	12930	4752	17.1	36.8	117	1241	16.0	9.6	109	1673	18.1	12.9	124	1838	17.1	14.2	117
LHJ FAMILY GRP COMBO(GROSS)	18161	6779	24.4	37.3	119	1727	22.2	9.5	108	2365	25.6	13.0	125	2686	25.0	14.8	122
LIFE	5065	2111	7.6	41.7	133	677	8.7	13.4	152	742	8.0	14.6	140	692	6.5	13.7	113
L.A. TIMES HOME MAGAZINE	1310	608	2.2	46.4	148	296	3.8	22.6	257	*133	1.4	10.2	97	*179	1.7	13.7	113
MADEMOISELLE	3759	1584	5.7	42.1	134	410	5.3	10.9	124	663	7.2	17.6	169	510	4.8	13.6	112
MC CALL'S	14658	5058	18.2	34.5	110	1379	17.7	9.4	107	1732	18.8	11.8	113	1946	18.1	13.3	110
MC CALL'S/WRK MOTHER (GROSS)	15857	5478	19.8	34.5	110	1459	18.8	9.2	105	1857	20.1	11.7	112	2162	20.2	13.6	112
MECHANIX ILLUSTRATED	809	272	1.0	33.6	107	**104	1.3	12.9	146	**80	0.9	9.9	95	**89	0.8	11.0	91
METROPOLITAN HOME	1009	578	2.1	57.3	183	*161	2.1	16.0	181	*149	1.6	14.8	142	*269	2.5	26.7	220
MONEY	1707	888	3.2	52.0	166	*232	3.0	13.6	155	353	3.8	20.7	198	303	2.8	17.8	146
MOTHER EARTH NEWS	1123	487	1.8	43.4	138	**118	1.5	10.5	119	*215	2.3	19.1	184	*155	1.4	13.8	114
MS.	932	474	1.7	50.9	162	*149	1.9	16.0	182	*128	1.4	13.7	132	*196	1.8	21.0	173
NATIONAL ENQUIRER	11971	3071	11.1	25.7	82	794	10.2	6.6	75	1224	13.3	10.2	98	1053	9.8	8.8	73
NATIONAL GEOGRAPHIC	10503	4942	17.8	47.1	150	1398	18.0	13.3	151	1673	18.1	15.9	153	1871	17.4	17.8	147
NATIONAL SUNDAY MAGAZINE PKG	54325	19388	69.9	35.7	114	5457	70.2	10.0	114	6635	71.9	12.2	117	7296	68.0	13.4	111
NATURAL HISTORY	626	398	1.4	63.6	203	**124	1.6	19.8	225	*163	1.8	26.0	250	**111	1.0	17.7	146
NEW WOMAN	1992	775	2.8	38.9	124	*172	2.2	8.6	98	*228	2.5	11.4	110	375	3.5	18.8	155
NEW YORK INCLUDING CUE	547	337	1.2	61.6	197	*151	1.9	27.6	314	**81	0.9	14.8	142	**105	1.0	19.2	158
THE NEW YORKER	1380	891	3.2	64.6	206	273	3.5	19.8	225	326	3.5	23.6	226	*292	2.7	21.2	175
NEWSWEEK	6925	3327	12.0	48.0	153	1003	12.9	14.5	165	1075	11.6	15.5	149	1249	11.6	18.0	149
THE N.Y. TIMES DAILY EDITION	1363	865	3.1	63.5	202	349	4.5	25.6	291	321	3.5	23.6	226	*195	1.8	14.3	118
THE N.Y. TIMES MAGAZINE	2333	1405	5.1	60.2	192	527	6.8	22.6	257	446	4.8	19.1	183	432	4.0	18.5	153
OMNI	872	422	1.5	48.4	154	**146	1.9	16.7	190	**69	0.7	7.9	76	*207	1.9	23.7	196
ON CABLE	1298	476	1.7	36.7	117	**83	1.1	6.4	73	**181	2.0	13.9	134	*212	2.0	16.3	135
1001 HOME IDEAS	3032	1213	4.4	40.0	128	*229	2.9	7.6	86	404	4.4	13.3	128	580	5.4	19.1	158
ORGANIC GARDENING	1680	649	2.3	38.6	123	*144	1.9	8.6	97	*176	1.9	10.5	100	328	3.1	19.5	161
OUTDOOR LIFE	960	343	1.2	35.7	114	**54	0.7	5.6	64	*134	1.5	14.0	134	*155	1.4	16.1	133
PARADE MAGAZINE	26755	9584	34.6	35.8	114	2628	33.8	9.8	112	3454	37.4	12.9	124	3502	32.7	13.1	108

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	27730	100.0	31.3	100	7779	100.0	8.8	100	9228	100.0	10.4	100	10724	100.0	12.1	100
PARENTS	4173	1571	5.7	37.6	120	260	3.3	6.2	71	492	5.3	11.8	113	820	7.6	19.7	162
PENTHOUSE	973	342	1.2	35.1	112	**117	1.5	12.0	137	**104	1.1	10.7	102	**122	1.1	12.5	103
PEOPLE	13479	5426	19.6	40.3	128	1563	20.1	11.6	132	1936	21.0	14.4	138	1927	18.0	14.3	118
PLAYBOY	2183	900	3.2	41.2	132	*249	3.2	11.4	130	355	3.8	16.3	156	296	2.8	13.6	112
POPULAR HOT RODDING	388	**89	0.3	22.9	73	**35	0.4	9.0	103	**14	0.2	3.6	35	**39	0.4	10.1	83
POPULAR MECHANICS	1037	322	1.2	31.1	99	**48	0.6	4.6	53	**177	1.9	17.1	164	**97	0.9	9.4	77
POPULAR SCIENCE	920	377	1.4	41.0	131	**113	1.5	12.3	140	**143	1.5	15.5	149	**120	1.1	13.0	108
PREVENTION	4071	1490	5.4	36.6	117	389	5.0	9.6	109	565	6.1	13.9	133	536	5.0	13.2	109
PSYCHOLOGY TODAY	1940	827	3.0	42.6	136	*218	2.8	11.2	128	266	2.9	13.7	131	343	3.2	17.7	146
READER'S DIGEST	24031	8359	30.1	34.8	111	2096	26.9	8.7	99	2837	30.7	11.8	113	3426	31.9	14.3	118
REDBOOK	8464	3240	11.7	38.3	122	819	10.5	9.7	110	1165	12.6	13.8	132	1256	11.7	14.8	122
ROAD & TRACK	429	*231	0.8	53.8	172	**27	0.3	6.3	72	**92	1.0	21.4	206	**113	1.1	26.3	217
ROLLING STONE	1355	687	2.5	50.7	162	*171	2.2	12.6	144	*278	3.0	20.5	197	*238	2.2	17.6	145
RUNNER'S WORLD	329	*132	0.5	40.1	128	**43	0.6	13.1	149	**47	0.5	14.3	137	**41	0.4	12.5	103
SATURDAY EVENING POST	1268	585	2.1	46.1	147	*129	1.7	10.2	116	*239	2.6	18.8	181	*217	2.0	17.1	141
SCIENCE 84	702	378	1.4	53.8	172	**152	2.0	21.7	246	**112	1.2	16.0	153	*115	1.1	16.4	135
SCIENCE DIGEST	553	239	0.9	43.2	138	**68	0.9	12.3	140	**67	0.7	12.1	116	**105	1.0	19.0	157
SCIENTIFIC AMERICAN	615	423	1.5	68.8	219	**119	1.5	19.3	220	**123	1.3	20.0	192	*181	1.7	29.4	243
SELF	2683	1175	4.2	43.8	140	275	3.5	10.2	117	401	4.3	14.9	143	499	4.7	18.6	153
SEVENTEEN	3309	1149	4.1	34.7	111	*246	3.2	7.4	85	443	4.8	13.4	128	461	4.3	13.9	115
SKI	591	*212	0.8	35.9	114	**60	0.8	10.2	115	**65	0.7	11.0	105	**87	0.8	14.7	121
SMITHSONIAN	3039	1655	6.0	54.5	174	623	8.0	20.5	233	480	5.2	15.8	151	552	5.1	18.2	150
SOAP OPERA DIGEST	3683	919	3.3	25.0	80	*180	2.3	4.9	56	352	3.8	9.6	92	387	3.6	10.5	87
SOUTHERN LIVING	4434	1639	5.9	37.0	118	419	5.4	9.4	107	692	7.5	15.6	150	528	4.9	11.9	98
SPORT	701	*298	1.1	42.5	136	**90	1.2	12.8	146	**140	1.5	20.0	191	**68	0.6	9.7	80
THE SPORTING NEWS	518	*217	0.8	41.9	134	**31	0.4	6.0	68	**112	1.2	21.6	207	**74	0.7	14.3	118
SPORTS AFIELD	523	*192	0.7	36.7	117	**50	0.6	9.6	109	**60	0.7	11.5	110	**82	0.8	15.7	129
SPORTS ILLUSTRATED	3325	1371	4.9	41.2	132	367	4.7	11.0	126	484	5.2	14.6	140	520	4.8	15.6	129
STAR	8567	2289	8.3	26.7	85	515	6.6	6.0	68	931	10.1	10.9	104	843	7.9	9.8	81
SUNDAY	27630	10643	38.4	38.5	123	3137	40.3	11.4	129	3660	39.7	13.2	127	3846	35.9	13.9	115
SUNSET	2219	1281	4.6	57.7	184	416	5.3	18.7	213	528	5.7	23.8	228	336	3.1	15.1	125
TV GUIDE	24258	7390	26.6	30.5	97	2079	26.7	8.6	97	2736	29.6	11.3	108	2575	24.0	10.6	88
TENNIS	609	*261	0.9	42.9	137	**87	1.1	14.3	162	**113	1.2	18.6	178	**61	0.6	10.0	83
TIME	9929	4660	16.8	46.9	150	1326	17.0	13.4	152	1809	19.6	18.2	175	1526	14.2	15.4	127
TOWN & COUNTRY	1062	529	1.9	49.8	159	*132	1.7	12.4	141	*219	2.4	20.6	198	*178	1.7	16.8	138
TRAVEL & LEISURE	1051	593	2.1	56.4	180	*177	2.3	16.8	192	*204	2.2	19.4	186	*212	2.0	20.2	166
TRUE STORY	3946	824	3.0	20.9	67	**148	1.9	3.8	43	342	3.7	8.7	83	335	3.1	8.5	70
U.S.NEWS & WORLD REPORT	3782	1585	5.7	41.9	134	420	5.4	11.1	126	658	7.1	17.4	167	507	4.7	13.4	111
USA TODAY	1874	933	3.4	49.8	159	*206	2.6	11.0	125	278	3.0	14.8	142	450	4.2	24.0	198
US	2213	879	3.2	39.7	127	*173	2.2	7.8	89	353	3.8	16.0	153	353	3.3	16.0	132
VOGUE	4792	2087	7.5	43.6	139	657	8.4	13.7	156	746	8.1	15.6	149	684	6.4	14.3	118
WALL STREET JOURNAL	2045	1223	4.4	59.8	191	301	3.9	14.7	167	438	4.7	21.4	205	484	4.5	23.7	195
WEIGHT WATCHERS	2364	933	3.4	39.5	126	276	3.5	11.7	133	335	3.6	14.2	136	322	3.0	13.6	112
WOMAN'S DAY	15182	5422	19.6	35.7	114	1338	17.2	8.8	100	1955	21.2	12.9	123	2128	19.8	14.0	116
WORKING MOTHER	1198	420	1.5	35.1	112	**79	1.0	6.6	75	*125	1.4	10.4	100	*216	2.0	18.0	149
WORKING WOMAN	1523	715	2.6	46.9	150	*251	3.2	16.5	187	*160	1.7	10.5	101	*304	2.8	20.0	165
WORLD TENNIS	*183	**106	0.4	57.9	185	**32	0.4	17.5	199	**42	0.5	23.0	220	**32	0.3	17.5	144
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1219	4.4	43.9	140	262	3.4	9.4	107	466	5.0	16.8	161	491	4.6	17.7	146
BLAIR INSERTS	47909	17866	64.4	37.3	119	5151	66.2	10.8	122	5971	64.7	12.5	119	6744	62.9	14.1	116
DAILY NEWSPAPERS																	
READ ANY	56731	19416	70.0	34.2	109	5587	71.8	9.8	112	6546	70.9	11.5	111	7283	67.9	12.8	106
READ ONE	47696	15760	56.8	33.0	105	4352	55.9	9.1	104	5311	57.6	11.1	107	6097	56.9	12.8	105
READ TWO OR MORE	9034	3656	13.2	40.5	129	1235	15.9	13.7	155	1235	13.4	13.7	131	1186	11.1	13.1	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	20608	74.3	35.7	114	5866	75.4	10.2	116	6986	75.7	12.1	116	7756	72.3	13.4	111
READ ONE	50513	17362	62.6	34.4	110	4872	62.6	9.6	110	5713	61.9	11.3	108	6777	63.2	13.4	111
READ TWO OR MORE	7219	3246	11.7	45.0	143	994	12.8	13.8	157	1273	13.8	17.6	169	980	9.1	13.6	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.16				28.93				31.58				32.39			
30 DAY REACH	78184	25314	91.3	32.4	103	7090	91.1	9.1	103	8294	89.9	10.6	102	9931	92.6	12.7	105
50 SHWG - 30 DAY AV FREQ	14.80	16.20				15.10				16.27				16.92			
30 DAY REACH	74239	24411	88.0	32.9	105	6821	87.7	9.2	104	8060	87.3	10.9	104	9530	88.9	12.8	106
25 SHWG - 30 DAY AV FREQ	8.05	8.64				7.98				8.61				9.14			
30 DAY REACH	68254	22949	82.8	33.6	107	6461	83.1	9.5	108	7623	82.6	11.2	107	8865	82.7	13.0	107
CABLE TV: HOME WIRED	35215	12198	44.0	34.6	111	3394	43.6	9.6	110	4167	45.2	11.8	113	4636	43.2	13.2	109
HOME NOT WIRED	53250	15532	56.0	29.2	93	4384	56.4	8.2	94	5061	54.8	9.5	91	6088	56.8	11.4	94
HAVE PAY CABLE	17885	6877	24.8	38.5	123	1735	22.3	9.7	110	2396	26.0	13.4	128	2746	25.6	15.4	127

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	27730	100.0	31.3	100	7779	100.0	8.8	100	9228	100.0	10.4	100	10724	100.0	12.1	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47994	16041	57.8	33.4	107	4489	57.7	9.4	106	5335	57.8	11.1	107	6216	58.0	13.0	107
10:00 AM - 3:00 PM		33674	10278	37.1	30.5	97	2781	35.8	8.3	94	3479	37.7	10.3	99	4018	37.5	11.9	98
3:00 PM - 7:00 PM		34431	11735	42.3	34.1	109	3081	39.6	8.9	102	3914	42.4	11.4	109	4740	44.2	13.8	114
7:00 PM - MIDNIGHT		17761	5670	20.4	31.9	102	1507	19.4	8.5	96	1886	20.4	10.6	102	2278	21.2	12.8	106
MIDNIGHT - 6:00 AM		10087	3570	12.9	35.4	113	879	11.3	8.7	99	1327	14.4	13.2	126	1365	12.7	13.5	112
6:00 AM - MIDNIGHT		64318	21082	76.0	32.8	105	5885	75.7	9.1	104	6981	75.7	10.9	104	8216	76.6	12.8	105
ENTIRE DAY		65181	21372	77.1	32.8	105	5966	76.7	9.2	104	7072	76.6	10.8	104	8334	77.7	12.8	105
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		17411	6208	22.4	35.7	114	1452	18.7	8.3	95	2108	22.8	12.1	116	2648	24.7	15.2	125
ALL NEWS		2520	969	3.5	38.5	123	428	5.5	17.0	193	329	3.6	13.1	125	*212	2.0	8.4	69
AOR/PROGRESSIVE		4419	1777	6.4	40.2	128	541	7.0	12.2	139	529	5.7	12.0	115	706	6.6	16.0	132
BEAUTIFUL MUSIC		6119	2142	7.7	35.0	112	804	10.3	13.1	149	631	6.8	10.3	99	708	6.6	11.6	95
BLACK		2623	677	2.4	25.8	82	*124	1.6	4.7	54	266	2.9	10.1	97	286	2.7	10.9	90
CLASSICAL		1553	706	2.5	45.5	145	*220	2.8	14.2	161	*246	2.7	15.8	152	*240	2.2	15.5	127
CHR/ROCK		11282	4248	15.3	37.7	120	1097	14.1	9.7	111	1411	15.3	12.5	120	1741	16.2	15.4	127
COUNTRY		13343	3415	12.3	25.6	82	823	10.6	6.2	70	1279	13.9	9.6	92	1313	12.2	9.8	81
GOLDEN OLDIES		1299	331	1.2	25.5	81	**92	1.2	7.1	81	**72	0.8	5.5	53	*167	1.6	12.9	106
MOR/NOSTALGIA		5241	1808	6.5	34.5	110	532	6.8	10.2	115	539	5.8	10.3	99	737	6.9	14.1	116
NEWS/TALK		4165	1802	6.5	43.3	138	498	6.4	12.0	136	521	5.6	12.5	120	782	7.3	18.8	155
RELIGIOUS		3324	748	2.7	22.5	72	*218	2.8	6.6	75	*166	1.8	5.0	48	364	3.4	11.0	90
SOFT ROCK		609	*182	0.7	29.9	95	**51	0.7	8.4	95	**46	0.5	7.6	72	**85	0.8	14.0	115
URBAN CONTEMPORARY		1853	557	2.0	30.1	96	*217	2.8	11.7	133	*188	2.0	10.1	97	*152	1.4	8.2	68
WIRED NETWORKS:																		
ABC CONTEMPORARY		3724	1132	4.1	30.4	97	246	3.2	6.6	75	375	4.1	10.1	97	510	4.8	13.7	113
ABC DIRECTION		2488	799	2.9	32.1	102	261	3.4	10.5	119	264	2.9	10.6	102	274	2.6	11.0	91
ABC ENTERTAINMENT		5129	1570	5.7	30.6	98	455	5.8	8.9	101	519	5.6	10.1	97	596	5.6	11.6	96
ABC FM		2498	801	2.9	32.1	102	*242	3.1	9.7	110	*252	2.7	10.1	97	307	2.9	12.3	101
ABC INFORMATION		5721	2216	8.0	38.7	124	532	6.8	9.3	106	712	7.7	12.4	119	971	9.1	17.0	140
ABC ROCK		2021	769	2.8	38.1	121	*296	3.8	14.6	167	*226	2.4	11.2	107	*247	2.3	12.2	101
CBS		4756	1532	5.5	32.2	103	471	6.1	9.9	113	490	5.3	10.3	99	571	5.3	12.0	99
MUTUAL		5272	1793	6.5	34.0	108	461	5.9	8.7	99	618	6.7	11.7	112	715	6.7	13.6	112
NBC		4964	1855	6.7	37.4	119	404	5.2	8.1	93	723	7.8	14.6	140	727	6.8	14.6	121
RADIORADIO		2218	775	2.8	34.9	111	*183	2.4	8.3	94	*258	2.8	11.6	112	334	3.1	15.1	124
RKO ONE		2565	904	3.3	35.2	112	*205	2.6	8.0	91	306	3.3	11.9	114	393	3.7	15.3	126
RKO TWO		3640	1129	4.1	31.0	99	188	2.4	5.2	59	472	5.1	13.0	124	468	4.4	12.9	106
THE SOURCE		2467	919	3.3	37.3	119	304	3.9	12.3	140	*271	2.9	11.0	105	344	3.2	13.9	115
NON-WIRED : BLAIR		9466	3213	11.6	33.9	108	726	9.3	7.7	87	1096	11.9	11.6	111	1392	13.0	14.7	121
INTERNET		13616	5048	18.2	37.1	118	1489	19.1	10.9	124	1547	16.8	11.4	109	2012	18.8	14.8	122
KATZ RADIO GROUP		16998	6257	22.6	36.8	117	1775	22.8	10.4	119	2116	22.9	12.4	119	2366	22.1	13.9	115
SUPERNET		11622	3905	14.1	33.6	107	998	12.8	8.6	98	1246	13.5	10.7	103	1661	15.5	14.3	118
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		9425	2815	10.2	29.9	95	848	10.9	9.0	102	927	10.0	9.8	94	1040	9.7	11.0	91
WKDAY 9:00 AM - 1:00 PM		13304	3489	12.6	26.2	84	977	12.6	7.3	84	1180	12.8	8.9	85	1332	12.4	10.0	83
WKDAY 1:00 PM - 4:30 PM		17591	4516	16.3	25.7	82	1182	15.2	6.7	76	1534	16.6	8.7	84	1799	16.8	10.2	84
WKDAY 4:30 PM - 7:30 PM		24418	7007	25.3	28.7	92	2014	25.9	8.2	94	2413	26.1	9.9	95	2580	24.1	10.6	87
WKDAY 7:30 PM - 8:00 PM		34400	9750	35.2	28.3	90	2855	36.7	8.3	94	3251	35.2	9.5	91	3644	34.0	10.6	87
WKDAY 11:00 PM - 11:30 PM		26120	8065	29.1	30.9	99	2230	28.7	8.5	97	2770	30.0	10.6	102	3065	28.6	11.7	97
WKDAY 11:30 PM - 1:00 AM		8402	2436	8.8	29.0	92	581	7.5	6.9	79	883	9.6	10.5	101	973	9.1	11.6	96
M-SAT 8-11 PM+SUN 7-11 PM		36828	11373	41.0	30.9	99	3197	41.1	8.7	99	3836	41.6	10.4	100	4340	40.5	11.8	97
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	2164	7.8	30.0	96	676	8.7	9.4	106	640	6.9	8.9	85	848	7.9	11.7	97
ANOTHER WORLD	N	4924	1039	3.7	21.1	67	210	2.7	4.3	49	410	4.4	8.3	80	419	3.9	8.5	70
AS THE WORLD TURNS	C	5966	1332	4.8	22.3	71	287	3.7	4.8	55	475	5.1	8.0	76	570	5.3	9.6	79
CAPITOL	C	3672	917	3.3	25.0	80	204	2.6	5.6	63	336	3.6	9.2	88	377	3.5	10.3	85
CBS MORN. NEWS 1	C	1590	462	1.7	29.1	93	140	1.8	8.8	100	138	1.5	8.7	83	184	1.7	11.6	95
CBS MORN. NEWS 2	C	1298	409	1.5	31.5	101	164	2.1	12.6	144	*100	1.1	7.7	74	145	1.4	11.2	92
DAYS OF OUR LIVES	N	6389	1632	5.9	25.5	81	468	6.0	7.3	83	576	6.2	9.0	86	588	5.5	9.2	76
FACTS OF LIFE - DAYTIME	N	2526	528	1.9	20.9	67	122	1.6	4.8	55	185	2.0	7.3	70	221	2.1	8.7	72
FAMILY FEUD	A	3427	790	2.8	23.1	74	156	2.0	4.6	52	325	3.5	9.5	91	309	2.9	9.0	74
GENERAL HOSPITAL	A	6870	1842	6.6	26.8	86	531	6.8	7.7	88	537	5.8	7.8	75	774	7.2	11.3	93
GOOD MORNING, AMERICA-730	A	3767	1081	3.9	28.7	92	291	3.7	7.7	88	342	3.7	9.1	87	449	4.2	11.9	98
GOOD MORNING, AMERICA-830	A	3076	920	3.3	29.9	95	266	3.4	8.6	98	279	3.0	9.1	87	375	3.5	12.2	101
GUIDING LIGHT	C	5789	1439	5.2	24.9	79	370	4.8	6.4	73	485	5.3	8.4	80	585	5.5	10.1	83
ONE LIFE TO LIVE	A	4918	1296	4.7	26.4	84	359	4.6	7.3	83	400	4.3	8.1	78	537	5.0	10.9	90
PRESS YOUR LUCK	C	2367	543	2.0	22.9	73	205	2.6	8.7	98	153	1.7	6.5	62	184	1.7	7.8	64
PRICE IS RIGHT 1	C	4727	1100	4.0	23.3	74	202	2.6	4.3	49	432	4.7	9.1	88	466	4.3	9.9	81
PRICE IS RIGHT 2	C	5511	1331	4.8	24.2	77	247	3.2	4.5	51	539	5.8	9.8	94	545	5.1	9.9	82
RYAN'S HOPE	A	3479	980	3.5	28.2	90	292	3.8	8.4	95	302	3.3	8.7	83	386	3.6	11.1	92
SALE OF THE CENTURY	N	2823	595	2.1	21.1	67	211	2.7	7.5	85	213	2.3	7.5	72	170	1.6	6.0	50
SEARCH FOR TOMORROW	N	2525	599	2.2	23.7	76	*196	2.5	7.8	88	202	2.2	8.0	77	201	1.9	8.0	66
TODAY SHOW 1	N	2979	968	3.5	32.5	104	352	4.5	11.8	134	256	2.8	8.6	82	360	3.4	12.1	100
TODAY SHOW 2	N	2792	811	2.9	29.0	93	224	2.9	8.0	91	295	3.2	10.6	101	292	2.7	10.5	86
$25,000 PYRAMID	C	2899	696	2.5	24.0	77	260	3.3	9.0	102	229	2.5	7.9	76	207	1.9	7.1	59
WHEEL OF FORTUNE	N	4689	1125	4.1	24.0	77	346	4.4	7.4	84	400	4.3	8.5	82	378	3.5	8.1	66
YOUNG AND THE RESTLESS	C	6231	1286	4.6	20.6	66	228	2.9	3.7	42	491	5.3	7.9	76	567	5.3	9.1	75
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1972	585	2.1	29.7	95	180	2.3	9.1	104	210	2.3	10.6	102	194	1.8	9.8	81
NBA PLAYOFF GAME -1	C	1246	355	1.3	28.5	91	*116	1.5	9.3	106	*133	1.4	10.7	102	*106	1.0	8.5	70
NBC MAJOR LEAGUE PRE-GAME	N	1140	*212	0.8	18.6	59	**88	1.1	7.7	88	**45	0.5	3.9	38	**79	0.7	6.9	57
SPORTSWORLD - SUN	N	1328	340	1.2	25.6	82	**50	0.6	3.8	43	*139	1.5	10.5	100	*151	1.4	11.4	94
SUNDAY MORNING	C	1645	566	2.0	34.4	110	*159	2.0	9.7	110	210	2.3	12.8	122	197	1.8	12.0	99

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	27730	100.0	31.3	100	7779	100.0	8.8	100	9228	100.0	10.4	100	10724	100.0	12.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	7880	28.4	28.2	90	2183	28.1	7.8	89	2752	29.8	9.8	94	2944	27.5	10.5	87
NETWORK AFFILIATES - LATE		21966	6721	24.2	30.6	98	1840	23.7	8.4	95	2315	25.1	10.5	101	2566	23.9	11.7	96
INDEPENDENTS - LATE		2247	927	3.3	41.3	132	365	4.7	16.2	185	264	2.9	11.7	113	298	2.8	13.3	109
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	3068	11.1	26.6	85	742	9.5	6.4	73	989	10.7	8.6	82	1338	12.5	11.6	96
ABC MONDAY NIGHT MOVIE	A	6879	2320	8.4	33.7	108	648	8.3	9.4	107	729	7.9	10.6	102	943	8.8	13.7	113
ABC SUNDAY NIGHT MOVIE	A	13690	4412	15.9	32.2	103	1267	16.3	9.3	105	1517	16.4	11.1	106	1628	15.2	11.9	98
ABC WORLD NEWS TONIGHT	A	6589	1626	5.9	24.7	79	408	5.2	6.2	70	590	6.4	9.0	86	628	5.9	9.5	79
AFTERMASH	C	6391	1815	6.5	28.4	91	404	5.2	6.3	72	555	6.0	8.7	83	856	8.0	13.4	110
ALICE	C	10273	2903	10.5	28.3	90	656	8.4	6.4	73	1100	11.9	10.7	103	1148	10.7	11.2	92
AMERICAN PARADE	C	7130	2006	7.2	28.1	90	561	7.2	7.9	89	659	7.1	9.2	89	787	7.3	11.0	91
BENSON	A	11665	3667	13.2	31.4	100	1079	13.9	9.2	105	1072	11.6	9.2	88	1517	14.1	13.0	107
BLUE THUNDER	A	5442	1557	5.6	28.6	91	396	5.1	7.3	83	503	5.5	9.2	89	658	6.1	12.1	100
CAGNEY & LACEY	C	10565	3220	11.6	30.5	97	791	10.2	7.5	85	1080	11.7	10.2	98	1349	12.6	12.8	105
CBS EVENING NEWS-DEAN	C	3668	1125	4.1	30.7	98	309	4.0	8.4	96	484	5.2	13.2	126	332	3.1	9.1	75
CBS EVENING NEWS-RATHER	C	7561	2421	8.7	32.0	102	644	8.3	8.5	97	926	10.0	12.2	117	851	7.9	11.3	93
CBS SAT. NEWS-SCHIEFFER	C	3948	1302	4.7	33.0	105	377	4.8	9.5	109	497	5.4	12.6	121	428	4.0	10.8	89
CBS SATURDAY NIGHT MOVIE	C	5966	1828	6.6	30.6	98	488	6.3	8.2	93	625	6.8	10.5	100	715	6.7	12.0	99
CBS WEDNESDAY NIGHT MOVIE	C	6529	1754	6.3	26.9	86	545	7.0	8.3	95	547	5.9	8.4	80	661	6.2	10.1	84
CHEERS	N	9842	3621	13.1	36.8	117	1145	14.7	11.6	132	1171	12.7	11.9	114	1306	12.2	13.3	109
DALLAS	C	23935	7572	27.3	31.6	101	2028	26.1	8.5	96	2478	26.9	10.4	99	3067	28.6	12.8	106
DIFF'RENT STROKES	N	7574	1849	6.7	24.4	78	468	6.0	6.2	70	697	7.6	9.2	88	684	6.4	9.0	74
DOUBLE TROUBLE	N	7786	2359	8.5	30.3	97	602	7.7	7.7	88	778	8.4	10.0	96	980	9.1	12.6	104
DUCK FACTORY	N	6290	2227	8.0	35.4	113	762	9.8	12.1	138	676	7.3	10.7	103	789	7.4	12.5	103
DUKES OF HAZZARD	C	6402	1492	5.4	23.3	74	372	4.8	5.8	66	530	5.7	8.3	79	590	5.5	9.2	76
DYNASTY	A	21955	6708	24.2	30.6	97	1898	24.4	8.6	98	2332	25.3	10.6	102	2478	23.1	11.3	93
FACTS OF LIFE	N	8898	2478	8.9	27.8	89	659	8.5	7.4	84	826	9.0	9.3	89	992	9.3	11.1	92
FALCON CREST	C	21877	6960	25.1	31.8	101	1963	25.2	9.0	102	2320	25.1	10.6	102	2677	25.0	12.2	101
FALL GUY	A	10045	2728	9.8	27.2	87	707	9.1	7.0	80	958	10.4	9.5	91	1063	9.9	10.6	87
FAMILY TIES	N	8922	2518	9.1	28.2	90	731	9.4	8.2	93	845	9.2	9.5	91	942	8.8	10.6	87
FANTASY ISLAND	A	8288	2291	8.3	27.6	88	620	8.0	7.5	85	817	8.9	9.9	94	853	8.0	10.3	85
FOULUPS,BLEEPS & BLUNDERS	A	9891	2720	9.8	27.5	88	730	9.4	7.4	84	881	9.5	8.9	85	1109	10.3	11.2	92
FOUR SEASONS	C	5429	1530	5.5	28.2	90	429	5.5	7.9	90	449	4.9	8.3	79	652	6.1	12.0	99
GIMME A BREAK	N	9646	2390	8.6	24.8	79	712	9.2	7.4	84	812	8.8	8.4	81	865	8.1	9.0	74
HART TO HART	A	9983	3024	10.9	30.3	97	766	9.8	7.7	87	1035	11.2	10.4	99	1223	11.4	12.3	101
HILL STREET BLUES	N	9688	3635	13.1	37.5	120	1056	13.6	10.9	124	1195	12.9	12.3	118	1384	12.9	14.3	118
HOTEL	A	15435	4847	17.5	31.4	100	1333	17.1	8.6	98	1645	17.8	10.7	102	1869	17.4	12.1	100
JEFFERSONS	C	10031	2953	10.6	29.4	94	705	9.1	7.0	80	1071	11.6	10.7	102	1178	11.0	11.7	97
JENNIFER SLEPT HERE	N	6376	1702	6.1	26.7	85	428	5.5	6.7	76	760	8.2	11.9	114	514	4.8	8.1	67
KATE & ALLIE	C	9951	3139	11.3	31.5	101	789	10.1	7.9	90	1082	11.7	10.9	104	1268	11.8	12.7	105
KNIGHT RIDER	N	7908	2076	7.5	26.3	84	525	6.7	6.6	75	801	8.7	10.1	97	750	7.0	9.5	78
LOVE BOAT	A	13226	3862	13.9	29.2	93	1028	13.2	7.8	88	1424	15.4	10.8	103	1410	13.1	10.7	88
MAGNUM PI	C	12105	3528	12.7	29.1	93	853	11.0	7.0	80	1152	12.5	9.5	91	1522	14.2	12.6	104
MAMA'S FAMILY	N	6364	1739	6.3	27.3	87	426	5.5	6.7	76	762	8.3	12.0	115	551	5.1	8.7	71
MASTER, THE	N	3955	1062	3.8	26.9	86	298	3.8	7.5	86	368	4.0	9.3	89	396	3.7	10.0	83
MATT HOUSTON	A	6903	2004	7.2	29.0	93	485	6.2	7.0	80	776	8.4	11.2	108	743	6.9	10.8	89
NBC MONDAY NIGHT MOVIE	N	13443	4132	14.9	30.7	98	1215	15.6	9.0	103	1364	14.8	10.1	97	1553	14.5	11.6	95
NBC NIGHTLY NEWS	N	5585	1566	5.6	28.0	89	479	6.2	8.6	98	515	5.6	9.2	88	572	5.3	10.2	84
NBC NIGHTLY NEWS-SAT	N	3688	1040	3.8	28.2	90	343	4.4	9.3	106	362	3.9	9.8	94	336	3.1	9.1	75
NBC NIGHTLY NEWS-SUN	N	3310	961	3.5	29.0	93	283	3.6	8.5	97	333	3.6	10.1	96	345	3.2	10.4	86
NBC SUNDAY NIGHT MOVIE	N	9238	2544	9.2	27.5	88	770	9.9	8.3	95	783	8.5	8.5	81	991	9.2	10.7	88
NEWHART	C	9876	3024	10.9	30.6	98	754	9.7	7.6	87	1154	12.5	11.7	112	1116	10.4	11.3	93
ONE DAY AT A TIME	C	7954	2394	8.6	30.1	96	649	8.3	8.2	93	711	7.7	8.9	86	1034	9.6	13.0	107
PEOPLE ARE FUNNY	N	5182	1400	5.0	27.0	86	354	4.6	6.8	78	548	5.9	10.6	101	498	4.6	9.6	79
REAL PEOPLE	N	9674	2493	9.0	25.8	82	652	8.4	6.7	77	847	9.2	8.8	84	994	9.3	10.3	85
REMINGTON STEELE	N	8511	2526	9.1	29.7	95	720	9.3	8.5	96	795	8.6	9.3	90	1011	9.4	11.9	98
RIPLEY'S BELIEVE IT - NOT	A	5656	1783	6.4	31.5	101	423	5.4	7.5	85	665	7.2	11.8	113	695	6.5	12.3	101
RIPTIDE	N	7718	2202	7.9	28.5	91	399	5.1	5.2	59	801	8.7	10.4	99	1002	9.3	13.0	107
SCARECROW & MRS. KING	C	11058	3192	11.5	28.9	92	962	12.4	8.7	99	908	9.8	8.2	79	1322	12.3	12.0	99
SIMON & SIMON	C	11615	3076	11.1	26.5	84	775	10.0	6.7	76	1102	11.9	9.5	91	1199	11.2	10.3	85
60 MINUTES	C	14326	4433	16.0	30.9	99	1393	17.9	9.7	111	1532	16.6	10.7	103	1508	14.1	10.5	87
ST. ELSEWHERE	N	7670	2725	9.8	35.5	113	857	11.0	11.2	127	735	8.0	9.6	92	1133	10.6	14.8	122
THREE'S COMPANY	A	12068	3389	12.2	28.1	90	942	12.1	7.8	89	1112	12.1	9.2	88	1335	12.4	11.1	91
T.J. HOOKER	A	9735	2792	10.1	28.7	91	705	9.1	7.2	82	1042	11.3	10.7	103	1046	9.8	10.7	89
TONIGHT SHOW	N	2531	926	3.3	36.6	117	262	3.4	10.4	118	322	3.5	12.7	122	341	3.2	13.5	111
TRAPPER JOHN, M.D.	C	10374	2920	10.5	28.1	90	749	9.6	7.2	82	1052	11.4	10.1	97	1119	10.4	10.8	89
TV BLOOPERS & PRAC. JOKES	N	9795	2806	10.1	28.6	91	767	9.9	7.8	89	856	9.3	8.7	84	1183	11.0	12.1	100
20/20	A	10009	2967	10.7	29.6	95	916	11.8	9.2	104	997	10.8	10.0	95	1054	9.8	10.5	87
WEBSTER	A	11934	3806	13.7	31.9	102	1137	14.6	9.5	108	1166	12.6	9.8	94	1503	14.0	12.6	104
WORLD NEWS - SUN	A	3291	978	3.5	29.7	95	312	4.0	9.5	108	355	3.8	10.8	103	312	2.9	9.5	78
YELLOW ROSE	N	5196	1392	5.0	26.8	85	338	4.3	6.5	74	445	4.8	8.6	82	608	5.7	11.7	97
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	3383	12.2	35.4	113	959	12.3	10.0	114	1230	13.3	12.9	123	1193	11.1	12.5	103
BASKETBALL - COLLEGE GAMES		4414	1558	5.6	35.3	113	466	6.0	10.6	120	507	5.5	11.5	110	585	5.5	13.3	109
BASKETBALL - PRO GAMES		3876	1221	4.4	31.5	100	*234	3.0	6.0	69	*493	5.3	12.7	122	*494	4.6	12.7	105
BOWLING		4056	1359	4.9	33.5	107	*317	4.1	7.8	89	*516	5.6	12.7	122	*527	4.9	13.0	107
BOXING		4154	1259	4.5	30.3	97	*281	3.6	6.8	77	*526	5.7	12.7	121	*452	4.2	10.9	90
FOOTBALL - COLLEGE GAMES		6754	2451	8.8	36.3	116	687	8.8	10.2	116	777	8.4	11.5	110	988	9.2	14.6	121
FOOTBALL - PRO GAMES		12364	4926	17.8	39.8	127	1132	14.6	9.2	104	1700	18.4	13.7	132	2094	19.5	16.9	140
GOLF		3615	1612	5.8	44.6	142	557	7.2	15.4	175	*532	5.8	14.7	141	*523	4.9	14.5	119
POST-SEASON COLL. FOOTBALL		5296	2012	7.3	38.0	121	543	7.0	10.3	117	565	6.1	10.7	102	903	8.4	17.1	141
POST-SEASON PRO FOOTBALL		6693	2589	9.3	38.7	123	677	8.7	10.1	115	850	9.2	12.7	122	1062	9.9	15.9	131
TENNIS		3281	1349	4.9	41.1	131	444	5.7	13.5	154	*422	4.6	12.9	123	*482	4.5	14.7	121
WRESTLING - PROFESSIONAL		3672	693	2.5	18.9	60	**233	3.0	6.3	72	**211	2.3	5.7	55	**248	2.3	6.8	56

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES-KINDS
(ADULTS)

	TOTAL U.S. '000	RED				ROSE				WHITE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	25042	100.0	14.9	100	23196	100.0	13.8	100	35793	100.0	21.3	100				
MALES	79263	12114	48.4	15.3	102	10069	43.4	12.7	92	16195	45.2	20.4	96				
FEMALES	88464	12928	51.6	14.6	98	13127	56.6	14.8	107	19598	54.8	22.2	104				
18 - 24	28671	4323	17.3	15.1	101	3975	17.1	13.9	100	4970	13.9	17.3	81				
25 - 34	39536	7194	28.7	18.2	122	6157	26.5	15.6	113	10217	28.5	25.8	121				
35 - 44	28978	4978	19.9	17.2	115	4468	19.3	15.4	111	7275	20.3	25.1	118				
45 - 54	22345	3723	14.9	16.7	112	3153	13.6	14.1	102	5456	15.2	24.4	114				
55 - 64	22224	2825	11.3	12.7	85	2879	12.4	13.0	94	4509	12.6	20.3	95				
65 OR OLDER	25973	2000	8.0	7.7	52	2564	11.1	9.9	71	3367	9.4	13.0	61				
18 - 34	68207	11517	46.0	16.9	113	10132	43.7	14.9	107	15186	42.4	22.3	104				
18 - 49	108058	18314	73.1	16.9	114	16124	69.5	14.9	108	24945	69.7	23.1	108				
25 - 54	90859	15895	63.5	17.5	117	13778	59.4	15.2	110	22948	64.1	25.3	118				
35 - 49	39851	6797	27.1	17.1	114	5993	25.8	15.0	109	9759	27.3	24.5	115				
50 OR OLDER	59669	6729	26.9	11.3	76	7072	30.5	11.9	86	10848	30.3	18.2	85				
GRADUATED COLLEGE	28091	7432	29.7	26.5	177	6336	27.3	22.6	163	12010	33.6	42.8	200				
ATTENDED COLLEGE	28938	5735	22.9	19.8	133	5442	23.5	18.8	136	8450	23.6	29.2	137				
GRADUATED HIGH SCHOOL	65503	8644	34.5	13.2	88	8291	35.7	12.7	92	11257	31.5	17.2	81				
DID NOT GRADUATE HIGH SCHOOL	45195	3232	12.9	7.2	48	3128	13.5	6.9	50	4077	11.4	9.0	42				
EMPLOYED MALES	56429	9842	39.3	17.4	117	7803	33.6	13.8	100	13305	37.2	23.6	110				
EMPLOYED FEMALES	43971	7759	31.0	17.6	118	8110	35.0	18.4	133	12483	34.9	28.4	133				
EMPLOYED FULL-TIME	87773	15430	61.6	17.6	118	13803	59.5	15.7	114	22576	63.1	25.7	121				
EMPLOYED PART-TIME	12627	2170	8.7	17.2	115	2109	9.1	16.7	121	3212	9.0	25.4	119				
NOT EMPLOYED	67327	7442	29.7	11.1	74	7284	31.4	10.8	78	10005	28.0	14.9	70				
PROFESSIONAL/MANAGER	25845	6633	26.5	25.7	172	5451	23.5	21.1	153	10369	29.0	40.1	188				
TECH/CLERICAL/SALES	30895	5483	21.9	17.7	119	5596	24.1	18.1	131	8553	23.9	27.7	130				
PRECISION/CRAFT	12629	1628	6.5	12.9	86	1640	7.1	13.0	94	2238	6.3	17.7	83				
OTHER EMPLOYED	31031	3856	15.4	12.4	83	3225	13.9	10.4	75	4629	12.9	14.9	70				
SINGLE	35557	6016	24.0	16.9	113	5403	23.3	15.2	110	7668	21.4	21.6	101				
MARRIED	103585	15980	63.8	15.4	103	14667	63.2	14.2	102	22848	63.8	22.1	103				
DIVORCED/SEPARATED/WIDOWED	28585	3046	12.2	10.7	71	3126	13.5	10.9	79	5277	14.7	18.5	87				
PARENTS	59295	9472	37.8	16.0	107	8369	36.1	14.1	102	12796	35.8	21.6	101				
WHITE	146081	23061	92.1	15.8	106	21438	92.4	14.7	106	32997	92.2	22.6	106				
BLACK	17974	1568	6.3	8.7	58	1399	6.0	7.8	56	2107	5.9	11.7	55				
OTHER	3672	*414	1.7	11.3	76	**359	1.5	9.8	71	690	1.9	18.8	88				
NORTHEAST-CENSUS	37005	7593	30.3	20.5	137	5870	25.3	15.9	115	9826	27.5	26.6	124				
NORTH CENTRAL	42642	6242	24.9	14.6	98	5942	25.6	13.9	101	7984	22.3	18.7	88				
SOUTH	56777	5226	20.9	9.2	62	5738	24.7	10.1	73	7631	21.3	13.4	63				
WEST	31303	5982	23.9	19.1	128	5646	24.3	18.0	130	10352	28.9	33.1	155				
NORTHEAST-MKTG.	38125	7518	30.0	19.7	132	6814	29.4	17.9	129	9959	27.8	26.1	122				
EAST CENTRAL	24794	3286	13.1	13.3	89	2680	11.6	10.8	78	4124	11.5	16.6	78				
WEST CENTRAL	28511	4653	18.6	16.3	109	4603	19.8	16.1	117	5869	16.4	20.6	96				
SOUTH	48953	4356	17.4	8.9	60	4210	18.1	8.6	62	6430	18.0	13.1	62				
PACIFIC	27344	5230	20.9	19.1	128	4890	21.1	17.9	129	9411	26.3	34.4	161				
COUNTY SIZE A	69301	12260	49.0	17.7	118	11447	49.3	16.5	119	18767	52.4	27.1	127				
COUNTY SIZE B	50633	7330	29.3	14.5	97	6957	30.0	13.7	99	10508	29.4	20.8	97				
COUNTY SIZE C	26259	3425	13.7	13.0	87	3153	13.6	12.0	87	4778	13.3	18.2	85				
COUNTY SIZE D	21534	2027	8.1	9.4	63	1640	7.1	7.6	55	1740	4.9	8.1	38				
METRO CENTRAL CITY	50014	8641	34.5	17.3	116	7488	32.3	15.0	108	12003	33.5	24.0	112				
METRO SUBURBAN	76832	12040	48.1	15.7	105	11640	50.2	15.1	110	18721	52.3	24.4	114				
NON METRO	40881	4361	17.4	10.7	71	4069	17.5	10.0	72	5069	14.2	12.4	58				
TOP 5 ADI'S	39550	7637	30.5	19.3	129	6396	27.6	16.2	117	11909	33.3	30.1	141				
TOP 10 ADI'S	54877	9867	39.4	18.0	120	8901	38.4	16.2	117	15001	41.9	27.3	128				
TOP 20 ADI'S	77516	13393	53.5	17.3	116	12488	53.8	16.1	116	20436	57.1	26.4	124				
HSHLD INC. $50,000 OR MORE	17257	4000	16.0	23.2	155	3563	15.4	20.6	149	6556	18.3	38.0	178				
$40,000 OR MORE	33235	7325	29.3	22.0	148	6659	28.7	20.0	145	11438	32.0	34.4	161				
$30,000 OR MORE	59693	12555	50.1	21.0	141	11586	49.9	19.4	140	19045	53.2	31.9	150				
$25,000 OR MORE	76275	15402	61.5	20.2	135	14397	62.1	18.9	136	23543	65.8	30.9	145				
$20,000 - $24,999	18607	2582	10.3	13.9	93	2200	9.5	11.8	85	3455	9.7	18.6	87				
$15,000 - $19,999	17175	2348	9.4	13.7	92	2039	8.8	11.9	86	3107	8.7	18.1	85				
$10,000 - $14,999	24569	2286	9.1	9.3	62	2405	10.4	9.8	71	3060	8.5	12.5	58				
UNDER $10,000	31101	2424	9.7	7.8	52	2155	9.3	6.9	50	2628	7.3	8.4	40				
HOUSEHOLD OF 1 PERSON	19441	2501	10.0	12.9	86	2219	9.6	11.4	83	4086	11.4	21.0	98				
2 PEOPLE	51803	7576	30.3	14.6	98	7345	31.7	14.2	103	11974	33.5	23.1	108				
3 OR 4 PEOPLE	66933	10905	43.5	16.3	109	10331	44.5	15.4	112	14646	40.9	21.9	103				
5 OR MORE PEOPLE	29550	4060	16.2	13.7	92	3301	14.2	11.2	81	5087	14.2	17.2	81				
NO CHILD IN HSHLD	96587	13981	55.8	14.5	97	13431	57.9	13.9	101	21194	59.2	21.9	103				
CHILD(REN) UNDER 2 YRS	10844	1780	7.1	16.4	110	1339	5.8	12.3	89	2038	5.7	18.8	88				
2 - 5 YEARS	26358	4072	16.3	15.4	103	3450	14.9	13.1	95	4850	13.6	18.4	86				
6 - 11 YEARS	30453	4535	18.1	14.9	100	3866	16.7	12.7	92	5998	16.8	19.7	92				
12 - 17 YEARS	36575	5516	22.0	15.1	101	5014	21.6	13.7	99	7521	21.0	20.6	96				
RESIDENCE OWNED	117770	17972	71.8	15.3	102	16907	72.9	14.4	104	26164	73.1	22.2	104				
VALUE: $50,000 OR MORE	70166	13072	52.2	18.6	125	13043	56.2	18.6	134	20631	57.6	29.4	138				
VALUE: UNDER $50,000	47604	4900	19.6	10.3	69	3864	16.7	8.1	59	5533	15.5	11.6	54				

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(ADULTS)

		TOTAL U.S.	RED				ROSE				WHITE							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS		167727	25042	100.0	14.9	100	23196	100.0	13.8	100	35793	100.0	21.3	100				
MAGAZINES	QUINTILE 1	34022	7400	29.6	21.8	146	6243	26.9	18.3	133	10962	30.6	32.2	151				
	QUINTILE 2	34800	5751	23.0	16.5	111	5619	24.2	16.1	117	8878	24.8	25.5	120				
	QUINTILE 3	30514	4452	17.8	14.6	98	3994	17.2	13.1	95	6292	17.6	20.6	97				
	QUINTILE 4	33324	4346	17.4	13.0	87	4025	17.4	12.1	87	5863	16.4	17.6	82				
	QUINTILE 5	35066	3094	12.4	8.8	59	3314	14.3	9.5	68	3799	10.6	10.8	51				
NEWSPAPERS	QUINTILE 1	29107	5974	23.9	20.5	137	5186	22.4	17.8	129	9183	25.7	31.5	148				
	QUINTILE 2	49095	7870	31.4	16.0	107	7811	33.7	15.9	115	11306	31.6	23.0	108				
	QUINTILE 3	23107	3893	15.5	16.8	113	3431	14.8	14.8	107	5150	14.4	22.3	104				
	QUINTILE 4	33556	4321	17.3	12.9	86	3921	16.9	11.7	84	6177	17.3	18.4	86				
	QUINTILE 5	32863	2985	11.9	9.1	61	2846	12.3	8.7	63	3976	11.1	12.1	57				
OUTDOOR	QUINTILE 1	33431	6355	25.4	19.0	127	5554	23.9	16.6	120	8464	23.6	25.3	119				
	QUINTILE 2	33478	5394	21.5	16.1	108	4835	20.8	14.4	104	7647	21.4	22.8	107				
	QUINTILE 3	33574	4988	19.9	14.9	100	4720	20.3	14.1	102	7668	21.4	22.8	107				
	QUINTILE 4	33935	4763	19.0	14.0	94	4488	19.3	13.2	96	6549	18.3	19.3	90				
	QUINTILE 5	33310	3543	14.1	10.6	71	3599	15.5	10.8	78	5466	15.3	16.4	77				
RADIO-DRIVE TIME	QUINTILE 1	33136	5246	20.9	15.8	106	4425	19.1	13.4	97	7281	20.3	22.0	103				
	QUINTILE 2	31658	4470	17.9	14.1	95	4607	19.9	14.6	105	6938	19.4	21.9	103				
	QUINTILE 3	32541	5372	21.5	16.5	111	4938	21.3	15.2	110	7231	20.2	22.2	104				
	QUINTILE 4	34247	5743	22.9	16.8	112	5013	21.6	14.6	106	8013	22.4	23.4	110				
	QUINTILE 5	36144	4211	16.8	11.7	78	4213	18.2	11.7	84	6329	17.7	17.5	82				
RADIO-MID-DAY	TERCILE 1	45037	6657	26.6	14.8	99	5862	25.3	13.0	94	9466	26.4	21.0	98				
	TERCILE 2	44819	6789	27.1	15.1	101	6385	27.5	14.2	103	9243	25.8	20.6	97				
	TERCILE 3	77872	11597	46.3	14.9	100	10950	47.2	14.1	102	17085	47.7	21.9	103				
RADIO-TOTAL	QUINTILE 1	33763	5287	21.1	15.7	105	4415	19.0	13.1	95	7319	20.4	21.7	102				
	QUINTILE 2	33240	4675	18.7	14.1	94	4436	19.1	13.3	96	6884	19.2	20.7	97				
	QUINTILE 3	33408	5589	22.3	16.7	112	5323	22.9	15.9	115	8010	22.4	24.0	112				
	QUINTILE 4	34792	5548	22.2	15.9	107	5370	23.2	15.4	112	7910	22.1	22.7	107				
	QUINTILE 5	32524	3943	15.7	12.1	81	3651	15.7	11.2	81	5670	15.8	17.4	82				
TV-PRIME TIME	QUINTILE 1	33090	4543	18.1	13.7	92	4335	18.7	13.1	95	6335	17.7	19.1	90				
	QUINTILE 2	33357	4944	19.7	14.8	99	4747	20.5	14.2	103	7274	20.3	21.8	102				
	QUINTILE 3	33980	5473	21.9	16.1	108	4840	20.9	14.2	103	7712	21.5	22.7	106				
	QUINTILE 4	33854	5250	21.0	15.5	104	4987	21.5	14.7	107	7696	21.5	22.7	107				
	QUINTILE 5	33444	4833	19.3	14.5	97	4288	18.5	12.8	93	6776	18.9	20.3	95				
TV-DAYTIME	TERCILE 1	49121	5851	23.4	11.9	80	5640	24.3	11.5	83	8318	23.2	16.9	79				
	TERCILE 2	48823	7479	29.9	15.3	103	7018	30.3	14.4	104	10354	28.9	21.2	99				
	TERCILE 3	69782	11712	46.8	16.8	112	10538	45.4	15.1	109	17121	47.8	24.5	115				
TV-TOTAL	QUINTILE 1	33584	4056	16.2	12.1	81	4091	17.6	12.2	88	5868	16.4	17.5	82				
	QUINTILE 2	33441	4710	18.8	14.1	94	4300	18.5	12.9	93	6541	18.3	19.6	92				
	QUINTILE 3	33505	5160	20.6	15.4	103	4917	21.2	14.7	106	7722	21.6	23.0	108				
	QUINTILE 4	33466	5539	22.1	16.6	111	4916	21.2	14.7	106	8044	22.5	24.0	113				
	QUINTILE 5	33731	5577	22.3	16.5	111	4973	21.4	14.7	107	7619	21.3	22.6	106				
MAGAZINES-NEWSPAPERS: DUAL		44503	9092	36.3	20.4	137	8556	36.9	19.2	139	13521	37.8	30.4	142				
MAGAZINE IMPERATIVE		39363	6155	24.6	15.6	105	5116	22.1	13.0	94	8967	25.1	22.8	107				
NEWSPAPER IMPERATIVE		46441	6476	25.9	13.9	93	6148	26.5	13.2	96	9090	25.4	19.6	92				
MAGAZINES-OUTDOOR: DUAL		33726	6826	27.3	20.2	136	6058	26.1	18.0	130	10070	28.1	29.9	140				
MAGAZINE IMPERATIVE		52846	8615	34.4	16.3	109	7924	34.2	15.0	108	13252	37.0	25.1	118				
OUTDOOR IMPERATIVE		52140	7015	28.0	13.5	90	6403	27.6	12.3	89	9162	25.6	17.6	82				
MAGAZINES-RADIO: DUAL		37081	6926	27.7	18.7	125	5929	25.6	16.0	116	10070	28.1	27.2	127				
MAGAZINE IMPERATIVE		49747	9014	36.0	18.1	121	8384	36.1	16.9	122	13754	38.4	27.6	130				
RADIO IMPERATIVE		49208	6171	24.6	12.5	84	5868	25.3	11.9	86	7849	21.9	16.0	75				
MAGAZINES-TELEVISION: DUAL		33103	5514	22.0	16.7	112	5358	23.1	16.2	117	8479	23.7	25.6	120				
MAGAZINE IMPERATIVE		54575	10539	42.1	19.3	129	9091	39.2	16.7	120	15634	43.7	28.6	134				
TELEVISION IMPERATIVE		53249	5785	23.1	10.9	73	5545	23.9	10.4	75	7535	21.1	14.2	66				
NEWSPAPERS-OUTDOOR: DUAL		36255	7153	28.6	19.7	132	6133	26.4	16.9	122	9970	27.9	27.5	129				
NEWSPAPER IMPERATIVE		55591	8635	34.5	15.5	104	8540	36.8	15.4	111	13204	36.9	23.8	111				
OUTDOOR IMPERATIVE		48319	6667	26.6	13.8	92	6080	26.2	12.6	91	9214	25.7	19.1	89				
NEWSPAPERS-RADIO: DUAL		37242	6578	26.3	17.7	118	6012	25.9	16.1	117	9501	26.5	25.5	120				
NEWSPAPER IMPERATIVE		54423	9671	38.6	17.8	119	9228	39.8	17.0	123	14253	39.8	26.2	123				
RADIO IMPERATIVE		46650	5948	23.8	12.8	85	5182	22.3	11.1	80	8167	22.8	17.5	82				
NEWSPAPERS-TELEVISION: DUAL		35974	5849	23.4	16.3	109	5619	24.2	15.6	113	8252	23.1	22.9	107				
NEWSPAPER IMPERATIVE		56095	10767	43.0	19.2	129	9660	41.6	17.2	125	15706	43.9	28.0	131				
TELEVISION IMPERATIVE		47170	5169	20.6	11.0	73	4916	21.2	10.4	75	7400	20.7	15.7	74				
OUTDOOR-RADIO: DUAL		33748	5682	22.7	16.8	113	5085	21.9	15.1	109	7780	21.7	23.1	108				
OUTDOOR IMPERATIVE		52785	9015	36.0	17.1	114	8096	34.9	15.3	111	12398	34.6	23.5	110				
RADIO IMPERATIVE		52882	7081	28.3	13.4	90	6910	29.8	13.1	94	10854	30.3	20.5	96				
OUTDOOR-TELEVISION: DUAL		32030	5123	20.5	16.0	107	4991	21.5	15.6	113	7261	20.3	22.7	106				
OUTDOOR IMPERATIVE		54626	9821	39.2	18.0	120	8396	36.2	15.4	111	13836	38.7	25.3	119				
TELEVISION IMPERATIVE		54874	6332	25.3	11.5	77	6146	26.5	11.2	81	9227	25.8	16.8	79				
RADIO-TELEVISION: DUAL		33386	4717	18.8	14.1	95	4599	19.8	13.8	100	6750	18.9	20.2	95				
RADIO IMPERATIVE		53810	9011	36.0	16.7	112	7699	33.2	14.3	103	12642	35.3	23.5	110				
TELEVISION IMPERATIVE		54023	7346	29.3	13.6	91	7036	30.3	13.0	94	10507	29.4	19.4	91				

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(ADULTS)

	TOTAL U.S. '000	RED				ROSE				WHITE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	25042	100.0	14.9	100	23196	100.0	13.8	100	35793	100.0	21.3	100				
ATLANTIC MONTHLY	867	232	0.9	26.8	179	*177	0.8	20.4	148	410	1.1	47.3	222				
BARRON'S	1580	517	2.1	32.7	219	353	1.5	22.3	162	755	2.1	47.8	224				
BETTER HOMES & GARDENS	22203	3941	15.7	17.7	119	3879	16.7	17.5	126	5945	16.6	26.8	125				
BON APPETIT	3810	1195	4.8	31.4	210	981	4.2	25.7	186	1798	5.0	47.2	221				
BUSINESS WEEK	4663	1104	4.4	23.7	159	953	4.1	20.4	148	1704	4.8	36.5	171				
CAR AND DRIVER	3102	622	2.5	20.1	134	350	1.5	11.3	82	830	2.3	26.8	125				
CBS MAGAZINE NETWORK (GROSS)	7311	1627	6.5	22.3	149	1222	5.3	16.7	121	2257	6.3	30.9	145				
CHANGING TIMES	3400	629	2.5	18.5	124	568	2.4	16.7	121	1000	2.8	29.4	138				
COLONIAL HOMES	1796	443	1.8	24.7	165	401	1.7	22.3	161	656	1.8	36.5	171				
CONDE NAST MAG. PKG. (GROSS)	19924	4271	17.1	21.4	144	3832	16.5	19.2	139	6613	18.5	33.2	156				
CONSUMERS DIGEST	3125	560	2.2	17.9	120	570	2.5	18.2	132	924	2.6	29.6	139				
COSMOPOLITAN	10577	1973	7.9	18.7	125	2037	8.8	19.3	139	3205	9.0	30.3	142				
COUNTRY LIVING	3746	625	2.5	16.7	112	757	3.3	20.2	146	1212	3.4	32.4	152				
CUISINE	2214	470	1.9	21.2	142	424	1.8	19.2	138	1019	2.8	46.0	216				
CYCLE WORLD	2394	367	1.5	15.3	103	338	1.5	14.1	102	501	1.4	20.9	98				
DCI:CREATIVE IDEAS FOR LIV	3068	519	2.1	16.9	113	535	2.3	17.4	126	661	1.8	21.5	101				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1598	6.4	16.7	112	1539	6.6	16.1	116	2473	6.9	25.9	121				
DISCOVER	2277	433	1.7	19.0	127	320	1.4	14.1	102	699	2.0	30.7	144				
EBONY	7187	625	2.5	8.7	58	604	2.6	8.4	61	1063	3.0	14.8	69				
ESQUIRE	2560	392	1.6	15.3	103	304	1.3	11.9	86	643	1.8	25.1	118				
ESSENCE	3242	284	1.1	8.8	59	239	1.0	7.4	53	460	1.3	14.2	66				
FAMILY CIRCLE	19639	3241	12.9	16.5	111	3278	14.1	16.7	121	4970	13.9	25.3	119				
THE FAMILY HANDYMAN	3540	606	2.4	17.1	115	543	2.3	15.3	111	755	2.1	21.3	100				
FAMILY WEEKLY	23926	3499	14.0	14.6	98	3152	13.6	13.2	95	4819	13.5	20.1	94				
FIELD & STREAM	9863	1550	6.2	15.7	105	1375	5.9	13.9	101	1907	5.3	19.3	90				
FOOD & WINE	1030	293	1.2	28.4	191	226	1.0	21.9	159	441	1.2	42.8	201				
FORBES	2679	873	3.5	32.6	218	681	2.9	25.4	184	1415	4.0	52.8	248				
FORTUNE	2931	912	3.6	31.1	208	619	2.7	21.1	153	1382	3.9	47.2	221				
GENTLEMEN'S QUARTERLY	3481	834	3.3	24.0	160	504	2.2	14.5	105	1070	3.0	30.7	144				
GLAMOUR	7163	1582	6.3	22.1	148	1450	6.3	20.2	146	2289	6.4	32.0	150				
GOLF DIGEST	2355	630	2.5	26.8	179	391	1.7	16.6	120	847	2.4	36.0	169				
GOLF DIGEST/TENNIS (GROSS)	3610	887	3.5	24.6	165	593	2.6	16.4	119	1215	3.4	33.7	158				
GOLF MAGAZINE	2046	435	1.7	21.3	142	384	1.7	18.8	136	705	2.0	34.5	161				
GOLF MAGAZINE/SKI (GROSS)	3547	806	3.2	22.7	152	596	2.6	16.8	121	1269	3.5	35.8	168				
GOOD HOUSEKEEPING	20353	3265	13.0	16.0	107	3451	14.9	17.0	123	5342	14.9	26.2	123				
HARPER'S BAZAAR	3362	772	3.1	23.0	154	671	2.9	20.0	144	1236	3.5	36.8	172				
HEALTH	2987	465	1.9	15.6	104	479	2.1	16.0	116	718	2.0	24.0	113				
HEARST MAG CORP. BUY (GROSS)	67928	11851	47.3	17.4	117	12106	52.2	17.8	129	19237	53.7	28.3	133				
HEARST MAN POWER (GROSS)	11262	1806	7.2	16.0	107	1734	7.5	15.4	111	2600	7.3	23.0	108				
HEARST WOMAN POWER (GROSS)	40514	6802	27.2	16.8	112	7078	30.5	17.5	126	11187	31.3	27.6	129				
HOUSE BEAUTIFUL	4885	918	3.7	18.8	126	1010	4.4	20.7	150	1472	4.1	30.1	141				
INC.	1308	396	1.6	30.3	203	301	1.3	23.0	166	552	1.5	42.2	198				
JET	6493	653	2.6	10.0	67	584	2.5	9.0	65	901	2.5	13.9	65				
LADIES' HOME JOURNAL	14797	2324	9.3	15.7	105	2287	9.9	15.5	112	3931	11.0	26.6	124				
LHJ FAMILY GRP COMBO(GROSS)	21743	3593	14.3	16.5	111	3468	15.0	15.9	115	5634	15.7	25.9	121				
LIFE	9881	2001	8.0	20.3	136	1747	7.5	17.7	128	2913	8.1	29.5	138				
L.A. TIMES HOME MAGAZINE	2775	744	3.0	26.8	180	638	2.8	23.0	166	1311	3.7	47.2	221				
MADEMOISELLE	4219	894	3.6	21.2	142	840	3.6	19.9	144	1389	3.9	32.9	154				
MC CALL'S	16422	2452	9.8	14.9	100	2646	11.4	16.1	117	4121	11.5	25.1	118				
MC CALL'S/WRK MOTHER (GROSS)	17919	2652	10.6	14.8	99	2843	12.3	15.9	115	4517	12.6	25.2	118				
MECHANIX ILLUSTRATED	4433	708	2.8	16.0	107	627	2.7	14.1	102	876	2.4	19.8	93				
METROPOLITAN HOME	1504	399	1.6	26.5	178	346	1.5	23.0	166	574	1.6	38.2	179				
MONEY	4723	1247	5.0	26.4	177	1083	4.7	22.9	166	2018	5.6	42.7	200				
MOTHER EARTH NEWS	2325	582	2.3	25.0	168	549	2.4	23.6	171	748	2.1	32.2	151				
MS.	1189	248	1.0	20.9	140	*228	1.0	19.2	139	415	1.2	34.9	164				
NATIONAL ENQUIRER	18892	2351	9.4	12.4	83	2222	9.6	11.8	85	3277	9.2	17.3	81				
NATIONAL GEOGRAPHIC	22129	5262	21.0	23.8	159	4514	19.5	20.4	147	7668	21.4	34.7	162				
NATIONAL SUNDAY MAGAZINE PKG	103750	17672	70.6	17.0	114	16569	71.4	16.0	115	25582	71.5	24.7	116				
NATURAL HISTORY	1379	285	1.1	20.7	138	412	1.8	29.9	216	517	1.4	37.5	176				
NEW WOMAN	2289	357	1.4	15.6	104	368	1.6	16.1	116	645	1.8	28.2	132				
NEW YORK INCLUDING CUE	1088	261	1.0	24.0	161	220	0.9	20.2	146	463	1.3	42.6	199				
THE NEW YORKER	2459	810	3.2	32.9	221	604	2.6	24.6	178	1209	3.4	49.2	230				
NEWSWEEK	16527	3575	14.3	21.6	145	3172	13.7	19.2	139	5253	14.7	31.8	149				
THE N.Y. TIMES DAILY EDITION	2739	910	3.6	33.2	223	610	2.6	22.3	161	1400	3.9	51.1	240				
THE N.Y. TIMES MAGAZINE	4443	1400	5.6	31.5	211	910	3.9	20.5	148	2237	6.2	50.3	236				
OMNI	2799	740	3.0	26.4	177	533	2.3	19.0	138	1046	2.9	37.4	175				
ON CABLE	2209	353	1.4	16.0	107	289	1.2	13.1	95	444	1.2	20.1	94				
1001 HOME IDEAS	3959	805	3.2	20.3	136	702	3.0	17.7	128	986	2.8	24.9	117				
ORGANIC GARDENING	3111	578	2.3	18.6	124	527	2.3	16.9	122	753	2.1	24.2	113				
OUTDOOR LIFE	5024	828	3.3	16.5	110	657	2.8	13.1	95	934	2.6	18.6	87				
PARADE MAGAZINE	51292	8944	35.7	17.4	117	7883	34.0	15.4	111	12728	35.6	24.8	116				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES-KINDS
(ADULTS)

		RED				ROSE				WHITE							
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	25042	100.0	14.9	100	23196	100.0	13.8	100	35793	100.0	21.3	100				
PARENTS	5298	1032	4.1	19.5	130	989	4.3	18.7	135	1368	3.8	25.8	121				
PENTHOUSE	5129	1038	4.1	20.2	136	767	3.3	15.0	108	1476	4.1	28.8	135				
PEOPLE	21070	3888	15.5	18.5	124	3501	15.1	16.6	120	6002	16.8	28.5	133				
PLAYBOY	10562	2059	8.2	19.5	131	1391	6.0	13.2	95	2908	8.1	27.5	129				
POPULAR HOT RODDING	2498	277	1.1	11.1	74	*220	0.9	8.8	64	302	0.8	12.1	57				
POPULAR MECHANICS	5887	936	3.7	15.9	106	884	3.8	15.0	109	1413	3.9	24.0	112				
POPULAR SCIENCE	4317	942	3.8	21.8	146	850	3.7	19.7	142	1238	3.5	28.7	134				
PREVENTION	5792	917	3.7	15.8	106	882	3.8	15.2	110	1477	4.1	25.5	119				
PSYCHOLOGY TODAY	3284	690	2.8	21.0	141	625	2.7	19.0	138	1126	3.1	34.3	161				
READER'S DIGEST	40046	6552	26.2	16.4	110	6082	26.2	15.2	110	9615	26.9	24.0	113				
REDBOOK	9584	1563	6.2	16.3	109	1590	6.9	16.6	120	2640	7.4	27.5	129				
ROAD & TRACK	2590	732	2.9	28.3	189	528	2.3	20.4	147	927	2.6	35.8	168				
ROLLING STONE	3302	760	3.0	23.0	154	558	2.4	16.9	122	1167	3.3	35.3	166				
RUNNER'S WORLD	1229	325	1.3	26.4	177	*160	0.7	13.0	94	449	1.3	36.5	171				
SATURDAY EVENING POST	2110	471	1.9	22.3	150	380	1.6	18.0	130	595	1.7	28.2	132				
SCIENCE 84	1543	404	1.6	26.2	175	363	1.6	23.5	170	575	1.6	37.3	175				
SCIENCE DIGEST	1747	291	1.2	16.7	112	309	1.3	17.7	128	464	1.3	26.6	124				
SCIENTIFIC AMERICAN	1994	728	2.9	36.5	245	418	1.8	21.0	152	914	2.6	45.8	215				
SELF	3119	600	2.4	19.2	129	600	2.6	19.2	139	1030	2.9	33.0	155				
SEVENTEEN	3923	817	3.3	20.8	139	516	2.2	13.2	95	1004	2.8	25.6	120				
SKI	1501	371	1.5	24.7	166	211	0.9	14.1	102	564	1.6	37.6	176				
SMITHSONIAN	5976	1644	6.6	27.5	184	1291	5.6	21.6	156	2463	6.9	41.2	193				
SOAP OPERA DIGEST	4228	460	1.8	10.9	73	405	1.7	9.6	69	600	1.7	14.2	66				
SOUTHERN LIVING	6488	1078	4.3	16.6	111	1004	4.3	15.5	112	1812	5.1	27.9	131				
SPORT	3500	609	2.4	17.4	117	525	2.3	15.0	108	779	2.2	22.3	104				
THE SPORTING NEWS	2456	470	1.9	19.1	128	369	1.6	15.0	109	489	1.4	19.9	93				
SPORTS AFIELD	3648	579	2.3	15.9	106	541	2.3	14.8	107	723	2.0	19.8	93				
SPORTS ILLUSTRATED	14484	2754	11.0	19.0	127	2138	9.2	14.8	107	3680	10.3	25.4	119				
STAR	12661	1457	5.8	11.5	77	1386	6.0	10.9	79	2098	5.9	16.6	78				
SUNDAY	52799	9698	38.7	18.4	123	9493	40.9	18.0	130	13622	38.1	25.8	121				
SUNSET	3513	1062	4.2	30.2	202	877	3.8	25.0	181	1785	5.0	50.8	238				
TV GUIDE	42766	6193	24.7	14.5	97	5578	24.0	13.0	94	8813	24.6	20.6	97				
TENNIS	1254	*258	1.0	20.6	138	*202	0.9	16.1	116	369	1.0	29.4	138				
TIME	22054	4676	18.7	21.2	142	4094	17.6	18.6	134	7419	20.7	33.6	158				
TOWN & COUNTRY	1555	373	1.5	24.0	161	334	1.4	21.5	155	655	1.8	42.1	197				
TRAVEL & LEISURE	2173	518	2.1	23.8	160	516	2.2	23.7	172	915	2.6	42.1	197				
TRUE STORY	4636	499	2.0	10.8	72	253	1.1	5.5	39	455	1.3	9.8	46				
U.S.NEWS & WORLD REPORT	10353	1959	7.8	18.9	127	1868	8.1	18.0	130	3034	8.5	29.3	137				
USA TODAY	4994	1220	4.9	24.4	164	1060	4.6	21.2	153	1837	5.1	36.8	172				
US	3528	621	2.5	17.6	118	505	2.2	14.3	104	901	2.5	25.5	120				
VOGUE	5424	1195	4.8	22.0	148	943	4.1	17.4	126	1905	5.3	35.1	165				
WALL STREET JOURNAL	6292	1888	7.5	30.0	201	1427	6.2	22.7	164	2932	8.2	46.6	218				
WEIGHT WATCHERS	2762	543	2.2	19.7	132	502	2.2	18.2	131	793	2.2	28.7	135				
WOMAN'S DAY	16320	2588	10.3	15.9	106	2648	11.4	16.2	117	4222	11.8	25.9	121				
WORKING MOTHER	1496	*199	0.8	13.3	89	*197	0.8	13.2	95	396	1.1	26.5	124				
WORKING WOMAN	1851	417	1.7	22.5	151	363	1.6	19.6	142	635	1.8	34.3	161				
WORLD TENNIS	580	**119	0.5	20.5	137	**128	0.6	22.1	160	*223	0.6	38.4	180				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2395	9.6	19.3	129	1801	7.8	14.5	105	3375	9.4	27.2	127				
BLAIR INSERTS	91671	16583	66.2	18.1	121	15220	65.6	16.6	120	24175	67.5	26.4	124				
DAILY NEWSPAPERS																	
READ ANY	109190	17830	71.2	16.3	109	16569	71.4	15.2	110	25869	72.3	23.7	111				
READ ONE	89587	13964	55.8	15.6	104	13180	56.8	14.7	106	20025	55.9	22.4	105				
READ TWO OR MORE	19602	3866	15.4	19.7	132	3389	14.6	17.3	125	5844	16.3	29.8	140				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	18843	75.2	17.2	115	17471	75.3	15.9	115	27404	76.6	25.0	117				
READ ONE	95074	15386	61.4	16.2	108	14793	63.8	15.6	113	22403	62.6	23.6	110				
READ TWO OR MORE	14588	3457	13.8	23.7	159	2679	11.5	18.4	133	5001	14.0	34.3	161				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.81				32.56				31.71							
30 DAY REACH	149706	23221	92.7	15.5	104	21235	91.5	14.2	103	32899	91.9	22.0	103				
50 SHWG - 30 DAY AV FREQ	15.16	17.05				16.92				16.53							
30 DAY REACH	142406	22369	89.3	15.7	105	20464	88.2	14.4	104	31591	88.3	22.2	104				
25 SHWG - 30 DAY AV FREQ	8.23	9.12				9.09				8.85							
30 DAY REACH	131152	20940	83.6	16.0	107	19117	82.4	14.6	105	29597	82.7	22.6	106				
CABLE TV: HOME WIRED	66879	10962	43.8	16.4	110	9721	41.9	14.5	105	15887	44.4	23.8	111				
HOME NOT WIRED	100848	14080	56.2	14.0	94	13475	58.1	13.4	97	19906	55.6	19.7	92				
HAVE PAY CABLE	35024	6437	25.7	18.4	123	5817	25.1	16.6	120	9446	26.4	27.0	126				

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DOMESTIC DINNER/TABLE WINES-KINDS
(ADULTS)

	TOTAL	RED				ROSE				WHITE							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	25042	100.0	14.9	100	23196	100.0	13.8	100	35793	100.0	21.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	15214	60.8	15.9	107	13971	60.2	14.6	106	21810	60.9	22.8	107				
10:00 AM - 3:00 PM	63599	9625	38.4	15.1	101	8655	37.3	13.6	98	13499	37.7	21.2	99				
3:00 PM - 7:00 PM	72097	11938	47.7	16.6	111	10595	45.7	14.7	106	16864	47.1	23.4	110				
7:00 PM - MIDNIGHT	36670	5643	22.5	15.4	103	4900	21.1	13.4	97	7992	22.3	21.8	102				
MIDNIGHT - 6:00 AM	21908	3465	13.8	15.8	106	3124	13.5	14.3	103	5082	14.2	23.2	109				
6:00 AM - MIDNIGHT	127571	20145	80.4	15.8	106	18261	78.7	14.3	104	28560	79.8	22.4	105				
ENTIRE DAY	129239	20434	81.6	15.8	106	18468	79.6	14.3	103	28937	80.8	22.4	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	5830	23.3	17.1	115	5575	24.0	16.4	119	8247	23.0	24.2	114				
ALL NEWS	6062	1321	5.3	21.8	146	1042	4.5	17.2	124	1985	5.5	32.7	153				
AOR/PROGRESSIVE	11884	2216	8.8	18.6	125	1803	7.8	15.2	110	3201	8.9	26.9	126				
BEAUTIFUL MUSIC	11180	1785	7.1	16.0	107	1775	7.7	15.9	115	2896	8.1	25.9	121				
BLACK	4538	518	2.1	11.4	76	532	2.3	11.7	85	797	2.2	17.6	82				
CLASSICAL	3857	846	3.4	21.9	147	784	3.4	20.3	147	1360	3.8	35.3	165				
CHR/ROCK	21946	4194	16.7	19.1	128	3587	15.5	16.3	118	5378	15.0	24.5	115				
COUNTRY	27262	3287	13.1	12.1	81	2965	12.8	10.9	79	4353	12.2	16.0	75				
GOLDEN OLDIES	3339	520	2.1	15.6	104	469	2.0	14.0	102	669	1.9	20.0	94				
MOR/NOSTALGIA	10346	1570	6.3	15.2	102	1254	5.4	12.1	88	2560	7.2	24.7	116				
NEWS/TALK	8929	1871	7.5	21.0	140	1503	6.5	16.8	122	2521	7.0	28.2	132				
RELIGIOUS	5488	554	2.2	10.1	68	610	2.6	11.1	80	913	2.6	16.6	78				
SOFT ROCK	1232	*194	0.8	15.7	105	*203	0.9	16.5	119	235	0.7	19.1	89				
URBAN CONTEMPORARY	3184	369	1.5	11.6	78	318	1.4	10.0	72	598	1.7	18.8	88				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1181	4.7	17.1	114	849	3.7	12.3	89	1164	3.3	16.8	79				
ABC DIRECTION	5212	883	3.5	16.9	113	805	3.5	15.4	112	1144	3.2	21.9	103				
ABC ENTERTAINMENT	10385	1543	6.2	14.9	100	1356	5.8	13.1	94	2076	5.8	20.0	94				
ABC FM	4762	565	2.3	11.9	79	498	2.1	10.5	76	907	2.5	19.0	89				
ABC INFORMATION	11339	1929	7.7	17.0	114	1813	7.8	16.0	116	2814	7.9	24.8	116				
ABC ROCK	4878	963	3.8	19.7	132	804	3.5	16.5	119	1259	3.5	25.8	121				
CBS	10709	1803	7.2	16.8	113	1615	7.0	15.1	109	2577	7.2	24.1	113				
MUTUAL	10251	1510	6.0	14.7	99	1404	6.1	13.7	99	2248	6.3	21.9	103				
NBC	12243	2085	8.3	17.0	114	1855	8.0	15.2	110	2631	7.4	21.5	101				
RADIORADIO	4606	831	3.3	18.0	121	686	3.0	14.9	108	1055	2.9	22.9	107				
RKO ONE	5148	846	3.4	16.4	110	723	3.1	14.0	102	1197	3.3	23.3	109				
RKO TWO	7313	1168	4.7	16.0	107	930	4.0	12.7	92	1608	4.5	22.0	103				
THE SOURCE	5981	996	4.0	16.7	112	790	3.4	13.2	96	1375	3.8	23.0	108				
NON-WIRED : BLAIR	19329	2935	11.7	15.2	102	2692	11.6	13.9	101	4210	11.8	21.8	102				
INTERNET	27139	4795	19.1	17.7	118	4152	17.9	15.3	111	6978	19.5	25.7	120				
KATZ RADIO GROUP	36319	6148	24.6	16.9	113	5579	24.1	15.4	111	9153	25.6	25.2	118				
SUPERNET	22361	3837	15.3	17.2	115	3450	14.9	15.4	112	4823	13.5	21.6	101				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1882	7.5	13.0	87	1880	8.1	12.9	94	3048	8.5	21.0	98				
WKDAY 9:00 AM - 1:00 PM	18688	2220	8.9	11.9	80	2171	9.4	11.6	84	3269	9.1	17.5	82				
WKDAY 1:00 PM - 4:30 PM	24061	2811	11.2	11.7	78	2711	11.7	11.3	81	4019	11.2	16.7	78				
WKDAY 4:30 PM - 7:30 PM	44079	6000	24.0	13.6	91	5643	24.3	12.8	93	8850	24.7	20.1	94				
WKDAY 7:30 PM - 8:00 PM	61979	8364	33.4	13.5	90	8026	34.6	12.9	94	12183	34.0	19.7	92				
WKDAY 11:00 PM - 11:30 PM	49084	7116	28.4	14.5	97	6981	30.1	14.2	103	10152	28.4	20.7	97				
WKDAY 11:30 PM - 1:00 AM	16560	2267	9.1	13.7	92	2184	9.4	13.2	95	3335	9.3	20.1	94				
M-SAT 8-11 PM+SUN 7-11 PM	66967	9835	39.3	14.7	98	9285	40.0	13.9	100	14078	39.3	21.0	99				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1214	4.8	13.1	88	1115	4.8	12.0	87	1693	4.7	18.3	86				
ANOTHER WORLD N	6138	593	2.4	9.7	65	553	2.4	9.0	65	878	2.5	14.3	67				
AS THE WORLD TURNS C	7707	760	3.0	9.9	66	781	3.4	10.1	73	1110	3.1	14.4	67				
CAPITOL C	4688	514	2.1	11.0	73	450	1.9	9.6	69	742	2.1	15.8	74				
CBS MORN. NEWS 1 C	2792	302	1.2	10.8	72	411	1.8	14.7	106	589	1.6	21.1	99				
CBS MORN. NEWS 2 C	2071	208	0.8	10.0	67	306	1.3	14.8	107	406	1.1	19.6	92				
DAYS OF OUR LIVES N	8018	926	3.7	11.5	77	1059	4.6	13.2	96	1391	3.9	17.3	81				
FACTS OF LIFE - DAYTIME N	3487	455	1.8	13.0	87	332	1.4	9.5	69	513	1.4	14.7	69				
FAMILY FEUD A	4817	520	2.1	10.8	72	475	2.0	9.9	71	688	1.9	14.3	67				
GENERAL HOSPITAL A	8333	993	4.0	11.9	80	945	4.1	11.3	82	1359	3.8	16.3	76				
GOOD MORNING, AMERICA-730 A	5472	725	2.9	13.2	89	775	3.3	14.2	102	1094	3.1	20.0	94				
GOOD MORNING, AMERICA-830 A	3965	510	2.0	12.9	86	554	2.4	14.0	101	802	2.2	20.2	95				
GUIDING LIGHT C	7542	795	3.2	10.5	71	739	3.2	9.8	71	1169	3.3	15.5	73				
ONE LIFE TO LIVE A	6018	684	2.7	11.4	76	672	2.9	11.2	81	966	2.7	16.1	75				
PRESS YOUR LUCK C	3589	419	1.7	11.7	78	392	1.7	10.9	79	567	1.6	15.8	74				
PRICE IS RIGHT 1 C	7418	709	2.8	9.6	64	765	3.3	10.3	75	1117	3.1	15.1	71				
PRICE IS RIGHT 2 C	8276	773	3.1	9.3	63	867	3.7	10.5	76	1375	3.8	16.6	78				
RYAN'S HOPE A	4358	614	2.5	14.1	94	542	2.3	12.4	90	839	2.3	19.3	90				
SALE OF THE CENTURY N	3749	413	1.6	11.0	74	366	1.6	9.8	71	532	1.5	14.2	66				
SEARCH FOR TOMORROW N	2884	333	1.3	11.5	77	330	1.4	11.4	83	467	1.3	16.2	76				
TODAY SHOW 1 N	4869	745	3.0	15.3	102	685	3.0	14.1	102	1257	3.5	25.8	121				
TODAY SHOW 2 N	4135	532	2.1	12.9	86	407	1.8	9.8	71	800	2.2	19.3	91				
$25,000 PYRAMID C	4361	510	2.0	11.7	78	479	2.1	11.0	79	688	1.9	15.8	74				
WHEEL OF FORTUNE N	6187	698	2.8	11.3	76	659	2.8	10.7	77	1024	2.9	16.6	78				
YOUNG AND THE RESTLESS C	8186	777	3.1	9.5	64	667	2.9	8.1	59	1061	3.0	13.0	61				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	707	2.8	15.0	100	716	3.1	15.1	110	1066	3.0	22.6	106				
NBA PLAYOFF GAME -1 C	5127	718	2.9	14.0	94	717	3.1	14.0	101	1085	3.0	21.2	99				
NBC MAJOR LEAGUE PRE-GAME N	3945	444	1.8	11.3	75	424	1.8	10.7	78	635	1.8	16.1	75				
SPORTSWORLD - SUN N	3370	391	1.6	11.6	78	478	2.1	14.2	103	684	1.9	20.3	95				
SUNDAY MORNING C	4200	741	3.0	17.6	118	648	2.8	15.4	112	1104	3.1	26.3	123				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES-KINDS
(ADULTS)

		TOTAL U.S. '000	RED A '000	RED B % DOWN	RED C % ACROSS	RED D INDX	ROSE A '000	ROSE B % DOWN	ROSE C % ACROSS	ROSE D INDX	WHITE A '000	WHITE B % DOWN	WHITE C % ACROSS	WHITE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	25042	100.0	14.9	100	23196	100.0	13.8	100	35793	100.0	21.3	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	6966	27.8	13.3	89	6731	29.0	12.9	93	10302	28.8	19.7	92				
NETWORK AFFILIATES - LATE		39164	5748	23.0	14.7	98	5501	23.7	14.0	102	8087	22.6	20.6	97				
INDEPENDENTS - LATE		5133	927	3.7	18.1	121	839	3.6	16.3	118	1457	4.1	28.4	133				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2943	11.8	12.9	86	2753	11.9	12.1	87	3860	10.8	16.9	79				
ABC MONDAY NIGHT MOVIE	A	11258	1743	7.0	15.5	104	1740	7.5	15.5	112	2596	7.3	23.1	108				
ABC SUNDAY NIGHT MOVIE	A	23600	3380	13.5	14.3	96	3428	14.8	14.5	105	5161	14.4	21.9	102				
ABC WORLD NEWS TONIGHT	A	12801	1688	6.7	13.2	88	1481	6.4	11.6	84	2428	6.8	19.0	89				
AFTERMASH	C	10966	1282	5.1	11.7	78	1422	6.1	13.0	94	2150	6.0	19.6	92				
ALICE	C	17050	2228	8.9	13.1	88	1993	8.6	11.7	85	3211	9.0	18.8	88				
AMERICAN PARADE	C	11998	1654	6.6	13.8	92	1557	6.7	13.0	94	2396	6.7	20.0	94				
BENSON	A	19258	2730	10.9	14.2	95	2517	10.9	13.1	95	3633	10.2	18.9	88				
BLUE THUNDER	A	11478	1477	5.9	12.9	86	1400	6.0	12.2	88	2077	5.8	18.1	85				
CAGNEY & LACEY	C	18263	3019	12.1	16.5	111	2570	11.1	14.1	102	3907	10.9	21.4	100				
CBS EVENING NEWS-DEAN	C	7733	903	3.6	11.7	78	1113	4.8	14.4	104	1659	4.6	21.5	101				
CBS EVENING NEWS-RATHER	C	15653	2070	8.3	13.2	89	2190	9.4	14.0	101	3402	9.5	21.7	102				
CBS SAT. NEWS-SCHIEFFER	C	8744	1155	4.6	13.2	88	1196	5.2	13.7	99	1823	5.1	20.8	98				
CBS SATURDAY NIGHT MOVIE	C	12000	1675	6.7	14.0	93	1606	6.9	13.4	97	2409	6.7	20.1	94				
CBS WEDNESDAY NIGHT MOVIE	C	11522	1544	6.2	13.4	90	1519	6.5	13.2	95	2088	5.8	18.1	85				
CHEERS	N	16818	2997	12.0	17.8	119	2940	12.7	17.5	126	4608	12.9	27.4	128				
DALLAS	C	37510	5349	21.4	14.3	96	4960	21.4	13.2	96	7175	20.0	19.1	90				
DIFF'RENT STROKES	N	11258	1316	5.3	11.7	78	1307	5.6	11.6	84	2017	5.6	17.9	84				
DOUBLE TROUBLE	N	12248	1824	7.3	14.9	100	1770	7.6	14.5	104	2460	6.9	20.1	94				
DUCK FACTORY	N	11100	1909	7.6	17.2	115	1880	8.1	16.9	122	2857	8.0	25.7	121				
DUKES OF HAZZARD	C	12353	1510	6.0	12.2	82	1355	5.8	11.0	79	2042	5.7	16.5	77				
DYNASTY	A	33279	4547	18.2	13.7	92	4327	18.7	13.0	94	6851	19.1	20.6	96				
FACTS OF LIFE	N	13410	1698	6.8	12.7	85	1684	7.3	12.6	91	2346	6.6	17.5	82				
FALCON CREST	C	31093	4699	18.8	15.1	101	4299	18.5	13.8	100	6136	17.1	19.7	92				
FALL GUY	A	18649	2597	10.4	13.9	93	2299	9.9	12.3	89	3206	9.0	17.2	81				
FAMILY TIES	N	13101	1628	6.5	12.4	83	1625	7.0	12.4	90	2427	6.8	18.5	87				
FANTASY ISLAND	A	13069	1868	7.5	14.3	96	1724	7.4	13.2	95	2456	6.9	18.8	88				
FOULUPS,BLEEPS & BLUNDERS	A	16588	2340	9.3	14.1	94	2243	9.7	13.5	98	3252	9.1	19.6	92				
FOUR SEASONS	C	9302	1149	4.6	12.4	83	1127	4.9	12.1	88	1873	5.2	20.1	94				
GIMME A BREAK	N	13955	1491	6.0	10.7	72	1460	6.3	10.5	76	2206	6.2	15.8	74				
HART TO HART	A	15735	2088	8.3	13.3	89	2115	9.1	13.4	97	2939	8.2	18.7	88				
HILL STREET BLUES	N	18257	3197	12.8	17.5	117	3059	13.2	16.8	121	4764	13.3	26.1	122				
HOTEL	A	24236	3229	12.9	13.3	89	3125	13.5	12.9	93	4700	13.1	19.4	91				
JEFFERSONS	C	17010	2216	8.8	13.0	87	2002	8.6	11.8	85	3175	8.9	18.7	87				
JENNIFER SLEPT HERE	N	9397	1103	4.4	11.7	79	1164	5.0	12.4	90	1829	5.1	19.5	91				
KATE & ALLIE	C	16762	2568	10.3	15.3	103	2230	9.6	13.3	96	3592	10.0	21.4	100				
KNIGHT RIDER	N	13164	1881	7.5	14.3	96	1648	7.1	12.5	91	2395	6.7	18.2	85				
LOVE BOAT	A	20400	2866	11.4	14.0	94	2581	11.1	12.7	91	3825	10.7	18.8	88				
MAGNUM PI	C	22543	3373	13.5	15.0	100	3016	13.0	13.4	97	4693	13.1	20.8	98				
MAMA'S FAMILY	N	9852	1242	5.0	12.6	84	1033	4.5	10.5	76	1948	5.4	19.8	93				
MASTER, THE	N	8082	1097	4.4	13.6	91	887	3.8	11.0	79	1555	4.3	19.2	90				
MATT HOUSTON	A	12881	1826	7.3	14.2	95	1748	7.5	13.6	98	2613	7.3	20.3	95				
NBC MONDAY NIGHT MOVIE	N	23889	3729	14.9	15.6	105	3552	15.3	14.9	108	5310	14.8	22.2	104				
NBC NIGHTLY NEWS	N	11156	1570	6.3	14.1	94	1438	6.2	12.9	93	2280	6.4	20.4	96				
NBC NIGHTLY NEWS-SAT	N	7363	1044	4.2	14.2	95	926	4.0	12.6	91	1508	4.2	20.5	96				
NBC NIGHTLY NEWS-SUN	N	6214	970	3.9	15.6	105	785	3.4	12.6	91	1211	3.4	19.5	91				
NBC SUNDAY NIGHT MOVIE	N	17590	2637	10.5	15.0	100	2377	10.2	13.5	98	3549	9.9	20.2	95				
NEWHART	C	16740	2601	10.4	15.5	104	2213	9.5	13.2	96	3520	9.8	21.0	99				
ONE DAY AT A TIME	C	11820	1685	6.7	14.3	95	1567	6.8	13.3	96	2497	7.0	21.1	99				
PEOPLE ARE FUNNY	N	9138	1149	4.6	12.6	84	1011	4.4	11.1	80	1677	4.7	18.4	86				
REAL PEOPLE	N	15979	1930	7.7	12.1	81	1893	8.2	11.8	86	2728	7.6	17.1	80				
REMINGTON STEELE	N	14395	2004	8.0	13.9	93	1873	8.1	13.0	94	2784	7.8	19.3	91				
RIPLEY'S BELIEVE IT - NOT	A	11362	1729	6.9	15.2	102	1541	6.6	13.6	98	2482	6.9	21.8	102				
RIPTIDE	N	13920	1948	7.8	14.0	94	1616	7.0	11.6	84	2422	6.8	17.4	82				
SCARECROW & MRS. KING	C	17571	2592	10.4	14.8	99	2313	10.0	13.2	95	3646	10.2	20.8	97				
SIMON & SIMON	C	20208	2760	11.0	13.7	91	2433	10.5	12.0	87	3755	10.5	18.6	87				
60 MINUTES	C	27668	3745	15.0	13.5	91	4032	17.4	14.6	105	6227	17.4	22.5	105				
ST. ELSEWHERE	N	13699	2333	9.3	17.0	114	2242	9.7	16.4	118	3437	9.6	25.1	118				
THREE'S COMPANY	A	20632	2903	11.6	14.1	94	2608	11.2	12.6	91	3998	11.2	19.4	91				
T.J. HOOKER	A	17136	2554	10.2	14.9	100	2144	9.2	12.5	90	3004	8.4	17.5	82				
TONIGHT SHOW	N	4963	826	3.3	16.6	111	740	3.2	14.9	108	1295	3.6	26.1	122				
TRAPPER JOHN, M.D.	C	16332	2280	9.1	14.0	94	2055	8.9	12.6	91	3127	8.7	19.1	90				
TV BLOOPERS & PRAC. JOKES	N	18881	2719	10.9	14.4	96	2572	11.1	13.6	98	3726	10.4	19.7	92				
20/20	A	18315	2381	9.5	13.0	87	2448	10.6	13.4	97	3673	10.3	20.1	94				
WEBSTER	A	18722	2593	10.4	13.9	93	2592	11.2	13.8	100	3604	10.1	19.3	90				
WORLD NEWS - SUN	A	5327	673	2.7	12.6	85	693	3.0	13.0	94	1055	2.9	19.8	93				
YELLOW ROSE	N	8370	970	3.9	11.6	78	888	3.8	10.6	77	1447	4.0	17.3	81				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4160	16.6	16.1	108	3676	15.8	14.2	103	5950	16.6	23.0	108				
BASKETBALL - COLLEGE GAMES		14468	2364	9.4	16.3	109	2114	9.1	14.6	106	3702	10.3	25.6	120				
BASKETBALL - PRO GAMES		12124	1859	7.4	15.3	103	1644	7.1	13.6	98	2577	7.2	21.3	100				
BOWLING		9412	1278	5.1	13.6	91	1428	6.2	15.2	110	1862	5.2	19.8	93				
BOXING		15409	2467	9.9	16.0	107	1981	8.5	12.9	93	3409	9.5	22.1	104				
FOOTBALL - COLLEGE GAMES		21400	4011	16.0	18.7	126	3447	14.9	16.1	116	5498	15.4	25.7	120				
FOOTBALL - PRO GAMES		35944	7103	28.4	19.8	132	6041	26.0	16.8	122	9691	27.1	27.0	126				
GOLF		9759	2310	9.2	23.7	159	1860	8.0	19.1	138	3222	9.0	33.0	155				
POST-SEASON COLL. FOOTBALL		18123	3837	15.3	21.2	142	2786	12.0	15.4	111	4995	14.0	27.6	129				
POST-SEASON PRO FOOTBALL		22091	4743	18.9	21.5	144	3883	16.7	17.6	127	6243	17.4	28.3	132				
TENNIS		6764	1501	6.0	22.2	149	1018	4.4	15.1	109	2260	6.3	33.4	157				
WRESTLING - PROFESSIONAL		9695	1151	4.6	11.9	80	974	4.2	10.0	73	1167	3.3	12.0	56				

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL	ALMADEN				CARLO ROSSI				CHRISTIAN BROTHERS				GALLO			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	13727	100.0	8.2	100	7475	100.0	4.5	100	6416	100.0	3.8	100	15897	100.0	9.5	100
MALES	79263	6423	46.8	8.1	99	3612	48.3	4.6	102	2861	44.6	3.6	94	7010	44.1	8.8	93
FEMALES	88464	7305	53.2	8.3	101	3862	51.7	4.4	98	3555	55.4	4.0	105	8886	55.9	10.0	106
18 - 24	28671	1845	13.4	6.4	79	1141	15.3	4.0	89	947	14.8	3.3	86	2395	15.1	8.4	88
25 - 34	39536	4136	30.1	10.5	128	1747	23.4	4.4	99	1737	27.1	4.4	115	4276	26.9	10.8	114
35 - 44	28978	3039	22.1	10.5	128	1505	20.1	5.2	117	1346	21.0	4.6	121	2985	18.8	10.3	109
45 - 54	22345	2015	14.7	9.0	110	1342	18.0	6.0	135	811	12.6	3.6	95	2258	14.2	10.1	107
55 - 64	22224	1585	11.5	7.1	87	822	11.0	3.7	83	894	13.9	4.0	105	2146	13.5	9.7	102
65 OR OLDER	25973	1108	8.1	4.3	52	920	12.3	3.5	79	681	10.6	2.6	69	1837	11.6	7.1	75
18 - 34	68207	5980	43.6	8.8	107	2887	38.6	4.2	95	2684	41.8	3.9	103	6671	42.0	9.8	103
18 - 49	108058	9930	72.3	9.2	112	5052	67.6	4.7	105	4418	68.9	4.1	107	10730	67.5	9.9	105
25 - 54	90859	9190	66.9	10.1	124	4593	61.4	5.1	113	3894	60.7	4.3	112	9519	59.9	10.5	111
35 - 49	39851	3949	28.8	9.9	121	2165	29.0	5.4	122	1734	27.0	4.4	114	4058	25.5	10.2	107
50 OR OLDER	59669	3798	27.7	6.4	78	2423	32.4	4.1	91	1998	31.1	3.3	88	5167	32.5	8.7	91
GRADUATED COLLEGE	28091	5025	36.6	17.9	219	1830	24.5	6.5	146	1851	28.8	6.6	172	4535	28.5	16.1	170
ATTENDED COLLEGE	28938	3208	23.4	11.1	135	1587	21.2	5.5	123	1700	26.5	5.9	154	3730	23.5	12.9	136
GRADUATED HIGH SCHOOL	65503	4027	29.3	6.1	75	2825	37.8	4.3	97	2060	32.1	3.1	82	5398	34.0	8.2	87
DID NOT GRADUATE HIGH SCHOOL	45195	1468	10.7	3.2	40	1234	16.5	2.7	61	806	12.6	1.8	47	2234	14.1	4.9	52
EMPLOYED MALES	56429	5180	37.7	9.2	112	2856	38.2	5.1	114	2247	35.0	4.0	104	5413	34.1	9.6	101
EMPLOYED FEMALES	43971	4814	35.1	10.9	134	2409	32.2	5.5	123	2261	35.2	5.1	134	5706	35.9	13.0	137
EMPLOYED FULL-TIME	87773	8897	64.8	10.1	124	4618	61.8	5.3	118	3876	60.4	4.4	115	9564	60.2	10.9	115
EMPLOYED PART-TIME	12627	1097	8.0	8.7	106	647	8.7	5.1	115	632	9.9	5.0	131	1555	9.8	12.3	130
NOT EMPLOYED	67327	3733	27.2	5.5	68	2209	29.6	3.3	74	1908	29.7	2.8	74	4778	30.1	7.1	75
PROFESSIONAL/MANAGER	25845	4282	31.2	16.6	202	1809	24.2	7.0	157	1722	26.8	6.7	174	4132	26.0	16.0	169
TECH/CLERICAL/SALES	30895	3040	22.1	9.8	120	1693	22.6	5.5	123	1544	24.1	5.0	131	3889	24.5	12.6	133
PRECISION/CRAFT	12629	879	6.4	7.0	85	425	5.7	3.4	76	*386	6.0	3.1	80	948	6.0	7.5	79
OTHER EMPLOYED	31031	1794	13.1	5.8	71	1338	17.9	4.3	97	856	13.3	2.8	72	2150	13.5	6.9	73
SINGLE	35557	2841	20.7	8.0	98	1471	19.7	4.1	93	1518	23.7	4.3	112	3367	21.2	9.5	100
MARRIED	103585	8564	62.4	8.3	101	4968	66.5	4.8	108	4117	64.2	4.0	104	10246	64.5	9.9	104
DIVORCED/SEPARATED/WIDOWED	28585	2323	16.9	8.1	99	1036	13.9	3.6	81	781	12.2	2.7	71	2284	14.4	8.0	84
PARENTS	59295	5181	37.7	8.7	107	2639	35.3	4.5	100	2148	33.5	3.6	95	5519	34.7	9.3	98
WHITE	146081	12589	91.7	8.6	105	6996	93.6	4.8	107	5994	93.4	4.1	107	14722	92.6	10.1	106
BLACK	17974	790	5.8	4.4	54	*312	4.2	1.7	39	372	5.8	2.1	54	946	6.0	5.3	56
OTHER	3672	**349	2.5	9.5	116	**167	2.2	4.5	102	**49	0.8	1.3	35	**229	1.4	6.2	66
NORTHEAST-CENSUS	37005	3810	27.8	10.3	126	1824	24.4	4.9	111	1436	22.4	3.9	101	4225	26.6	11.4	120
NORTH CENTRAL	42642	2465	18.0	5.8	71	2072	27.7	4.9	109	1938	30.2	4.5	119	4092	25.7	9.6	101
SOUTH	56777	2250	16.4	4.0	48	1333	17.8	2.3	53	971	15.1	1.7	45	3788	23.8	6.7	70
WEST	31303	5202	37.9	16.6	203	2247	30.1	7.2	161	2071	32.3	6.6	173	3792	23.9	12.1	128
NORTHEAST-MKTG.	38125	3909	28.5	10.3	125	1936	25.9	5.1	114	1443	22.5	3.8	99	4360	27.4	11.4	121
EAST CENTRAL	24794	1165	8.5	4.7	57	859	11.5	3.5	78	935	14.6	3.8	99	1902	12.0	7.7	81
WEST CENTRAL	28511	2016	14.7	7.1	86	1592	21.3	5.6	125	1537	24.0	5.4	141	3076	19.3	10.8	114
SOUTH	48953	1914	13.9	3.9	48	1101	14.7	2.2	50	671	10.5	1.4	36	3262	20.5	6.7	70
PACIFIC	27344	4723	34.4	17.3	211	1987	26.6	7.3	163	1830	28.5	6.7	175	3297	20.7	12.1	127
COUNTY SIZE A	69301	7737	56.4	11.2	136	3871	51.8	5.6	125	3390	52.8	4.9	128	7684	48.3	11.1	117
COUNTY SIZE B	50633	3489	25.4	6.9	84	2345	31.4	4.6	104	1714	26.7	3.4	88	4830	30.4	9.5	101
COUNTY SIZE C	26259	1938	14.1	7.4	90	953	12.7	3.6	81	812	12.7	3.1	81	2314	14.6	8.8	93
COUNTY SIZE D	21534	564	4.1	2.6	32	*306	4.1	1.4	32	501	7.8	2.3	61	1070	6.7	5.0	52
METRO CENTRAL CITY	50014	4808	35.0	9.6	117	2704	36.2	5.4	121	2140	33.4	4.3	112	5212	32.8	10.4	110
METRO SUBURBAN	76832	7173	52.3	9.3	114	3945	52.8	5.1	115	3214	50.1	4.2	109	8026	50.5	10.4	110
NON METRO	40881	1746	12.7	4.3	52	825	11.0	2.0	45	1062	16.6	2.6	68	2658	16.7	6.5	69
TOP 5 ADI'S	39550	5121	37.3	12.9	158	2373	31.7	6.0	135	2046	31.9	5.2	135	4689	29.5	11.9	125
TOP 10 ADI'S	54877	6437	46.9	11.7	143	2985	39.9	5.4	122	2544	39.7	4.6	121	6188	38.9	11.3	119
TOP 20 ADI'S	77516	8678	63.2	11.2	137	4152	55.5	5.4	120	3597	56.1	4.6	121	8227	51.8	10.6	112
HSHLD INC. $50,000 OR MORE	17257	2928	21.3	17.0	207	942	12.6	5.5	122	1101	17.2	6.4	167	2550	16.0	14.8	156
$40,000 OR MORE	33235	5163	37.6	15.5	190	1731	23.2	5.2	117	1866	29.1	5.6	147	4684	29.5	14.1	149
$30,000 OR MORE	59693	7750	56.5	13.0	159	3514	47.0	5.9	132	3315	51.7	5.6	145	7868	49.5	13.2	139
$25,000 OR MORE	76275	9376	68.3	12.3	150	4279	57.2	5.6	126	4206	65.6	5.5	144	9872	62.1	12.9	137
$20,000 - $24,999	18607	1298	9.5	7.0	85	807	10.8	4.3	97	577	9.0	3.1	81	1548	9.7	8.3	88
$15,000 - $19,999	17175	1068	7.8	6.2	76	798	10.7	4.6	104	555	8.7	3.2	84	1536	9.7	8.9	94
$10,000 - $14,999	24569	1136	8.3	4.6	56	736	9.8	3.0	67	596	9.3	2.4	63	1324	8.3	5.4	57
UNDER $10,000	31101	849	6.2	2.7	33	855	11.4	2.7	62	481	7.5	1.5	40	1617	10.2	5.2	55
HOUSEHOLD OF 1 PERSON	19441	1641	12.0	8.4	103	631	8.4	3.2	73	769	12.0	4.0	103	1609	10.1	8.3	87
2 PEOPLE	51803	4238	30.9	8.2	100	2580	34.5	5.0	112	2050	32.0	4.0	103	5349	33.6	10.3	109
3 OR 4 PEOPLE	66933	5613	40.9	8.4	102	3193	42.7	4.8	107	2739	42.7	4.1	107	6800	42.8	10.2	107
5 OR MORE PEOPLE	29550	2235	16.3	7.6	92	1071	14.3	3.6	81	857	13.4	2.9	76	2139	13.5	7.2	76
NO CHILD IN HSHLD	96587	7719	56.2	8.0	98	4374	58.5	4.5	102	3912	61.0	4.1	106	9670	60.8	10.0	106
CHILD(REN) UNDER 2 YRS	10844	949	6.9	8.8	107	*317	4.2	2.9	66	*304	4.7	2.8	73	892	5.6	8.2	87
2 - 5 YEARS	26358	1904	13.9	7.2	88	902	12.1	3.4	77	896	14.0	3.4	89	2225	14.0	8.4	89
6 - 11 YEARS	30453	2328	17.0	7.6	93	1342	18.0	4.4	99	1100	17.1	3.6	94	2639	16.6	8.7	91
12 - 17 YEARS	36575	3203	23.3	8.8	107	1689	22.6	4.6	104	1304	20.3	3.6	93	3054	19.2	8.3	88
RESIDENCE OWNED	117770	9581	69.8	8.1	99	5355	71.6	4.5	102	4686	73.0	4.0	104	11721	73.7	10.0	105
VALUE: $50,000 OR MORE	70166	8011	58.4	11.4	140	3953	52.9	5.6	126	3530	55.0	5.0	132	8941	56.2	12.7	134
VALUE: UNDER $50,000	47604	1569	11.4	3.3	40	1402	18.8	2.9	66	1156	18.0	2.4	63	2780	17.5	5.8	62

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

			ALMADEN				CARLO ROSSI				CHRISTIAN BROTHERS				GALLO			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	13727	100.0	8.2	100	7475	100.0	4.5	100	6416	100.0	3.8	100	15897	100.0	9.5	100
MAGAZINES	QUINTILE 1	34022	4328	31.5	12.7	155	1874	25.1	5.5	124	1945	30.3	5.7	149	4558	28.7	13.4	141
	QUINTILE 2	34800	3663	26.7	10.5	129	2007	26.8	5.8	129	1397	21.8	4.0	105	3791	23.8	10.9	115
	QUINTILE 3	30514	2104	15.3	6.9	84	1102	14.7	3.6	81	1051	16.4	3.4	90	2810	17.7	9.2	97
	QUINTILE 4	33324	2239	16.3	6.7	82	1208	16.2	3.6	81	1145	17.8	3.4	90	2685	16.9	8.1	85
	QUINTILE 5	35066	1394	10.2	4.0	49	1285	17.2	3.7	82	877	13.7	2.5	65	2052	12.9	5.9	62
NEWSPAPERS	QUINTILE 1	29107	3740	27.2	12.8	157	1644	22.0	5.6	127	1523	23.7	5.2	137	3919	24.7	13.5	142
	QUINTILE 2	49095	4434	32.3	9.0	110	2332	31.2	4.7	107	2137	33.3	4.4	114	4956	31.2	10.1	107
	QUINTILE 3	23107	2006	14.6	8.7	106	1186	15.9	5.1	115	1087	16.9	4.7	123	2340	14.7	10.1	107
	QUINTILE 4	33556	2175	15.8	6.5	79	1350	18.1	4.0	90	835	13.0	2.5	65	2962	18.6	8.8	93
	QUINTILE 5	32863	1372	10.0	4.2	51	964	12.9	2.9	66	834	13.0	2.5	66	1720	10.8	5.2	55
OUTDOOR	QUINTILE 1	33431	3528	25.7	10.6	129	1948	26.1	5.8	131	1696	26.4	5.1	133	4093	25.7	12.2	129
	QUINTILE 2	33478	2649	19.3	7.9	97	1622	21.7	4.8	109	1197	18.7	3.6	93	3332	21.0	10.0	105
	QUINTILE 3	33574	2856	20.8	8.5	104	1425	19.1	4.2	95	1339	20.9	4.0	104	3251	20.5	9.7	102
	QUINTILE 4	33935	2615	19.1	7.7	94	1506	20.1	4.4	100	1254	19.5	3.7	97	3082	19.4	9.1	96
	QUINTILE 5	33310	2079	15.1	6.2	76	973	13.0	2.9	66	930	14.5	2.8	73	2139	13.5	6.4	68
RADIO-DRIVE	QUINTILE 1	33136	2803	20.4	8.5	103	1212	16.2	3.7	82	1218	19.0	3.7	96	2945	18.5	8.9	94
TIME	QUINTILE 2	31658	2548	18.6	8.0	98	1394	18.6	4.4	99	1407	21.9	4.4	116	3152	19.8	10.0	105
	QUINTILE 3	32541	2839	20.7	8.7	107	1601	21.4	4.9	110	1246	19.4	3.8	100	3272	20.6	10.1	106
	QUINTILE 4	34247	3092	22.5	9.0	110	1774	23.7	5.2	116	1280	20.0	3.7	98	3524	22.2	10.3	109
	QUINTILE 5	36144	2446	17.8	6.8	83	1494	20.0	4.1	93	1264	19.7	3.5	91	3005	18.9	8.3	88
RADIO-MID-	TERCILE 1	45037	3463	25.2	7.7	94	1752	23.4	3.9	87	1555	24.2	3.5	90	4152	26.1	9.2	97
DAY	TERCILE 2	44819	3256	23.7	7.3	89	2055	27.5	4.6	103	1765	27.5	3.9	103	4247	26.7	9.5	100
	TERCILE 3	77872	7008	51.1	9.0	110	3668	49.1	4.7	106	3096	48.3	4.0	104	7498	47.2	9.6	102
RADIO-TOTAL	QUINTILE 1	33763	2761	20.1	8.2	100	1295	17.3	3.8	86	1289	20.1	3.8	100	2974	18.7	8.8	93
	QUINTILE 2	33240	2416	17.6	7.3	89	1293	17.3	3.9	87	1115	17.4	3.4	88	3291	20.7	9.9	104
	QUINTILE 3	33408	3399	24.8	10.2	124	1769	23.7	5.3	119	1464	22.8	4.4	115	3498	22.0	10.5	110
	QUINTILE 4	34792	3015	22.0	8.7	106	1684	22.5	4.8	109	1585	24.7	4.6	119	3477	21.9	10.0	105
	QUINTILE 5	32524	2135	15.6	6.6	80	1434	19.2	4.4	99	963	15.0	3.0	77	2656	16.7	8.2	86
TV-PRIME	QUINTILE 1	33090	2438	17.8	7.4	90	1540	20.6	4.7	104	926	14.4	2.8	73	3027	19.0	9.1	97
TIME	QUINTILE 2	33357	2441	17.8	7.3	89	1567	21.0	4.7	105	1162	18.1	3.5	91	3109	19.6	9.3	98
	QUINTILE 3	33980	2924	21.3	8.6	105	1547	20.7	4.6	102	1310	20.4	3.9	101	3304	20.8	9.7	103
	QUINTILE 4	33854	3156	23.0	9.3	114	1493	20.0	4.4	99	1674	26.1	4.9	129	3535	22.2	10.4	110
	QUINTILE 5	33444	2768	20.2	8.3	101	1328	17.8	4.0	89	1344	20.9	4.0	105	2923	18.4	8.7	92
TV-DAYTIME	TERCILE 1	49121	2941	21.4	6.0	73	1834	24.5	3.7	84	1356	21.1	2.8	72	3884	24.4	7.9	83
	TERCILE 2	48823	3778	27.5	7.7	95	2267	30.3	4.6	104	1983	30.9	4.1	106	4492	28.3	9.2	97
	TERCILE 3	69782	7009	51.1	10.0	123	3374	45.1	4.8	108	3077	48.0	4.4	115	7521	47.3	10.8	114
TV-TOTAL	QUINTILE 1	33584	2276	16.6	6.8	83	1402	18.8	4.2	94	838	13.1	2.5	65	2600	16.4	7.7	82
	QUINTILE 2	33441	2233	16.3	6.7	82	1567	21.0	4.7	105	1023	15.9	3.1	80	3005	18.9	9.0	95
	QUINTILE 3	33505	2817	20.5	8.4	103	1484	19.9	4.4	99	1399	21.8	4.2	109	3222	20.3	9.6	101
	QUINTILE 4	33466	3051	22.2	9.1	111	1431	19.1	4.3	96	1468	22.9	4.4	115	3659	23.0	10.9	115
	QUINTILE 5	33731	3349	24.4	9.9	121	1591	21.3	4.7	106	1688	26.3	5.0	131	3410	21.5	10.1	107
MAGAZINES-NEWSPAPERS: DUAL		44503	5610	40.9	12.6	154	2646	35.4	5.9	133	2562	39.9	5.8	150	5756	36.2	12.9	136
MAGAZINE IMPERATIVE		39363	3276	23.9	8.3	102	1724	23.1	4.4	98	1291	20.1	3.3	86	3821	24.0	9.7	102
NEWSPAPER IMPERATIVE		46441	3527	25.7	7.6	93	1933	25.9	4.2	93	1727	26.9	3.7	97	4252	26.7	9.2	97
MAGAZINES-OUTDOOR: DUAL		33726	3882	28.3	11.5	141	1965	26.3	5.8	131	1699	26.5	5.0	132	4402	27.7	13.1	138
MAGAZINE IMPERATIVE		52846	5408	39.4	10.2	125	2458	32.9	4.7	104	2209	34.4	4.2	109	5565	35.0	10.5	111
OUTDOOR IMPERATIVE		52140	3226	23.5	6.2	76	2188	29.3	4.2	94	1774	27.6	3.4	89	4325	27.2	8.3	88
MAGAZINES-RADIO: DUAL		37081	3939	28.7	10.6	130	1708	22.8	4.6	103	1483	23.1	4.0	105	4339	27.3	11.7	123
MAGAZINE IMPERATIVE		49747	5429	39.5	10.9	133	2932	39.2	5.9	132	2505	39.0	5.0	132	5737	36.1	11.5	122
RADIO IMPERATIVE		49208	2828	20.6	5.7	70	1782	23.8	3.6	81	1618	25.2	3.3	86	3876	24.4	7.9	83
MAGAZINES-TELEVISION: DUAL		33103	3191	23.2	9.6	118	1717	23.0	5.2	116	1283	20.0	3.9	101	3362	21.1	10.2	107
MAGAZINE IMPERATIVE		54575	6308	46.0	11.6	141	2833	37.9	5.2	116	2897	45.2	5.3	139	6748	42.4	12.4	130
TELEVISION IMPERATIVE		53249	2641	19.2	5.0	61	1901	25.4	3.6	80	1305	20.3	2.5	64	3835	24.1	7.2	76
NEWSPAPERS-OUTDOOR: DUAL		36255	3741	27.3	10.3	126	1925	25.8	5.3	119	1736	27.1	4.8	125	4356	27.4	12.0	127
NEWSPAPER IMPERATIVE		55591	5353	39.0	9.6	118	2605	34.8	4.7	105	2499	38.9	4.5	118	5618	35.3	10.1	107
OUTDOOR IMPERATIVE		48319	3355	24.4	6.9	85	2229	29.8	4.6	104	1580	24.6	3.3	85	4308	27.1	8.9	94
NEWSPAPERS-RADIO: DUAL		37242	3575	26.0	9.6	117	1693	22.6	4.5	102	1646	25.7	4.4	116	4273	26.9	11.5	121
NEWSPAPER IMPERATIVE		54423	5901	43.0	10.8	132	3062	41.0	5.6	126	2765	43.1	5.1	133	6152	38.7	11.3	119
RADIO IMPERATIVE		46650	2914	21.2	6.2	76	1749	23.4	3.7	84	1407	21.9	3.0	79	3671	23.1	7.9	83
NEWSPAPERS-TELEVISION: DUAL		35974	3071	22.4	8.5	104	1670	22.3	4.6	104	1381	21.5	3.8	100	3506	22.1	9.7	103
NEWSPAPER IMPERATIVE		56095	6497	47.3	11.6	142	3054	40.9	5.4	122	3111	48.5	5.5	145	6986	43.9	12.5	131
TELEVISION IMPERATIVE		47170	2523	18.4	5.3	65	1813	24.3	3.8	86	1056	16.5	2.2	59	3394	21.3	7.2	76
OUTDOOR-RADIO: DUAL		33748	2807	20.4	8.3	102	1568	21.0	4.6	104	1205	18.8	3.6	93	3309	20.8	9.8	103
OUTDOOR IMPERATIVE		52785	5009	36.5	9.5	116	2913	39.0	5.5	124	2417	37.7	4.6	120	5976	37.6	11.3	119
RADIO IMPERATIVE		52882	4149	30.2	7.8	96	1869	25.0	3.5	79	1900	29.6	3.6	94	4650	29.3	8.8	93
OUTDOOR-TELEVISION: DUAL		32030	2760	20.1	8.6	105	1833	24.5	5.7	128	1282	20.0	4.0	105	3192	20.1	10.0	105
OUTDOOR IMPERATIVE		54626	5402	39.4	9.9	121	2576	34.5	4.7	106	2638	41.1	4.8	126	6342	39.9	11.6	122
TELEVISION IMPERATIVE		54874	3303	24.1	6.0	74	2088	27.9	3.8	85	1421	22.1	2.6	68	4135	26.0	7.5	80
RADIO-TELEVISION: DUAL		33386	2438	17.8	7.3	89	1380	18.5	4.1	93	784	12.2	2.3	61	2949	18.6	8.8	93
RADIO IMPERATIVE		53810	5034	36.7	9.4	114	2205	29.5	4.1	92	2580	40.2	4.8	125	5544	34.9	10.3	109
TELEVISION IMPERATIVE		54023	3841	28.0	7.1	87	2663	35.6	4.9	111	1851	28.8	3.4	90	4549	28.6	8.4	89

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL	ALMADEN				CARLO ROSSI				CHRISTIAN BROTHERS				GALLO			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	13727	100.0	8.2	100	7475	100.0	4.5	100	6416	100.0	3.8	100	15897	100.0	9.5	100
ATLANTIC MONTHLY	867	*116	0.8	13.4	163	**69	0.9	8.0	179	**60	0.9	6.9	181	*159	1.0	18.3	193
BARRON'S	1580	357	2.6	22.6	276	**113	1.5	7.2	160	**137	2.1	8.7	227	*224	1.4	14.2	150
BETTER HOMES & GARDENS	22203	2012	14.7	9.1	111	1113	14.9	5.0	112	1069	16.7	4.8	126	2638	16.6	11.9	125
BON APPETIT	3810	650	4.7	17.1	208	365	4.9	9.6	215	265	4.1	7.0	182	566	3.6	14.9	157
BUSINESS WEEK	4663	734	5.3	15.7	192	244	3.3	5.2	117	*168	2.6	3.6	94	736	4.6	15.8	167
CAR AND DRIVER	3102	343	2.5	11.1	135	**114	1.5	3.7	82	*98	1.5	3.2	83	287	1.8	9.3	98
CBS MAGAZINE NETWORK (GROSS)	7311	888	6.5	12.1	148	388	5.2	5.3	119	239	3.7	3.3	85	789	5.0	10.8	114
CHANGING TIMES	3400	402	2.9	11.8	144	*255	3.4	7.5	168	*245	3.8	7.2	188	475	3.0	14.0	147
COLONIAL HOMES	1796	*155	1.1	8.6	105	**124	1.7	6.9	155	**57	0.9	3.2	83	*205	1.3	11.4	120
CONDE NAST MAG. PKG. (GROSS)	19924	2344	17.1	11.8	144	1064	14.2	5.3	120	1080	16.8	5.4	142	2423	15.2	12.2	128
CONSUMERS DIGEST	3125	361	2.6	11.6	141	*230	3.1	7.4	165	*202	3.1	6.5	169	414	2.6	13.2	140
COSMOPOLITAN	10577	1203	8.8	11.4	139	667	8.9	6.3	141	443	6.9	4.2	109	1378	8.7	13.0	137
COUNTRY LIVING	3746	451	3.3	12.0	147	*162	2.2	4.3	97	*213	3.3	5.7	149	609	3.8	16.3	172
CUISINE	2214	235	1.7	10.6	130	*246	3.3	11.1	249	*117	1.8	5.3	138	394	2.5	17.8	188
CYCLE WORLD	2394	**128	0.9	5.3	65	**87	1.2	3.6	82	**65	1.0	2.7	71	*175	1.1	7.3	77
DCI:CREATIVE IDEAS FOR LIV	3068	*253	1.8	8.2	101	*156	2.1	5.1	114	**145	2.3	4.7	124	305	1.9	9.9	105
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	798	5.8	8.4	102	393	5.3	4.1	92	342	5.3	3.6	94	1151	7.2	12.0	127
DISCOVER	2277	290	2.1	12.7	156	**120	1.6	5.3	118	*87	1.4	3.8	100	224	1.4	9.8	104
EBONY	7187	390	2.8	5.4	66	*173	2.3	2.4	54	*141	2.2	2.0	51	423	2.7	5.9	62
ESQUIRE	2560	217	1.6	8.5	104	*123	1.6	4.8	108	**65	1.0	2.5	66	210	1.3	8.2	87
ESSENCE	3242	*171	1.2	5.3	64	**76	1.0	2.3	53	**48	0.7	1.5	39	*152	1.0	4.7	49
FAMILY CIRCLE	19639	1757	12.8	8.9	109	965	12.9	4.9	110	819	12.8	4.2	109	2266	14.3	11.5	122
THE FAMILY HANDYMAN	3540	289	2.1	8.2	100	*278	3.7	7.9	176	*148	2.3	4.2	109	414	2.6	11.7	123
FAMILY WEEKLY	23924	2067	15.1	8.6	106	1124	15.0	4.7	105	893	13.9	3.7	98	2230	14.0	9.3	98
FIELD & STREAM	9883	714	5.2	7.2	88	440	5.9	4.5	100	393	6.1	4.0	104	877	5.5	8.9	94
FOOD & WINE	1030	*166	1.2	16.1	197	**89	1.2	8.6	194	**22	0.3	2.1	56	*113	0.7	11.0	116
FORBES	2679	601	4.4	22.4	274	*128	1.7	4.8	107	*207	3.2	7.7	202	552	3.5	20.6	217
FORTUNE	2931	542	3.9	18.5	226	*186	2.5	6.3	142	*221	3.4	7.5	197	482	3.0	16.4	174
GENTLEMEN'S QUARTERLY	3481	360	2.6	10.3	126	*147	2.0	4.2	95	*178	2.8	5.1	134	327	2.1	9.4	99
GLAMOUR	7163	841	6.1	11.7	143	386	5.2	5.4	121	348	5.4	4.9	127	844	5.3	11.8	124
GOLF DIGEST	2355	316	2.3	13.4	164	*136	1.8	5.8	130	*111	1.7	4.7	123	356	2.2	15.1	159
GOLF DIGEST/TENNIS (GROSS)	3610	489	3.6	13.5	166	*198	2.6	5.5	123	*201	3.1	5.6	146	557	3.5	15.4	163
GOLF MAGAZINE	2046	*272	2.0	13.3	162	*118	1.6	5.8	129	**108	1.7	5.3	138	238	1.5	11.6	123
GOLF MAGAZINE/SKI (GROSS)	3547	552	4.0	15.6	190	*203	2.7	5.7	128	*165	2.6	4.7	122	435	2.7	12.3	129
GOOD HOUSEKEEPING	20353	1865	13.6	9.2	112	1041	13.9	5.1	115	949	14.8	4.7	122	2525	15.9	12.4	131
HARPER'S BAZAAR	3362	380	2.8	11.3	138	*221	3.0	6.6	147	*167	2.6	5.0	130	407	2.6	12.1	128
HEALTH	2987	*318	2.3	10.6	130	**118	1.6	4.0	89	**54	0.8	1.8	47	*194	1.2	6.5	69
HEARST MAG CORP. BUY (GROSS)	67928	6541	47.7	9.6	118	3527	47.2	5.2	117	3101	48.3	4.6	119	8552	53.8	12.6	133
HEARST MAN POWER (GROSS)	11282	793	5.8	7.0	86	619	8.3	5.5	123	424	6.6	3.8	98	1203	7.6	10.7	113
HEARST WOMAN POWER (GROSS)	40514	4020	29.3	9.9	121	2074	27.7	5.1	115	1857	28.9	4.6	120	5146	32.4	12.7	134
HOUSE BEAUTIFUL	4885	468	3.4	9.6	117	210	2.8	4.3	96	263	4.1	5.4	141	725	4.6	14.8	157
INC.	1308	*234	1.7	17.9	219	**134	1.8	10.2	230	**67	1.0	5.1	134	210	1.3	16.1	169
JET	6498	305	2.2	4.7	57	*138	1.8	2.1	48	*125	1.9	1.9	50	336	2.1	5.2	55
LADIES' HOME JOURNAL	14797	1259	9.2	8.5	104	711	9.5	4.8	108	667	10.4	4.5	118	1739	10.9	11.8	124
LHJ FAMILY GRP COMBO(GROSS)	21743	1946	14.2	9.0	109	1075	14.4	4.9	111	883	13.8	4.1	106	2503	15.7	11.5	121
LIFE	9881	1197	8.7	12.1	148	563	7.5	5.7	128	543	8.5	5.5	144	1286	8.1	13.0	137
L.A. TIMES HOME MAGAZINE	2775	569	4.1	20.5	251	*186	2.5	6.7	150	186	2.9	6.7	175	469	3.0	16.9	178
MADEMOISELLE	4219	514	3.7	12.2	149	*194	2.6	4.6	103	*251	3.9	5.9	156	549	3.5	13.0	137
MC CALL'S	16422	1306	9.5	8.0	97	752	10.1	4.6	103	727	11.3	4.4	116	2006	12.6	12.2	129
MC CALL'S/WRK MOTHER (GROSS)	17919	1448	10.5	8.1	99	849	11.4	4.7	106	786	12.3	4.4	115	2176	13.7	12.1	128
MECHANIX ILLUSTRATED	4433	261	1.9	5.9	72	258	3.5	5.8	131	*120	1.9	2.7	71	450	2.8	10.2	107
METROPOLITAN HOME	1504	*182	1.3	12.1	148	*155	2.1	10.3	231	**86	1.3	5.7	149	*143	0.9	9.5	100
MONEY	4723	802	5.8	17.0	207	351	4.7	7.4	167	318	5.0	6.7	176	766	4.8	16.2	171
MOTHER EARTH NEWS	2325	302	2.2	13.0	159	*141	1.9	6.1	136	**206	3.2	8.9	232	318	2.0	13.7	144
MS.	1189	*154	1.1	13.0	158	**94	1.3	7.9	177	**41	0.6	3.4	90	*135	0.8	11.4	120
NATIONAL ENQUIRER	18892	1244	9.1	6.6	80	861	11.5	4.6	102	618	9.6	3.3	86	1292	8.1	6.8	72
NATIONAL GEOGRAPHIC	22129	3134	22.8	14.2	173	1346	18.0	6.1	136	1533	23.9	6.9	181	3274	20.6	14.8	156
NATIONAL SUNDAY MAGAZINE PKG	103750	10069	73.4	9.7	119	5300	70.9	5.1	115	4617	72.0	4.5	116	11235	70.7	10.8	114
NATURAL HISTORY	1379	*162	1.2	11.7	144	**91	1.2	6.6	148	**51	0.8	3.7	97	*187	1.2	13.6	143
NEW WOMAN	2289	254	1.9	11.1	136	*181	2.4	7.9	177	*148	2.3	6.5	169	259	1.6	11.3	119
NEW YORK INCLUDING CUE	1088	*117	0.9	10.8	131	**104	1.4	9.6	214	**13	0.2	1.2	31	*150	0.9	13.8	145
THE NEW YORKER	2459	454	3.3	18.5	226	*200	2.7	8.1	183	*184	2.9	7.5	196	361	2.3	14.7	155
NEWSWEEK	16527	2012	14.7	12.2	149	1166	15.6	7.1	158	850	13.2	5.1	134	2221	14.0	13.4	142
THE N.Y. TIMES DAILY EDITION	2739	626	4.6	22.9	279	*112	1.5	4.1	92	*135	2.1	4.9	129	537	3.4	19.6	207
THE N.Y. TIMES MAGAZINE	4443	900	6.6	20.3	248	227	3.0	5.1	115	209	3.3	4.7	123	806	5.1	18.1	191
OMNI	2799	471	3.4	16.8	206	*194	2.6	6.9	156	*153	2.4	5.5	143	354	2.2	12.6	133
ON CABLE	2209	*175	1.3	7.9	97	**80	1.1	3.6	81	**85	1.3	3.8	101	*155	1.0	7.0	74
1001 HOME IDEAS	3959	368	2.7	9.3	114	*245	3.3	6.2	139	*163	2.5	4.1	108	570	3.6	14.4	152
ORGANIC GARDENING	3111	318	2.3	10.2	125	**129	1.7	4.1	93	**83	1.3	2.7	70	296	1.9	9.5	100
OUTDOOR LIFE	5024	*261	1.9	5.2	63	*244	3.3	4.9	109	*131	2.0	2.6	68	444	2.8	8.8	93
PARADE MAGAZINE	51292	5250	38.2	10.2	125	2228	29.8	4.3	97	2222	34.6	4.3	113	5464	34.4	10.7	112

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL	ALMADEN				CARLO ROSSI				CHRISTIAN BROTHERS				GALLO			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	13727	100.0	8.2	100	7475	100.0	4.5	100	6416	100.0	3.8	100	15897	100.0	9.5	100
PARENTS	5298	527	3.8	9.9	122	281	3.8	5.3	119	*195	3.0	3.7	96	601	3.8	11.3	120
PENTHOUSE	5129	552	4.0	10.8	132	*290	3.9	5.7	127	*237	3.7	4.6	121	575	3.6	11.2	118
PEOPLE	21070	2300	16.8	10.9	133	1336	17.9	6.3	142	886	13.8	4.2	110	2417	15.2	11.5	121
PLAYBOY	10562	1145	8.3	10.8	132	583	7.8	5.5	124	417	6.5	3.9	103	1313	8.3	12.4	131
POPULAR HOT RODDING	2498	**126	0.9	5.0	62	**58	0.8	2.3	52	**58	0.9	2.3	61	**97	0.6	3.9	41
POPULAR MECHANICS	5887	472	3.4	8.0	98	326	4.4	5.5	124	*222	3.5	3.8	99	607	3.8	10.3	109
POPULAR SCIENCE	4317	477	3.5	11.0	135	363	4.9	8.4	189	211	3.3	4.9	128	540	3.4	12.5	132
PREVENTION	5792	467	3.4	8.1	99	263	3.5	4.5	102	321	5.0	5.5	145	616	3.9	10.6	112
PSYCHOLOGY TODAY	3284	372	2.7	11.3	138	*200	2.7	6.1	137	*185	2.9	5.6	147	325	2.0	9.9	104
READER'S DIGEST	40046	3582	26.1	8.9	109	1944	26.0	4.9	109	1922	30.0	4.8	125	4352	27.4	10.9	115
REDBOOK	9584	953	6.9	9.9	121	366	4.9	3.8	86	465	7.2	4.9	127	1243	7.8	13.0	137
ROAD & TRACK	2590	414	3.0	16.0	195	**193	2.6	7.5	167	**77	1.2	3.0	78	*229	1.4	8.8	93
ROLLING STONE	3302	502	3.7	15.2	186	*254	3.4	7.7	173	**97	1.5	2.9	77	394	2.5	11.9	126
RUNNER'S WORLD	1229	*346	2.5	28.2	344	**91	1.2	7.4	166	**133	2.1	10.8	283	*134	0.8	10.9	115
SATURDAY EVENING POST	2110	233	1.7	11.0	135	*143	1.9	6.8	152	**116	1.8	5.5	144	317	2.0	15.0	159
SCIENCE 84	1543	325	2.4	21.1	257	**99	1.3	6.4	144	*103	1.6	6.7	175	292	1.8	18.9	200
SCIENCE DIGEST	1747	*171	1.2	9.8	120	**88	1.2	5.0	113	**86	1.3	4.9	129	209	1.3	12.0	126
SCIENTIFIC AMERICAN	1994	410	3.0	20.6	251	*140	1.9	7.0	158	*132	2.1	6.6	173	323	2.0	16.2	171
SELF	3119	346	2.5	11.1	136	*189	2.5	6.1	136	*189	2.9	6.1	158	393	2.5	12.6	133
SEVENTEEN	3923	308	2.2	7.9	96	*220	2.9	5.6	126	*174	2.7	4.4	116	357	2.2	9.1	96
SKI	1501	279	2.0	18.6	227	**86	1.2	5.7	129	**57	0.9	3.8	99	197	1.2	13.1	138
SMITHSONIAN	5976	959	7.0	16.0	196	394	5.3	6.6	148	290	4.5	4.9	127	833	5.2	13.9	147
SOAP OPERA DIGEST	4228	*217	1.6	5.1	63	*146	2.0	3.5	77	**69	1.1	1.6	43	*250	1.6	5.9	62
SOUTHERN LIVING	6488	545	4.0	8.4	103	*237	3.2	3.7	82	*197	3.1	3.0	79	846	5.3	13.0	138
SPORT	3500	334	2.4	9.5	117	*238	3.2	6.8	153	*212	3.3	6.1	158	300	1.9	8.6	90
THE SPORTING NEWS	2456	*167	1.2	6.8	83	*138	1.8	5.6	126	**141	2.2	5.7	150	*197	1.2	8.0	85
SPORTS AFIELD	3648	*151	1.1	4.1	51	*205	2.7	5.6	126	*116	1.8	3.2	83	386	2.4	10.6	112
SPORTS ILLUSTRATED	14484	1636	11.9	11.3	138	757	10.1	5.2	117	647	10.1	4.5	117	1624	10.2	11.2	118
STAR	12661	797	5.8	6.3	77	566	7.6	4.5	100	292	4.6	2.3	60	901	5.7	7.1	75
SUNDAY	52799	5292	38.6	10.0	122	3101	41.5	5.9	132	2530	39.4	4.8	125	5966	37.5	11.3	119
SUNSET	3513	735	5.4	20.9	256	342	4.6	9.7	218	*311	4.8	8.9	231	553	3.5	15.7	166
TV GUIDE	42766	3505	25.5	8.2	100	1681	22.5	3.9	88	1377	21.5	3.2	84	3818	24.0	8.9	94
TENNIS	1254	*173	1.3	13.8	169	**62	0.8	4.9	111	**90	1.4	7.2	188	*201	1.3	16.0	169
TIME	22054	3046	22.2	13.8	169	1208	16.2	5.5	123	1206	18.8	5.5	143	2618	16.5	11.9	125
TOWN & COUNTRY	1555	*193	1.4	12.4	152	**99	1.3	6.4	143	**93	1.4	6.0	156	*201	1.3	12.9	136
TRAVEL & LEISURE	2173	379	2.8	17.4	213	*194	2.6	8.9	200	*187	2.9	8.6	225	436	2.7	20.1	212
TRUE STORY	4636	*139	1.0	3.0	37	**141	1.9	3.0	68	**21	0.3	0.5	12	*187	1.2	4.0	43
U.S.NEWS & WORLD REPORT	10353	1219	8.9	11.8	144	471	6.3	4.5	102	532	8.3	5.1	134	1331	8.4	12.9	136
USA TODAY	4994	852	6.2	17.1	208	261	3.5	5.2	117	361	5.6	7.2	189	684	4.3	13.7	145
US	3528	339	2.5	9.6	117	*168	2.2	4.8	107	**108	1.7	3.1	80	366	2.3	10.4	109
VOGUE	5424	644	4.7	11.9	145	295	3.9	5.4	122	292	4.6	5.4	141	637	4.0	11.7	124
WALL STREET JOURNAL	6292	1327	9.7	21.1	258	369	4.9	5.9	132	549	8.6	8.7	228	1110	7.0	17.6	186
WEIGHT WATCHERS	2762	238	1.7	8.6	105	**135	1.8	4.9	110	*152	2.4	5.5	144	385	2.4	13.9	147
WOMAN'S DAY	16320	1549	11.3	9.5	116	793	10.6	4.9	109	748	11.7	4.6	120	1903	12.0	11.7	123
WORKING MOTHER	1496	**142	1.0	9.5	116	**98	1.3	6.6	147	**59	0.9	3.9	103	**170	1.1	11.4	120
WORKING WOMAN	1851	*215	1.6	11.6	142	**89	1.2	4.8	108	**78	1.2	4.2	110	*283	1.8	15.3	161
WORLD TENNIS	580	**83	0.6	14.3	175	**28	0.4	4.8	108	**27	0.4	4.7	122	**110	0.7	19.0	200
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1305	9.5	10.5	128	619	8.3	5.0	112	578	9.0	4.7	122	1306	8.2	10.5	111
BLAIR INSERTS	91671	9307	67.8	10.2	124	4692	62.8	5.1	115	4248	66.2	4.6	121	10416	65.5	11.4	120
DAILY NEWSPAPERS																	
READ ANY	109190	10193	74.3	9.3	114	5318	71.1	4.9	109	4560	71.1	4.2	109	11513	72.4	10.5	111
READ ONE	89587	7744	56.4	8.6	106	4214	56.4	4.7	106	3508	54.7	3.9	102	8925	56.1	10.0	105
READ TWO OR MORE	19602	2449	17.8	12.5	153	1104	14.8	5.6	126	1052	16.4	5.4	140	2588	16.3	13.2	139
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10725	78.1	9.8	120	5442	72.8	5.0	111	4917	76.6	4.5	117	11988	75.4	10.9	115
READ ONE	95074	8726	63.6	9.2	112	4653	62.2	4.9	110	4141	64.5	4.4	114	9990	62.8	10.5	111
READ TWO OR MORE	14588	1999	14.6	13.7	167	788	10.5	5.4	121	776	12.1	5.3	139	1998	12.6	13.7	145
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.85				31.57				33.46				32.52			
30 DAY REACH	149706	12551	91.4	8.4	102	6934	92.8	4.6	104	5866	91.4	3.9	102	14999	94.4	10.0	106
50 SHWG - 30 DAY AV FREQ	15.16	17.03				16.29				17.34				16.99			
30 DAY REACH	142406	12136	88.4	8.5	104	6718	89.9	4.7	106	5684	88.6	4.0	104	14384	90.5	10.1	107
25 SHWG - 30 DAY AV FREQ	8.23	9.06				8.56				9.23				9.11			
30 DAY REACH	131152	11414	83.1	8.7	106	6388	85.5	4.9	109	5358	83.5	4.1	107	13449	84.6	10.3	108
CABLE TV: HOME WIRED	66879	6022	43.9	9.0	110	2997	40.1	4.5	101	2637	41.1	3.9	103	7070	44.5	10.6	112
HOME NOT WIRED	100848	7706	56.1	7.6	93	4478	59.9	4.4	100	3779	58.9	3.7	98	8827	55.5	8.8	92
HAVE PAY CABLE	35024	3421	24.9	9.8	119	1766	23.6	5.0	113	1581	24.6	4.5	118	4091	25.7	11.7	123

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL	ALMADEN				CARLO ROSSI				CHRISTIAN BROTHERS				GALLO			
	U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	13727	100.0	8.2	100	7475	100.0	4.5	100	6416	100.0	3.8	100	15897	100.0	9.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	8327	60.7	8.7	106	4183	56.0	4.4	98	3835	59.8	4.0	105	9489	59.7	9.9	105
10:00 AM - 3:00 PM	63599	4883	35.6	7.7	94	2491	33.3	3.9	88	2366	36.9	3.7	97	5943	37.4	9.3	99
3:00 PM - 7:00 PM	72097	6543	47.7	9.1	111	3328	44.5	4.6	104	3012	46.9	4.2	109	7243	45.6	10.0	106
7:00 PM - MIDNIGHT	36670	3295	24.0	9.0	110	1533	20.5	4.2	94	1415	22.1	3.9	101	3414	21.5	9.3	98
MIDNIGHT - 6:00 AM	21908	2052	14.9	9.4	114	1049	14.0	4.8	107	970	15.1	4.4	116	2142	13.5	9.8	103
6:00 AM - MIDNIGHT	127571	10878	79.2	8.5	104	5725	76.6	4.5	101	4997	77.9	3.9	102	12443	78.3	9.8	103
ENTIRE DAY	129239	11057	80.5	8.6	105	5874	78.6	4.5	102	5139	80.1	4.0	104	12622	79.4	9.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3316	24.2	9.8	119	1496	20.0	4.4	99	1582	24.7	4.7	122	3533	22.2	10.4	110
ALL NEWS	6062	854	6.2	14.1	172	361	4.8	6.0	134	271	4.2	4.5	117	710	4.5	11.7	124
AOR/PROGRESSIVE	11884	1326	9.7	11.2	136	571	7.6	4.8	108	548	8.5	4.6	121	1263	7.9	10.6	112
BEAUTIFUL MUSIC	11180	994	7.2	8.9	109	494	6.6	4.4	99	563	8.8	5.0	132	1168	7.3	10.4	110
BLACK	4538	*276	2.0	6.1	74	**94	1.3	2.1	46	**108	1.7	2.4	62	275	1.7	6.1	64
CLASSICAL	3857	563	4.1	14.6	178	*215	2.9	5.6	125	*246	3.8	6.4	167	492	3.1	12.8	135
CHR/ROCK	21946	2012	14.7	9.2	112	1099	14.7	5.0	112	926	14.4	4.2	110	2287	14.4	10.4	110
COUNTRY	27262	1399	10.2	5.1	63	1054	14.1	3.9	87	787	12.3	2.9	75	2306	14.5	8.5	89
GOLDEN OLDIES	3339	259	1.9	7.8	95	**108	1.4	3.2	73	**73	1.1	2.2	57	319	2.0	9.6	101
MOR/NOSTALGIA	10346	995	7.2	9.6	118	558	7.5	5.4	121	399	6.2	3.9	101	1079	6.8	10.4	110
NEWS/TALK	8929	1031	7.5	11.5	141	511	6.8	5.7	128	554	8.6	6.2	162	1151	7.2	12.9	136
RELIGIOUS	5488	330	2.4	6.0	73	*170	2.3	3.1	70	*153	2.4	2.8	73	342	2.2	6.2	66
SOFT ROCK	1232	*89	0.6	7.2	88	**61	0.8	5.0	111	**37	0.6	3.0	79	*119	0.7	9.7	102
URBAN CONTEMPORARY	3184	227	1.7	7.1	87	**84	1.1	2.6	59	**89	1.4	2.8	73	258	1.6	8.1	85
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	369	2.7	5.3	65	248	3.3	3.6	81	*252	3.9	3.6	95	500	3.1	7.2	76
ABC DIRECTION	5212	449	3.3	8.6	105	243	3.3	4.7	105	*180	2.8	3.5	90	600	3.8	11.5	121
ABC ENTERTAINMENT	10385	773	5.6	7.4	91	431	5.8	4.2	93	435	6.8	4.2	110	1124	7.1	10.8	114
ABC FM	4762	292	2.1	6.1	75	**127	1.7	2.7	60	**79	1.2	1.7	43	408	2.6	8.6	90
ABC INFORMATION	11339	957	7.0	8.4	103	530	7.1	4.7	105	498	7.8	4.4	115	1283	8.1	11.3	119
ABC ROCK	4878	443	3.2	9.1	111	298	4.0	6.1	137	*255	4.0	5.2	137	521	3.3	10.7	113
CBS	10709	936	6.8	8.7	107	431	5.8	4.0	90	452	7.0	4.2	110	1148	7.2	10.7	113
MUTUAL	10251	837	6.1	8.2	100	363	4.9	3.5	79	446	7.0	4.4	114	945	5.9	9.2	97
NBC	12243	1005	7.3	8.2	100	577	7.7	4.7	106	571	8.9	4.7	122	1220	7.7	10.0	105
RADIORADIO	4606	476	3.5	10.3	126	*234	3.1	5.1	114	*191	3.0	4.1	108	509	3.2	11.1	117
RKO ONE	5148	427	3.1	8.3	101	*250	3.3	4.9	109	*200	3.1	3.9	102	544	3.4	10.6	111
RKO TWO	7313	532	3.9	7.3	89	322	4.3	4.4	99	288	4.5	3.9	103	756	4.8	10.3	109
THE SOURCE	5981	589	4.3	9.8	120	*173	2.3	2.9	65	*249	3.9	4.2	109	531	3.3	8.9	94
NON-WIRED : BLAIR	19329	1473	10.7	7.6	93	809	10.8	4.2	94	685	10.7	3.5	93	1777	11.2	9.2	97
INTERNET	27139	2813	20.5	10.4	127	1160	15.5	4.3	96	1173	18.3	4.3	113	2717	17.1	10.0	106
KATZ RADIO GROUP	36319	3407	24.8	9.4	115	1831	24.5	5.0	113	1725	26.9	4.7	124	3894	24.5	10.7	113
SUPERNET	22361	1915	14.0	8.6	105	1153	15.4	5.2	116	907	14.1	4.1	106	2421	15.2	10.8	114
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1062	7.7	7.3	89	691	9.2	4.8	107	444	6.9	3.1	80	1294	8.1	8.9	94
WKDAY 9:00 AM - 1:00 PM	18688	1166	8.5	6.2	76	674	9.0	3.6	81	540	8.4	2.9	76	1498	9.4	8.0	85
WKDAY 1:00 PM - 4:30 PM	24061	1339	9.8	5.6	68	875	11.7	3.6	82	629	9.8	2.6	68	1883	11.8	7.8	83
WKDAY 4:30 PM - 7:30 PM	44079	3368	24.5	7.6	93	1852	24.8	4.2	94	1496	23.3	3.4	89	3801	23.9	8.6	91
WKDAY 7:30 PM - 8:00 PM	61979	4474	32.6	7.2	88	2613	35.0	4.2	95	2000	31.2	3.2	84	5387	33.9	8.7	92
WKDAY 11:00 PM - 11:30 PM	49084	3652	26.6	7.4	91	2014	26.9	4.1	92	1679	26.2	3.4	89	4742	29.8	9.7	102
WKDAY 11:30 PM - 1:00 AM	16560	1191	8.7	7.2	88	741	9.9	4.5	100	479	7.5	2.9	76	1488	9.4	9.0	95
M-SAT 8-11 PM+SUN 7-11 PM	66967	5250	38.2	7.8	96	3050	40.8	4.6	102	2333	36.4	3.5	91	6345	39.9	9.5	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	623	4.5	6.7	82	393	5.3	4.2	95	353	5.5	3.8	100	692	4.4	7.5	79
ANOTHER WORLD N	6138	262	1.9	4.3	52	141	1.9	2.3	52	119	1.9	1.9	51	448	2.8	7.3	77
AS THE WORLD TURNS C	7707	276	2.0	3.6	44	213	2.8	2.8	62	*122	1.9	1.6	41	548	3.4	7.1	75
CAPITOL C	4688	151	1.1	3.2	39	*113	1.5	2.4	54	**61	1.0	1.3	34	363	2.3	7.7	82
CBS MORN. NEWS 1 C	2792	133	1.0	4.8	58	*148	2.0	5.3	119	*85	1.3	3.0	80	278	1.7	10.0	105
CBS MORN. NEWS 2 C	2071	130	0.9	6.3	77	*112	1.5	5.4	121	*50	0.8	2.4	63	186	1.2	9.0	95
DAYS OF OUR LIVES N	8018	497	3.6	6.2	76	305	4.1	3.8	85	208	3.2	2.6	68	708	4.5	8.8	93
FACTS OF LIFE - DAYTIME N	3487	173	1.3	5.0	61	114	1.5	3.3	73	*82	1.3	2.4	61	244	1.5	7.0	74
FAMILY FEUD A	4817	231	1.7	4.8	59	181	2.4	3.8	84	145	2.3	3.0	79	346	2.2	7.2	76
GENERAL HOSPITAL A	8333	405	3.0	4.9	59	314	4.2	3.8	85	212	3.3	2.5	67	650	4.1	7.8	82
GOOD MORNING, AMERICA-730 A	5472	438	3.2	8.0	98	292	3.9	5.3	120	136	2.1	2.5	65	466	2.9	8.5	90
GOOD MORNING, AMERICA-830 A	3965	345	2.5	8.7	106	206	2.8	5.2	117	100	1.6	2.5	66	345	2.2	8.7	92
GUIDING LIGHT C	7542	262	1.9	3.5	42	194	2.6	2.6	58	*135	2.1	1.8	47	567	3.6	7.5	79
ONE LIFE TO LIVE A	6018	347	2.5	5.8	70	230	3.1	3.8	86	199	3.1	3.3	86	407	2.6	6.8	71
PRESS YOUR LUCK C	3589	189	1.4	5.3	64	*117	1.6	3.3	73	*104	1.6	2.9	76	244	1.5	6.8	72
PRICE IS RIGHT 1 C	7418	329	2.4	4.4	54	159	2.1	2.1	48	183	2.9	2.5	64	516	3.2	7.0	73
PRICE IS RIGHT 2 C	8276	397	2.9	4.8	59	207	2.8	2.5	56	228	3.6	2.8	72	590	3.7	7.1	75
RYAN'S HOPE A	4358	235	1.7	5.4	66	201	2.7	4.6	103	192	3.0	4.4	115	281	1.8	6.4	68
SALE OF THE CENTURY N	3749	219	1.6	5.8	71	121	1.6	3.2	72	*51	0.8	1.4	36	210	1.3	5.6	59
SEARCH FOR TOMORROW N	2884	*122	0.9	4.2	52	*120	1.6	4.2	93	*69	1.1	2.4	63	267	1.7	9.3	98
TODAY SHOW 1 N	4869	414	3.0	8.5	104	272	3.6	5.6	125	155	2.4	3.2	83	522	3.3	10.7	113
TODAY SHOW 2 N	4135	244	1.8	5.9	72	148	2.0	3.6	80	132	2.1	3.2	83	348	2.2	8.4	89
$25,000 PYRAMID C	4361	239	1.7	5.5	67	*118	1.6	2.7	61	*119	1.9	2.7	71	340	2.1	7.8	82
WHEEL OF FORTUNE N	6187	397	2.9	6.4	78	266	3.6	4.3	96	154	2.4	2.5	65	509	3.2	8.2	87
YOUNG AND THE RESTLESS C	8186	264	1.9	3.2	39	175	2.3	2.1	48	*130	2.0	1.6	42	534	3.4	6.5	69
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	523	3.8	11.1	135	268	3.6	5.7	127	157	2.4	3.3	87	390	2.5	8.3	87
NBA PLAYOFF GAME -1 C	5127	477	3.5	9.3	114	194	2.6	3.8	85	181	2.8	3.5	92	449	2.8	8.8	92
NBC MAJOR LEAGUE PRE-GAME N	3945	*270	2.0	6.8	84	*153	2.0	3.9	87	**65	1.0	1.6	43	295	1.9	7.5	79
SPORTSWORLD - SUN N	3370	316	2.3	9.4	115	187	2.5	5.5	125	*88	1.4	2.6	68	275	1.7	8.2	86
SUNDAY MORNING C	4200	432	3.1	10.3	126	330	4.4	7.9	176	206	3.2	4.9	128	434	2.7	10.3	109

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

		TOTAL		ALMADEN				CARLO ROSSI				CHRISTIAN BROTHERS				GALLO		
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	13727	100.0	8.2	100	7475	100.0	4.5	100	6416	100.0	3.8	100	15897	100.0	9.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3790	27.6	7.2	89	2096	28.0	4.0	90	1782	27.8	3.4	89	4417	27.8	8.4	89
NETWORK AFFILIATES - LATE		39164	2984	21.7	7.6	93	1596	21.4	4.1	91	1404	21.9	3.6	94	3771	23.7	9.6	102
INDEPENDENTS - LATE		5133	568	4.1	11.1	135	300	4.0	5.8	131	267	4.2	5.2	136	659	4.1	12.8	135
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1549	11.3	6.8	83	828	11.1	3.6	81	632	9.9	2.8	72	1743	11.0	7.6	81
ABC MONDAY NIGHT MOVIE	A	11258	1079	7.9	9.6	117	540	7.2	4.8	108	456	7.1	4.1	106	1082	6.8	9.6	101
ABC SUNDAY NIGHT MOVIE	A	23600	2036	14.8	8.6	105	1070	14.3	4.5	102	845	13.2	3.6	94	2400	15.1	10.2	107
ABC WORLD NEWS TONIGHT	A	12801	944	6.9	7.4	90	438	5.9	3.4	77	415	6.5	3.2	85	1048	6.6	8.2	86
AFTERMASH	C	10966	664	4.8	6.1	74	472	6.3	4.3	97	423	6.6	3.9	101	1066	6.7	9.7	103
ALICE	C	17050	1159	8.4	6.8	83	810	10.8	4.8	107	671	10.5	3.9	103	1472	9.3	8.6	91
AMERICAN PARADE	C	11998	914	6.7	7.6	93	549	7.3	4.6	103	424	6.6	3.5	92	1118	7.0	9.3	98
BENSON	A	19258	1494	10.9	7.8	95	1006	13.5	5.2	117	527	8.2	2.7	72	1625	10.2	8.4	89
BLUE THUNDER	A	11478	805	5.9	7.0	86	491	6.6	4.3	96	362	5.6	3.2	82	1053	6.6	9.2	97
CAGNEY & LACEY	C	18263	1475	10.7	8.1	99	901	12.1	4.9	111	751	11.7	4.1	107	1779	11.2	9.7	103
CBS EVENING NEWS-DEAN	C	7733	554	4.0	7.2	88	337	4.5	4.4	98	286	4.5	3.7	97	706	4.4	9.1	96
CBS EVENING NEWS-RATHER	C	15653	1150	8.4	7.3	90	622	8.3	4.0	89	502	7.8	3.2	84	1490	9.4	9.5	100
CBS SAT. NEWS-SCHIEFFER	C	8744	660	4.8	7.5	92	451	6.0	5.2	116	266	4.1	3.0	80	830	5.2	9.5	100
CBS SATURDAY NIGHT MOVIE	C	12000	862	6.3	7.2	88	479	6.4	4.0	90	424	6.6	3.5	92	937	5.9	7.8	82
CBS WEDNESDAY NIGHT MOVIE	C	11522	829	6.0	7.2	88	534	7.1	4.6	104	382	6.0	3.3	87	977	6.1	8.5	89
CHEERS	N	16818	1754	12.8	10.4	127	799	10.7	4.8	107	620	9.7	3.7	96	1738	10.9	10.3	109
DALLAS	C	37510	2440	17.8	6.5	79	1427	19.1	3.8	85	1226	19.1	3.3	85	3480	21.9	9.3	98
DIFF'RENT STROKES	N	11258	594	4.3	5.3	64	404	5.4	3.6	81	289	4.5	2.6	67	917	5.8	8.1	86
DOUBLE TROUBLE	N	12248	910	6.6	7.4	91	620	8.3	5.1	114	391	6.1	3.2	83	1021	6.4	8.3	88
DUCK FACTORY	N	11100	1028	7.5	9.3	113	546	7.3	4.9	110	389	6.1	3.5	92	1126	7.1	10.1	107
DUKES OF HAZZARD	C	12353	766	5.6	6.2	76	477	6.4	3.9	87	418	6.5	3.4	88	917	5.8	7.4	78
DYNASTY	A	33279	2665	19.4	8.0	98	1240	16.6	3.7	84	1157	18.0	3.5	91	2934	18.5	8.8	93
FACTS OF LIFE	N	13410	840	6.1	6.3	77	565	7.6	4.2	95	380	5.9	2.8	74	1116	7.0	8.3	88
FALCON CREST	C	31093	1960	14.3	6.3	77	1190	15.9	3.8	86	1141	17.8	3.7	96	2938	18.5	9.4	100
FALL GUY	A	18649	1353	9.9	7.3	89	782	10.5	4.2	94	652	10.2	3.5	91	1614	10.2	8.7	91
FAMILY TIES	N	13101	680	5.0	5.2	63	486	6.5	3.7	83	392	6.1	3.0	78	1073	6.7	8.2	86
FANTASY ISLAND	A	13069	789	5.7	6.0	74	619	8.3	4.7	106	402	6.3	3.1	80	1224	7.7	9.4	99
FOULUPS,BLEEPS & BLUNDERS	A	16588	1212	8.8	7.3	89	797	10.7	4.8	108	595	9.3	3.6	94	1603	10.1	9.7	102
FOUR SEASONS	C	9302	651	4.7	7.0	86	445	6.0	4.8	107	386	6.0	4.1	108	751	4.7	8.1	85
GIMME A BREAK	N	13955	664	4.8	4.8	58	497	6.6	3.6	80	321	5.0	2.3	60	1008	6.3	7.2	76
HART TO HART	A	15735	1126	8.2	7.2	87	800	10.7	5.1	114	634	9.9	4.0	105	1321	8.3	8.4	89
HILL STREET BLUES	N	18257	1882	13.7	10.3	126	841	11.3	4.6	103	653	10.2	3.6	94	2024	12.7	11.1	117
HOTEL	A	24236	1679	12.2	6.9	85	787	10.5	3.2	73	857	13.4	3.5	92	2175	13.7	9.0	95
JEFFERSONS	C	17010	1123	8.2	6.6	81	726	9.7	4.3	96	622	9.7	3.7	96	1466	9.2	8.6	91
JENNIFER SLEPT HERE	N	9397	623	4.5	6.6	81	449	6.0	4.8	107	260	4.1	2.8	72	852	5.4	9.1	96
KATE & ALLIE	C	16762	1415	10.3	8.4	103	733	9.8	4.4	98	567	8.8	3.4	88	1707	10.7	10.2	107
KNIGHT RIDER	N	13164	956	7.0	7.3	89	475	6.4	3.6	81	469	7.3	3.6	93	1053	6.6	8.0	84
LOVE BOAT	A	20400	1395	10.2	6.8	84	955	12.8	4.7	105	647	10.1	3.2	83	1765	11.1	8.7	91
MAGNUM PI	C	22543	1737	12.7	7.7	94	1005	13.4	4.5	100	812	12.7	3.6	94	2121	13.3	9.4	99
MAMA'S FAMILY	N	9852	569	4.1	5.8	71	291	3.9	3.0	66	255	4.0	2.6	68	958	6.0	9.7	103
MASTER, THE	N	8082	517	3.8	6.4	78	229	3.1	2.8	64	225	3.5	2.8	73	705	4.4	8.7	92
MATT HOUSTON	A	12881	1034	7.5	8.0	98	636	8.5	4.9	111	440	6.9	3.4	89	1192	7.5	9.3	98
NBC MONDAY NIGHT MOVIE	N	23889	2195	16.0	9.2	112	1087	14.5	4.6	102	780	12.2	3.3	85	2470	15.5	10.3	109
NBC NIGHTLY NEWS	N	11156	828	6.0	7.4	91	520	7.0	4.7	105	424	6.6	3.8	99	1054	6.6	9.4	100
NBC NIGHTLY NEWS-SAT	N	7363	545	4.0	7.4	90	370	4.9	5.0	113	311	4.8	4.2	110	710	4.5	9.6	102
NBC NIGHTLY NEWS-SUN	N	6214	473	3.4	7.6	93	322	4.3	5.2	116	*186	2.9	3.0	78	614	3.9	9.9	104
NBC SUNDAY NIGHT MOVIE	N	17590	1541	11.2	8.8	107	830	11.1	4.7	106	456	7.1	2.6	68	1382	8.7	7.9	83
NEWHART	C	16740	1279	9.3	7.6	93	735	9.8	4.4	99	620	9.7	3.7	97	1565	9.8	9.3	99
ONE DAY AT A TIME	C	11820	711	5.2	6.0	73	524	7.0	4.4	99	422	6.6	3.6	93	1124	7.1	9.5	100
PEOPLE ARE FUNNY	N	9138	486	3.5	5.3	65	351	4.7	3.8	86	271	4.2	3.0	78	851	5.4	9.3	98
REAL PEOPLE	N	15979	987	7.2	6.2	75	587	7.9	3.7	82	507	7.9	3.2	83	1364	8.6	8.5	90
REMINGTON STEELE	N	14395	1021	7.4	7.1	87	698	9.3	4.8	109	441	6.9	3.1	80	1248	7.9	8.7	91
RIPLEY'S BELIEVE IT - NOT	A	11362	929	6.8	8.2	100	654	8.7	5.8	129	364	5.7	3.2	84	1279	8.0	11.3	119
RIPTIDE	N	13920	1074	7.8	7.7	94	545	7.3	3.9	88	435	6.8	3.1	82	1159	7.3	8.3	88
SCARECROW & MRS. KING	C	17571	1352	9.8	7.7	94	776	10.4	4.4	99	748	11.7	4.3	111	1619	10.2	9.2	97
SIMON & SIMON	C	20208	1311	9.6	6.5	79	886	11.9	4.4	98	669	10.4	3.3	87	1646	10.4	8.1	86
60 MINUTES	C	27668	2378	17.3	8.6	105	1308	17.5	4.7	106	1150	17.9	4.2	109	2713	17.1	9.8	103
ST. ELSEWHERE	N	13699	1391	10.1	10.2	124	656	8.8	4.8	107	429	6.7	3.1	82	1396	8.8	10.2	108
THREE'S COMPANY	A	20632	1507	11.0	7.3	89	834	11.2	4.0	91	676	10.5	3.3	86	1862	11.7	9.0	95
T.J. HOOKER	A	17136	1234	9.0	7.2	88	732	9.8	4.3	96	487	7.6	2.8	74	1397	8.8	8.2	86
TONIGHT SHOW	N	4963	478	3.5	9.6	118	255	3.4	5.1	115	182	2.8	3.7	96	529	3.3	10.7	112
TRAPPER JOHN, M.D.	C	16332	1162	8.5	7.1	87	632	8.5	3.9	87	561	8.7	3.4	90	1325	8.3	8.1	86
TV BLOOPERS & PRAC. JOKES	N	18881	1452	10.6	7.7	94	821	11.0	4.3	98	642	10.0	3.4	89	1837	11.6	9.7	103
20/20	A	18315	1354	9.9	7.4	90	690	9.2	3.8	85	598	9.3	3.3	85	1807	11.4	9.9	104
WEBSTER	A	18722	1477	10.8	7.9	96	1087	14.5	5.8	130	560	8.7	3.0	78	1674	10.5	8.9	94
WORLD NEWS - SUN	A	5327	450	3.3	8.4	103	*189	2.5	3.5	80	*178	2.8	3.3	87	446	2.8	8.4	88
YELLOW ROSE	N	8370	484	3.5	5.8	71	276	3.7	3.3	74	220	3.4	2.6	69	675	4.2	8.1	85
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2223	16.2	8.6	105	1182	15.8	4.6	103	897	14.0	3.5	91	2588	16.3	10.0	106
BASKETBALL - COLLEGE GAMES		14468	1667	12.1	11.5	141	602	8.1	4.2	93	794	12.4	5.5	143	1612	10.1	11.1	118
BASKETBALL - PRO GAMES		12124	1170	8.5	9.7	118	521	7.0	4.3	96	625	9.7	5.2	135	941	5.9	7.8	82
BOWLING		9412	717	5.2	7.6	93	473	6.3	5.0	113	*492	7.7	5.2	137	1041	6.5	11.1	117
BOXING		15409	1365	9.9	8.9	108	755	10.1	4.9	110	719	11.2	4.7	122	1368	8.6	8.9	94
FOOTBALL - COLLEGE GAMES		21400	2467	18.0	11.5	141	1045	14.0	4.9	110	1228	19.1	5.7	150	2231	14.0	10.4	110
FOOTBALL - PRO GAMES		35944	4438	32.3	12.3	151	1829	24.5	5.1	114	1921	29.9	5.3	140	4094	25.8	11.4	120
GOLF		9759	1367	10.0	14.0	171	695	9.3	7.1	160	504	7.9	5.2	135	1287	8.1	13.2	139
POST-SEASON COLL. FOOTBALL		18123	2164	15.8	11.9	146	965	12.9	5.3	119	885	13.8	4.9	128	2221	14.0	12.3	129
POST-SEASON PRO FOOTBALL		22091	2768	20.2	12.5	153	1175	15.7	5.3	119	1202	18.7	5.4	142	2620	16.5	11.9	125
TENNIS		6764	1025	7.5	15.2	185	437	5.8	6.5	145	*465	7.2	6.9	180	889	5.6	13.1	139
WRESTLING - PROFESSIONAL		9695	*360	2.6	3.7	45	*361	4.8	3.7	84	*268	4.2	2.8	72	644	4.1	6.6	70

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

		INGLENOOK				MANISCHEWITZ				MOGEN DAVID							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	8574	100.0	5.1	100	3973	100.0	2.4	100	4862	100.0	2.9	100				
MALES	79263	3869	45.1	4.9	95	1780	44.8	2.2	95	1849	38.0	2.3	80				
FEMALES	88464	4705	54.9	5.3	104	2193	55.2	2.5	105	3012	61.9	3.4	117				
18 - 24	28671	1085	12.7	3.8	74	*566	14.2	2.0	83	*798	16.4	2.8	96				
25 - 34	39536	2847	33.2	7.2	141	960	24.2	2.4	103	963	19.8	2.4	84				
35 - 44	28978	1726	20.1	6.0	117	661	16.6	2.3	96	770	15.8	2.7	92				
45 - 54	22345	1320	15.4	5.9	116	637	16.0	2.9	120	853	17.5	3.8	132				
55 - 64	22224	1006	11.7	4.5	89	572	14.4	2.6	109	736	15.1	3.3	114				
65 OR OLDER	25973	590	6.9	2.3	44	577	14.5	2.2	94	743	15.3	2.9	99				
18 - 34	68207	3932	45.9	5.8	113	1526	38.4	2.2	94	1761	36.2	2.6	89				
18 - 49	108058	6271	73.1	5.8	114	2554	64.3	2.4	100	2965	61.0	2.7	95				
25 - 54	90859	5893	68.7	6.5	127	2258	56.8	2.5	105	2585	53.2	2.8	98				
35 - 49	39851	2339	27.3	5.9	115	1028	25.9	2.6	109	1204	24.8	3.0	104				
50 OR OLDER	59669	2303	26.9	3.9	76	1419	35.7	2.4	100	1897	39.0	3.2	110				
GRADUATED COLLEGE	28091	3058	35.7	10.9	213	778	19.6	2.8	117	576	11.8	2.1	71				
ATTENDED COLLEGE	28938	2261	26.4	7.8	153	758	19.1	2.6	111	881	18.1	3.0	105				
GRADUATED HIGH SCHOOL	65503	2524	29.4	3.9	75	1654	41.6	2.5	107	2278	46.9	3.5	120				
DID NOT GRADUATE HIGH SCHOOL	45195	731	8.5	1.6	32	783	19.7	1.7	73	1127	23.2	2.5	86				
EMPLOYED MALES	56429	3162	36.9	5.6	110	1251	31.5	2.2	94	1285	26.4	2.3	79				
EMPLOYED FEMALES	43971	3323	38.8	7.6	148	1187	29.9	2.7	114	1485	30.5	3.4	117				
EMPLOYED FULL-TIME	87773	5779	67.4	6.6	129	2188	55.1	2.5	105	2295	47.2	2.6	90				
EMPLOYED PART-TIME	12627	705	8.2	5.6	109	**250	6.3	2.0	84	*475	9.8	3.8	130				
NOT EMPLOYED	67327	2089	24.4	3.1	61	1535	38.6	2.3	96	2092	43.0	3.1	107				
PROFESSIONAL/MANAGER	25845	2723	31.8	10.5	206	668	16.8	2.6	109	748	15.4	2.9	100				
TECH/CLERICAL/SALES	30895	2324	27.1	7.5	147	955	24.0	3.1	130	790	16.2	2.6	88				
PRECISION/CRAFT	12629	497	5.8	3.9	77	*233	5.9	1.8	78	*368	7.6	2.9	101				
OTHER EMPLOYED	31031	941	11.0	3.0	59	582	14.6	1.9	79	863	17.7	2.8	96				
SINGLE	35557	1906	22.2	5.4	105	692	17.4	1.9	82	961	19.8	2.7	93				
MARRIED	103585	5396	62.9	5.2	102	2723	68.5	2.6	111	2946	60.6	2.8	98				
DIVORCED/SEPARATED/WIDOWED	28585	1273	14.8	4.5	87	559	14.1	2.0	83	955	19.6	3.3	115				
PARENTS	59295	3194	37.3	5.4	105	1427	35.9	2.4	102	1589	32.7	2.7	92				
WHITE	146081	7939	92.6	5.4	106	3301	83.1	2.3	95	4546	93.5	3.1	107				
BLACK	17974	489	5.7	2.7	53	632	15.9	3.5	148	*299	6.1	1.7	57				
OTHER	3672	**146	1.7	4.0	78	**40	1.0	1.1	46	**17	0.3	0.5	16				
NORTHEAST-CENSUS	37005	2046	23.9	5.5	108	1631	41.1	4.4	186	1171	24.1	3.2	109				
NORTH CENTRAL	42642	2168	25.3	5.1	99	1024	25.8	2.4	101	1884	38.7	4.4	152				
SOUTH	56777	1694	19.8	3.0	58	935	23.5	1.6	70	1215	25.0	2.1	74				
WEST	31303	2666	31.1	8.5	167	*383	9.6	1.2	52	592	12.2	1.9	65				
NORTHEAST-MKTG.	38125	2088	24.4	5.5	107	1611	40.5	4.2	178	1126	23.2	3.0	102				
EAST CENTRAL	24794	834	9.7	3.4	66	568	14.3	2.3	97	759	15.6	3.1	106				
WEST CENTRAL	28511	1802	21.0	6.3	124	767	19.3	2.7	114	1421	29.2	5.0	172				
SOUTH	48953	1497	17.5	3.1	60	681	17.1	1.4	59	1072	22.0	2.2	76				
PACIFIC	27344	2353	27.4	8.6	168	*346	8.7	1.3	53	*484	10.0	1.8	61				
COUNTY SIZE A	69301	4632	54.0	6.7	131	1975	49.7	2.8	120	2021	41.6	2.9	101				
COUNTY SIZE B	50633	2437	28.4	4.8	94	1084	27.3	2.1	90	1452	29.9	2.9	99				
COUNTY SIZE C	26259	1166	13.6	4.4	87	*456	11.5	1.7	73	610	12.5	2.3	80				
COUNTY SIZE D	21534	*339	4.0	1.6	31	*458	11.5	2.1	90	780	16.0	3.6	125				
METRO CENTRAL CITY	50014	2839	33.1	5.7	111	1211	30.5	2.4	102	1493	30.7	3.0	103				
METRO SUBURBAN	76832	4763	55.6	6.2	121	2035	51.2	2.6	112	2242	46.1	2.9	101				
NON METRO	40881	972	11.3	2.4	47	727	18.3	1.8	75	1127	23.2	2.8	95				
TOP 5 ADI'S	39550	2776	32.4	7.0	137	1342	33.8	3.4	143	1072	22.0	2.7	94				
TOP 10 ADI'S	54877	3428	40.0	6.2	122	1686	42.4	3.1	130	1432	29.5	2.6	90				
TOP 20 ADI'S	77516	5115	59.7	6.6	129	2183	54.9	2.8	119	2222	45.7	2.9	99				
HSHLD INC. $50,000 OR MORE	17257	1738	20.3	10.1	197	*553	13.9	3.2	135	*414	8.5	2.4	83				
$40,000 OR MORE	33235	2972	34.7	8.9	175	966	24.3	2.9	123	840	17.3	2.5	87				
$30,000 OR MORE	59693	4998	58.3	8.4	164	1567	39.4	2.6	111	1596	32.8	2.7	92				
$25,000 OR MORE	76275	6082	70.9	8.0	156	2158	54.3	2.8	119	2125	43.7	2.8	96				
$20,000 - $24,999	18607	744	8.7	4.0	78	*380	9.6	2.0	86	607	12.5	3.3	113				
$15,000 - $19,999	17175	655	7.6	3.8	75	*431	10.8	2.5	106	562	11.6	3.3	113				
$10,000 - $14,999	24569	732	8.5	3.0	58	552	13.9	2.2	95	858	17.6	3.5	120				
UNDER $10,000	31101	361	4.2	1.2	23	452	11.4	1.5	61	710	14.6	2.3	79				
HOUSEHOLD OF 1 PERSON	19441	917	10.7	4.7	92	318	8.0	1.6	69	540	11.1	2.8	96				
2 PEOPLE	51803	2972	34.7	5.7	112	1449	36.5	2.8	118	1454	29.9	2.8	97				
3 OR 4 PEOPLE	66933	3702	43.2	5.5	108	1510	38.0	2.3	95	2169	44.6	3.2	112				
5 OR MORE PEOPLE	29550	984	11.5	3.3	65	697	17.5	2.4	100	699	14.4	2.4	82				
NO CHILD IN HSHLD	96587	5013	58.5	5.2	102	2238	56.3	2.3	98	2939	60.4	3.0	105				
CHILD(REN) UNDER 2 YRS	10844	664	7.7	6.1	120	**174	4.4	1.6	68	**144	3.0	1.3	46				
2 - 5 YEARS	26358	1185	13.8	4.5	88	744	18.7	2.8	119	527	10.8	2.0	69				
6 - 11 YEARS	30453	1439	16.8	4.7	92	712	17.9	2.3	99	784	16.1	2.6	89				
12 - 17 YEARS	36575	1679	19.6	4.6	90	911	22.9	2.5	105	1094	22.5	3.0	103				
RESIDENCE OWNED	117770	6087	71.0	5.2	101	2886	72.6	2.5	103	3574	73.5	3.0	105				
VALUE: $50,000 OR MORE	70166	4931	57.5	7.0	137	1894	47.7	2.7	114	2149	44.2	3.1	106				
VALUE: UNDER $50,000	47604	1156	13.5	2.4	48	992	25.0	2.1	88	1425	29.3	3.0	103				

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

		TOTAL	INGLENOOK				MANISCHEWITZ				MOGEN DAVID							
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	8574	100.0	5.1	100	3973	100.0	2.4	100	4862	100.0	2.9	100				
MAGAZINES	QUINTILE 1	34022	2987	34.8	8.8	172	853	21.5	2.5	106	913	18.8	2.7	93				
	QUINTILE 2	34800	2028	23.7	5.8	114	851	21.4	2.4	103	997	20.5	2.9	99				
	QUINTILE 3	30514	1280	14.9	4.2	82	733	18.4	2.4	101	1108	22.8	3.6	125				
	QUINTILE 4	33324	1367	15.9	4.1	80	960	24.2	2.9	122	882	18.1	2.6	91				
	QUINTILE 5	35066	912	10.6	2.6	51	576	14.5	1.6	69	963	19.8	2.7	95				
NEWSPAPERS	QUINTILE 1	29107	2018	23.5	6.9	136	997	25.1	3.4	145	851	17.5	2.9	101				
	QUINTILE 2	49095	2825	32.9	5.8	113	1428	35.9	2.9	123	1494	30.7	3.0	105				
	QUINTILE 3	23107	1256	14.6	5.4	106	459	11.6	2.0	84	771	15.9	3.3	115				
	QUINTILE 4	33556	1511	17.6	4.5	88	581	14.6	1.7	73	1031	21.2	3.1	106				
	QUINTILE 5	32863	963	11.2	2.9	57	508	12.8	1.5	65	716	14.7	2.2	75				
OUTDOOR	QUINTILE 1	33431	2231	26.0	6.7	131	1005	25.3	3.0	127	1109	22.8	3.3	114				
	QUINTILE 2	33476	1744	20.3	5.2	102	804	20.2	2.4	101	991	20.4	3.0	102				
	QUINTILE 3	33574	1933	22.5	5.8	113	840	21.1	2.5	106	1022	21.0	3.0	105				
	QUINTILE 4	33935	1536	17.9	4.5	89	720	18.1	2.1	90	890	18.3	2.6	90				
	QUINTILE 5	33310	1129	13.2	3.4	66	604	15.2	1.8	77	850	17.5	2.6	88				
RADIO-DRIVE TIME	QUINTILE 1	33136	1571	18.3	4.7	93	767	19.3	2.3	98	1053	21.7	3.2	110				
	QUINTILE 2	31658	1688	19.7	5.3	104	679	17.1	2.1	91	925	19.0	2.9	101				
	QUINTILE 3	32541	1841	21.5	5.7	111	906	22.8	2.8	118	959	19.7	2.9	102				
	QUINTILE 4	34247	1810	21.1	5.3	103	975	24.5	2.8	120	1041	21.4	3.0	105				
	QUINTILE 5	36144	1664	19.4	4.6	90	646	16.3	1.8	75	884	18.2	2.4	84				
RADIO-MID-DAY	TERCILE 1	45037	2183	25.5	4.8	95	950	23.9	2.1	89	1197	24.6	2.7	92				
	TERCILE 2	44819	2405	28.0	5.4	105	1047	26.4	2.3	99	1335	27.5	3.0	103				
	TERCILE 3	77872	3986	46.5	5.1	100	1976	49.7	2.5	107	2329	47.9	3.0	103				
RADIO-TOTAL	QUINTILE 1	33763	1508	17.6	4.5	87	730	18.4	2.2	91	961	19.8	2.8	98				
	QUINTILE 2	33240	1727	20.1	5.2	102	812	20.4	2.4	103	964	19.8	2.9	100				
	QUINTILE 3	33408	2223	25.9	6.7	130	830	20.9	2.5	105	1025	21.1	3.1	106				
	QUINTILE 4	34792	1755	20.5	5.0	99	981	24.7	2.8	119	1116	23.0	3.2	111				
	QUINTILE 5	32524	1360	15.9	4.2	82	620	15.6	1.9	80	795	16.4	2.4	84				
TV-PRIME TIME	QUINTILE 1	33090	1377	16.1	4.2	81	951	23.9	2.9	121	1071	22.0	3.2	112				
	QUINTILE 2	33357	1624	18.9	4.9	95	891	22.4	2.7	113	913	18.8	2.7	94				
	QUINTILE 3	33980	2062	24.0	6.1	119	744	18.7	2.2	92	831	17.1	2.4	84				
	QUINTILE 4	33854	1813	21.1	5.4	105	743	18.7	2.2	93	979	20.1	2.9	100				
	QUINTILE 5	33444	1698	19.8	5.1	99	643	16.2	1.9	81	1069	22.0	3.2	110				
TV-DAYTIME	TERCILE 1	49121	1710	19.9	3.5	68	1255	31.6	2.6	108	1420	29.2	2.9	100				
	TERCILE 2	48823	2601	30.3	5.3	104	1280	32.2	2.6	111	1558	32.0	3.2	110				
	TERCILE 3	69782	4262	49.7	6.1	119	1437	36.2	2.1	87	1884	38.7	2.7	93				
TV-TOTAL	QUINTILE 1	33584	1140	13.3	3.4	66	887	22.3	2.6	112	983	20.2	2.9	101				
	QUINTILE 2	33441	1486	17.3	4.4	87	916	23.1	2.7	116	1018	20.9	3.0	105				
	QUINTILE 3	33505	2157	25.2	6.4	126	737	18.6	2.2	93	950	19.5	2.8	98				
	QUINTILE 4	33466	1898	22.1	5.7	111	713	17.9	2.1	90	905	18.6	2.7	93				
	QUINTILE 5	33731	1894	22.1	5.6	110	719	18.1	2.1	90	1006	20.7	3.0	103				
MAGAZINES-NEWSPAPERS: DUAL		44503	3447	40.2	7.7	152	1246	31.4	2.8	118	1257	25.9	2.8	97				
MAGAZINE IMPERATIVE		39363	2208	25.8	5.6	110	696	17.5	1.8	75	1160	23.9	2.9	102				
NEWSPAPER IMPERATIVE		46441	1896	22.1	4.1	80	1411	35.5	3.0	128	1549	31.9	3.3	115				
MAGAZINES-OUTDOOR: DUAL		33726	2596	30.3	7.7	151	1002	25.2	3.0	125	1036	21.3	3.1	106				
MAGAZINE IMPERATIVE		52846	3159	36.8	6.0	117	1126	28.3	2.1	90	1486	30.6	2.8	97				
OUTDOOR IMPERATIVE		52140	2127	24.8	4.1	80	1312	33.0	2.5	106	1666	34.3	3.2	110				
MAGAZINES-RADIO: DUAL		37081	2276	26.5	6.1	120	854	21.5	2.3	97	1065	21.9	2.9	99				
MAGAZINE IMPERATIVE		49747	3584	41.8	7.2	141	1335	33.6	2.7	113	1475	30.3	3.0	102				
RADIO IMPERATIVE		49208	1916	22.3	3.9	76	1189	29.9	2.4	102	1550	31.9	3.1	109				
MAGAZINES-TELEVISION: DUAL		33103	1910	22.3	5.8	113	769	19.4	2.3	98	948	19.5	2.9	99				
MAGAZINE IMPERATIVE		54575	4008	46.7	7.3	144	1359	34.2	2.5	105	1559	32.1	2.9	99				
TELEVISION IMPERATIVE		53249	1561	18.2	2.9	57	1366	34.4	2.6	108	1543	31.7	2.9	100				
NEWSPAPERS-OUTDOOR: DUAL		36255	2481	28.9	6.8	134	1127	28.4	3.1	131	948	19.5	2.6	90				
NEWSPAPER IMPERATIVE		55591	3050	35.6	5.5	107	1507	37.9	2.7	114	1707	35.1	3.1	106				
OUTDOOR IMPERATIVE		48319	2250	26.2	4.7	91	988	24.9	2.0	86	1575	32.4	3.3	112				
NEWSPAPERS-RADIO: DUAL		37242	2072	24.2	5.6	109	1034	26.0	2.8	117	1028	21.1	2.8	95				
NEWSPAPER IMPERATIVE		54423	3532	41.2	6.5	127	1672	42.1	3.1	130	1818	37.4	3.3	115				
RADIO IMPERATIVE		46650	2073	24.2	4.4	87	784	19.7	1.7	71	1274	26.2	2.7	94				
NEWSPAPERS-TELEVISION: DUAL		35974	1788	20.9	5.0	97	1203	30.3	3.3	141	1093	22.5	3.0	105				
NEWSPAPER IMPERATIVE		56095	3962	46.2	7.1	138	1475	37.1	2.6	111	1759	36.2	3.1	108				
TELEVISION IMPERATIVE		47170	1701	19.8	3.6	71	911	22.9	1.9	82	1314	27.0	2.8	96				
OUTDOOR-RADIO: DUAL		33748	1881	21.9	5.6	109	914	23.0	2.7	114	1073	22.1	3.2	110				
OUTDOOR IMPERATIVE		52785	3183	37.1	6.0	118	1425	35.9	2.7	114	1622	33.4	3.1	106				
RADIO IMPERATIVE		52882	2517	29.4	4.8	93	1111	28.0	2.1	89	1441	29.6	2.7	94				
OUTDOOR-TELEVISION: DUAL		32030	1672	19.5	5.2	102	1042	26.2	3.3	137	1062	21.8	3.3	114				
OUTDOOR IMPERATIVE		54626	3635	42.4	6.7	130	1326	33.4	2.4	102	1688	34.7	3.1	107				
TELEVISION IMPERATIVE		54874	2101	24.5	3.8	75	1154	29.0	2.1	89	1462	30.1	2.7	92				
RADIO-TELEVISION: DUAL		33386	1704	19.9	5.1	100	912	23.0	2.7	115	867	17.8	2.6	90				
RADIO IMPERATIVE		53810	3195	37.3	5.9	116	1088	27.4	2.0	85	1657	34.1	3.1	106				
TELEVISION IMPERATIVE		54023	2343	27.3	4.3	85	1357	34.2	2.5	106	1697	34.9	3.1	108				

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL	INGLENOOK				MANISCHEWITZ				MOGEN DAVID							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	8574	100.0	5.1	100	3973	100.0	2.4	100	4862	100.0	2.9	100				
ATLANTIC MONTHLY	847	*107	1.2	12.3	241	**16	0.4	1.8	78	**19	0.4	2.2	76				
BARRON'S	1580	*205	2.4	13.0	254	**76	1.9	4.8	203	**37	0.8	2.3	81				
BETTER HOMES & GARDENS	22203	1305	15.2	5.9	115	666	16.8	3.0	127	756	15.5	3.4	117				
BON APPETIT	3810	592	6.9	15.5	304	*130	3.3	3.4	144	*135	2.8	3.5	122				
BUSINESS WEEK	4663	513	6.0	11.0	215	**80	2.0	1.7	72	*139	2.9	3.0	103				
CAR AND DRIVER	3102	*223	2.6	7.2	141	**37	0.9	1.2	50	**96	2.0	3.1	107				
CBS MAGAZINE NETWORK (GROSS)	7311	540	6.3	7.4	144	*125	3.1	1.7	72	*166	3.4	2.3	78				
CHANGING TIMES	3400	222	2.6	6.5	128	**105	2.6	3.1	130	**90	1.9	2.6	91				
COLONIAL HOMES	1796	*124	1.4	6.9	135	**38	1.0	2.1	89	**116	2.4	6.5	223				
CONDE NAST MAG. PKG. (GROSS)	19924	1840	21.5	9.2	181	371	9.3	1.9	79	645	13.3	3.2	112				
CONSUMERS DIGEST	3125	*195	2.3	6.2	122	**104	2.6	3.3	140	**93	1.9	3.0	103				
COSMOPOLITAN	10577	847	9.9	8.0	157	266	6.7	2.5	106	306	6.3	2.9	100				
COUNTRY LIVING	3746	*262	3.1	7.0	137	**113	2.8	3.0	127	**156	3.2	4.2	144				
CUISINE	2214	323	3.8	14.6	285	**54	1.4	2.4	103	**57	1.2	2.6	89				
CYCLE WORLD	2394	**147	1.7	6.1	120	**38	1.0	1.6	67	**55	1.1	2.3	79				
DCI:CREATIVE IDEAS FOR LIV	3068	*158	1.8	5.1	101	**73	1.8	2.4	100	**143	2.9	4.7	161				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	483	5.6	5.1	99	227	5.7	2.4	100	327	6.7	3.4	118				
DISCOVER	2277	*140	1.6	6.1	120	**44	1.1	1.9	82	**53	1.1	2.3	80				
EBONY	7187	240	2.8	3.3	65	219	5.5	3.0	129	*105	2.2	1.5	50				
ESQUIRE	2560	*169	2.0	6.6	129	**60	1.5	2.3	99	**34	0.7	1.3	46				
ESSENCE	3242	*121	1.4	3.7	73	*175	4.4	5.4	228	**61	1.3	1.9	65				
FAMILY CIRCLE	19639	1279	14.9	6.5	127	588	14.8	3.0	126	668	13.7	3.4	117				
THE FAMILY HANDYMAN	3540	214	2.5	6.0	118	**109	2.7	3.1	130	*106	2.2	3.0	103				
FAMILY WEEKLY	23924	1109	12.9	4.6	91	450	11.3	1.9	79	614	12.6	2.6	89				
FIELD & STREAM	9883	379	4.4	3.8	75	*215	5.4	2.2	92	*245	5.0	2.5	86				
FOOD & WINE	1030	*110	1.3	10.7	209	**41	1.0	4.0	168	**49	1.0	4.8	164				
FORBES	2679	464	5.4	17.3	339	**61	1.5	2.3	96	**64	1.3	2.4	82				
FORTUNE	2931	376	4.4	12.8	251	**79	2.0	2.7	114	**29	0.6	1.0	34				
GENTLEMEN'S QUARTERLY	3481	270	3.1	7.8	152	**97	2.4	2.8	118	**78	1.6	2.2	77				
GLAMOUR	7163	659	7.7	9.2	180	*128	3.2	1.8	75	*148	3.0	2.1	71				
GOLF DIGEST	2355	255	3.0	10.8	212	**74	1.9	3.1	133	**101	2.1	4.3	148				
GOLF DIGEST/TENNIS (GROSS)	3610	335	3.9	9.3	182	**108	2.7	3.0	126	**141	2.9	3.9	135				
GOLF MAGAZINE	2046	*191	2.2	9.3	183	**58	1.5	2.8	120	**69	1.4	3.4	116				
GOLF MAGAZINE/SKI (GROSS)	3547	342	4.0	9.6	189	**89	2.2	2.5	106	**107	2.2	3.0	104				
GOOD HOUSEKEEPING	20353	1217	14.2	6.0	117	569	14.3	2.8	118	821	16.9	4.0	139				
HARPER'S BAZAAR	3362	268	3.1	8.0	156	**46	1.2	1.4	58	**151	3.1	4.5	155				
HEALTH	2987	*131	1.5	4.4	86	**142	3.6	4.8	201	*152	3.1	5.1	176				
HEARST MAG CORP. BUY (GROSS)	67928	4575	53.4	6.7	132	1846	46.5	2.7	115	2374	48.8	3.5	121				
HEARST MAN POWER (GROSS)	11282	658	7.7	5.8	114	298	7.5	2.6	112	247	5.1	2.2	76				
HEARST WOMAN POWER (GROSS)	40514	2748	32.1	6.8	133	1171	29.5	2.9	122	1459	30.0	3.6	124				
HOUSE BEAUTIFUL	4885	330	3.8	6.8	132	*131	3.3	2.7	113	*177	3.6	3.6	125				
INC.	1308	*202	2.4	15.4	302	**20	0.5	1.5	65	**22	0.5	1.7	58				
JET	6498	249	2.9	3.8	75	209	5.3	3.2	136	*114	2.3	1.8	61				
LADIES' HOME JOURNAL	14797	888	10.4	6.0	117	396	10.0	2.7	113	546	11.2	3.7	127				
LHJ FAMILY GRP COMBO(GROSS)	21743	1212	14.1	5.6	109	639	16.1	2.9	124	894	18.4	4.1	142				
LIFE	9881	721	8.4	7.3	143	*193	4.9	2.0	82	322	6.6	3.3	112				
L.A. TIMES HOME MAGAZINE	2775	185	2.2	6.7	130	**74	1.9	2.7	113	**49	1.0	1.8	61				
MADEMOISELLE	4219	386	4.5	9.1	179	**93	2.3	2.2	93	**124	2.6	2.9	101				
MC CALL'S	16422	949	11.1	5.8	113	392	9.9	2.4	101	603	12.4	3.7	127				
MC CALL'S/WRK MOTHER (GROSS)	17919	1104	12.9	6.2	121	451	11.4	2.5	106	654	13.5	3.6	126				
MECHANIX ILLUSTRATED	4433	248	2.9	5.6	109	**101	2.5	2.3	96	**149	3.1	3.4	116				
METROPOLITAN HOME	1504	**107	1.2	7.1	139	**27	0.7	1.8	76	**106	2.2	7.0	243				
MONEY	4723	477	5.6	10.1	198	*184	4.6	3.9	164	*214	4.4	4.5	156				
MOTHER EARTH NEWS	2325	*178	2.1	7.7	150	**39	1.0	1.7	71	**101	2.1	4.3	150				
MS.	1189	*100	1.2	8.4	165	**36	0.9	3.0	128	**49	1.0	4.1	142				
NATIONAL ENQUIRER	18892	661	7.7	3.5	68	438	11.0	2.3	98	616	12.7	3.3	112				
NATIONAL GEOGRAPHIC	22129	1929	22.5	8.7	171	657	16.5	3.0	125	707	14.5	3.2	110				
NATIONAL SUNDAY MAGAZINE PKG	103750	6062	70.7	5.8	114	2786	70.1	2.7	113	3210	66.0	3.1	107				
NATURAL HISTORY	1379	*146	1.7	10.6	207	**54	1.4	3.9	165	**63	1.3	4.6	158				
NEW WOMAN	2289	*218	2.5	9.5	186	**40	1.0	1.7	74	**47	1.0	2.1	71				
NEW YORK INCLUDING CUE	1088	*105	1.2	9.7	189	**29	0.7	2.7	113	**23	0.5	2.1	73				
THE NEW YORKER	2459	300	3.5	12.2	239	**85	2.1	3.5	146	**139	2.9	5.7	195				
NEWSWEEK	16527	1448	16.9	8.8	171	436	11.0	2.6	111	392	8.1	2.4	82				
THE N.Y. TIMES DAILY EDITION	2739	404	4.7	14.7	289	*169	4.3	6.2	260	**87	1.8	3.2	110				
THE N.Y. TIMES MAGAZINE	4443	511	6.0	11.5	225	235	5.9	5.3	223	**98	2.0	2.2	76				
OMNI	2799	252	2.9	9.0	176	**123	3.1	4.4	186	**118	2.4	4.2	145				
ON CABLE	2209	**121	1.4	5.5	107	**59	1.5	2.7	113	**74	1.5	3.3	116				
1001 HOME IDEAS	3959	*194	2.3	4.9	96	**101	2.5	2.6	108	*196	4.0	5.0	171				
ORGANIC GARDENING	3111	*212	2.5	6.8	133	**61	1.5	2.0	83	*103	2.1	3.3	114				
OUTDOOR LIFE	5024	240	2.8	4.8	93	*151	3.8	3.0	127	*135	2.8	2.7	93				
PARADE MAGAZINE	51292	2747	32.0	5.4	105	1547	38.9	3.0	127	1378	28.3	2.7	93				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL	INGLENOOK				MANISCHEWITZ				MOGEN DAVID							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	8574	100.0	5.1	100	3973	100.0	2.4	100	4862	100.0	2.9	100				
PARENTS	5298	434	5.1	8.2	160	*121	3.0	2.3	96	*235	4.8	4.4	153				
PENTHOUSE	5129	342	4.0	6.7	130	*131	3.3	2.6	108	**98	2.0	1.9	66				
PEOPLE	21070	1628	19.0	7.7	151	485	12.2	2.3	97	621	12.8	2.9	102				
PLAYBOY	10562	747	8.7	7.1	138	227	5.7	2.1	91	*173	3.6	1.6	57				
POPULAR HOT RODDING	2498	**115	1.3	4.6	90	**18	0.5	0.7	30	**54	1.1	2.2	75				
POPULAR MECHANICS	5887	398	4.6	6.8	132	*120	3.0	2.0	86	*120	2.5	2.0	70				
POPULAR SCIENCE	4317	378	4.4	8.8	171	*121	3.0	2.8	118	*141	2.9	3.3	113				
PREVENTION	5792	346	4.0	6.0	117	*142	3.6	2.5	104	*119	2.4	2.1	71				
PSYCHOLOGY TODAY	3284	248	2.9	7.6	148	**85	2.1	2.6	109	**45	0.9	1.4	47				
READER'S DIGEST	40046	2162	25.2	5.4	106	1056	26.6	2.6	111	1306	26.9	3.3	113				
REDBOOK	9584	685	8.0	7.1	140	336	8.5	3.5	148	332	6.8	3.5	120				
ROAD & TRACK	2590	*234	2.7	9.0	177	**59	1.5	2.3	96	**48	1.0	1.9	64				
ROLLING STONE	3302	*229	2.7	6.9	136	**36	0.9	1.1	46	**74	1.5	2.2	77				
RUNNER'S WORLD	1229	**118	1.4	9.6	188	**54	1.4	4.4	185	**2	0.0	0.2	6				
SATURDAY EVENING POST	2110	*147	1.7	7.0	136	**90	2.3	4.3	180	**122	2.5	5.8	199				
SCIENCE 84	1543	*100	1.2	6.5	127	**11	0.3	0.7	30	**52	1.1	3.4	116				
SCIENCE DIGEST	1747	*126	1.5	7.2	141	**56	1.4	3.2	135	**40	0.8	2.3	79				
SCIENTIFIC AMERICAN	1994	235	2.7	11.8	231	**42	1.1	2.1	89	**55	1.1	2.8	95				
SELF	3119	271	3.2	8.7	170	**53	1.3	1.7	72	**178	3.7	5.7	197				
SEVENTEEN	3923	*233	2.7	5.9	116	**76	1.9	1.9	82	**211	4.3	5.4	186				
SKI	1501	*151	1.8	10.1	197	**32	0.8	2.1	90	**38	0.8	2.5	87				
SMITHSONIAN	5976	712	8.3	11.9	233	*109	2.7	1.8	77	*203	4.2	3.4	117				
SOAP OPERA DIGEST	4228	*162	1.9	3.8	75	*116	2.9	2.7	116	*120	2.5	2.8	98				
SOUTHERN LIVING	6488	325	3.8	5.0	98	*154	3.9	2.4	100	*184	3.8	2.8	98				
SPORT	3500	*185	2.2	5.3	103	**40	1.0	1.1	48	**67	1.4	1.9	66				
THE SPORTING NEWS	2456	**113	1.3	4.6	90	**52	1.3	2.1	89	**70	1.4	2.9	98				
SPORTS AFIELD	3648	*134	1.6	3.7	72	**122	3.1	3.3	141	**87	1.8	2.4	82				
SPORTS ILLUSTRATED	14484	911	10.6	6.3	123	295	7.4	2.0	86	294	6.0	2.0	70				
STAR	12661	581	6.8	4.6	90	292	7.3	2.3	97	392	8.1	3.1	107				
SUNDAY	52799	3515	41.0	6.7	130	1594	40.1	3.0	127	1779	36.6	3.4	116				
SUNSET	3513	600	7.0	17.1	334	**19	0.5	0.5	23	**68	1.4	1.9	67				
TV GUIDE	42766	2148	25.1	5.0	98	902	22.7	2.1	89	1197	24.6	2.8	97				
TENNIS	1254	**80	0.9	6.4	125	**34	0.9	2.7	114	**40	0.8	3.2	110				
TIME	22054	1825	21.3	8.3	162	586	14.7	2.7	112	452	9.3	2.0	71				
TOWN & COUNTRY	1555	*147	1.7	9.5	185	**35	0.9	2.3	95	**57	1.2	3.7	126				
TRAVEL & LEISURE	2173	280	3.3	12.9	252	**37	0.9	1.7	72	**54	1.1	2.5	86				
TRUE STORY	4636	**97	1.1	2.1	41	**52	1.3	1.1	47	*167	3.4	3.6	124				
U.S.NEWS & WORLD REPORT	10353	737	8.6	7.1	139	*217	5.5	2.1	88	*227	4.7	2.2	76				
USA TODAY	4994	475	5.5	9.5	186	281	7.1	5.6	238	*194	4.0	3.9	134				
US	3528	*265	3.1	7.5	147	**84	2.1	2.4	101	**140	2.9	4.0	137				
VOGUE	5424	524	6.1	9.7	189	*97	2.4	1.8	75	*195	4.0	3.6	124				
WALL STREET JOURNAL	6292	856	10.0	13.6	266	*202	5.1	3.2	136	*114	2.3	1.8	63				
WEIGHT WATCHERS	2762	**112	1.3	4.1	79	**69	1.7	2.5	105	**91	1.9	3.3	114				
WOMAN'S DAY	16320	940	11.0	5.8	113	454	11.4	2.8	117	587	12.1	3.6	124				
WORKING MOTHER	1496	*155	1.8	10.4	203	**58	1.5	3.9	164	**51	1.0	3.4	118				
WORKING WOMAN	1851	*135	1.6	7.3	143	**60	1.5	3.2	137	**69	1.4	3.7	129				
WORLD TENNIS	580	**46	0.5	7.9	155	**9	0.2	1.6	66	**5	0.1	0.9	30				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	822	9.6	6.6	130	*206	5.2	1.7	70	293	6.0	2.4	81				
BLAIR INSERTS	91671	5760	67.2	6.3	123	2687	67.6	2.9	124	2862	58.9	3.1	108				
DAILY NEWSPAPERS																	
READ ANY	109190	6170	72.0	5.7	111	2997	75.4	2.7	116	3373	69.4	3.1	107				
READ ONE	89587	4865	56.7	5.4	106	2350	59.1	2.6	111	2825	58.1	3.2	109				
READ TWO OR MORE	19602	1306	15.2	6.7	130	646	16.3	3.3	139	549	11.3	2.8	97				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6541	76.3	6.0	117	3057	76.9	2.8	118	3267	67.2	3.0	103				
READ ONE	95074	5462	63.7	5.7	112	2511	63.2	2.6	111	2835	58.3	3.0	103				
READ TWO OR MORE	14588	1079	12.6	7.4	145	546	13.7	3.7	158	432	8.9	3.0	102				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.78				32.80				29.26							
30 DAY REACH	149706	7981	93.1	5.3	104	3629	91.3	2.4	102	4400	90.5	2.9	101				
50 SHWG - 30 DAY AV FREQ	15.16	16.99				17.06				15.43							
30 DAY REACH	142406	7718	90.0	5.4	106	3490	87.8	2.5	103	4184	86.1	2.9	101				
25 SHWG - 30 DAY AV FREQ	8.23	9.09				9.28				8.27							
30 DAY REACH	131152	7230	84.3	5.5	108	3230	81.3	2.5	104	3929	80.8	3.0	103				
CABLE TV: HOME WIRED	66879	3713	43.3	5.6	109	1693	42.6	2.5	107	2138	44.0	3.2	110				
HOME NOT WIRED	100848	4861	56.7	4.8	94	2280	57.4	2.3	95	2724	56.0	2.7	93				
HAVE PAY CABLE	35024	2151	25.1	6.1	120	1013	25.5	2.9	122	1281	26.3	3.7	126				

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	INGLENOOK				MANISCHEWITZ				MOGEN DAVID							
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	8574	100.0	5.1	100	3973	100.0	2.4	100	4862	100.0	2.9	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5193	60.6	5.4	106	2502	63.0	2.6	110	2808	57.8	2.9	101				
10:00 AM - 3:00 PM	63599	3299	38.5	5.2	101	1355	34.1	2.1	90	1770	36.4	2.8	96				
3:00 PM - 7:00 PM	72097	4095	47.8	5.7	111	1692	42.6	2.3	99	2130	43.8	3.0	102				
7:00 PM - MIDNIGHT	36670	2030	23.7	5.5	108	924	23.3	2.5	106	1018	20.9	2.8	96				
MIDNIGHT - 6:00 AM	21908	1246	14.5	5.7	111	437	11.0	2.0	84	780	16.0	3.6	123				
6:00 AM - MIDNIGHT	127571	7019	81.9	5.5	108	3142	79.1	2.5	104	3718	76.5	2.9	101				
ENTIRE DAY	129239	7095	82.8	5.5	107	3183	80.1	2.5	104	3794	78.0	2.9	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2186	25.5	6.4	126	916	23.1	2.7	114	1215	25.0	3.6	123				
ALL NEWS	6062	413	4.8	6.8	133	197	5.0	3.2	137	*167	3.4	2.8	95				
AOR/PROGRESSIVE	11884	777	9.1	6.5	128	306	7.7	2.6	109	*232	4.8	2.0	67				
BEAUTIFUL MUSIC	11180	658	7.7	5.9	115	235	5.9	2.1	89	376	7.7	3.4	116				
BLACK	4538	*176	2.1	3.9	76	**95	2.4	2.1	88	**62	1.3	1.4	47				
CLASSICAL	3857	346	4.0	9.0	175	*133	3.3	3.4	146	**181	3.7	4.7	162				
CHR/ROCK	21946	1425	16.6	6.5	127	476	12.0	2.2	92	622	12.8	2.8	98				
COUNTRY	27262	1140	13.3	4.2	82	498	12.5	1.8	77	717	14.7	2.6	91				
GOLDEN OLDIES	3339	*134	1.6	4.0	79	**40	1.0	1.2	51	**127	2.6	3.8	131				
MOR/NOSTALGIA	10346	571	6.7	5.5	108	292	7.3	2.8	119	331	6.8	3.2	110				
NEWS/TALK	8929	689	8.0	7.7	151	282	7.1	3.2	133	294	6.0	3.3	114				
RELIGIOUS	5488	*160	1.9	2.9	57	**125	3.1	2.3	96	*157	3.2	2.9	99				
SOFT ROCK	1232	**41	0.5	3.3	65	**17	0.4	1.4	58	**30	0.6	2.4	84				
URBAN CONTEMPORARY	3184	*147	1.7	4.6	90	**75	1.9	2.4	99	**33	0.7	1.0	36				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	291	3.4	4.2	82	**149	3.8	2.2	91	*266	5.5	3.8	133				
ABC DIRECTION	5212	334	3.9	6.4	125	*149	3.8	2.9	121	*195	4.0	3.7	129				
ABC ENTERTAINMENT	10385	444	5.2	4.3	84	*247	6.2	2.4	100	292	6.0	2.8	97				
ABC FM	4762	*277	3.2	5.8	114	**84	2.1	1.8	74	**97	2.0	2.0	70				
ABC INFORMATION	11339	712	8.3	6.3	123	350	8.8	3.1	130	417	8.6	3.7	127				
ABC ROCK	4878	361	4.2	7.4	145	**103	2.6	2.1	89	**95	2.0	1.9	67				
CBS	10709	574	6.7	5.4	105	291	7.3	2.7	115	290	6.0	2.7	93				
MUTUAL	10251	571	6.7	5.6	109	*217	5.5	2.1	89	319	6.6	3.1	107				
NBC	12243	543	6.3	4.4	87	277	7.0	2.3	96	363	7.5	3.0	102				
RADIORADIO	4606	228	2.7	5.0	97	**88	2.2	1.9	81	**121	2.5	2.6	91				
RKO ONE	5148	266	3.1	5.2	101	**77	1.9	1.5	63	*100	2.1	1.9	67				
RKO TWO	7313	434	5.1	5.9	116	*210	5.3	2.9	121	*215	4.4	2.9	101				
THE SOURCE	5981	284	3.3	4.7	93	**134	3.4	2.2	95	**92	1.9	1.5	53				
NON-WIRED : BLAIR	19329	1159	13.5	6.0	117	435	10.9	2.3	95	524	10.8	2.7	94				
INTERNET	27139	1602	18.7	5.9	115	563	14.2	2.1	88	631	13.0	2.3	80				
KATZ RADIO GROUP	36319	2433	28.4	6.7	131	839	21.1	2.3	98	1027	21.1	2.8	98				
SUPERNET	22361	1219	14.2	5.5	107	665	16.7	3.0	126	801	16.5	3.6	124				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	706	8.2	4.9	95	350	8.8	2.4	102	425	8.7	2.9	101				
WKDAY 9:00 AM - 1:00 PM	18688	679	7.9	3.6	71	465	11.7	2.5	105	512	10.5	2.7	95				
WKDAY 1:00 PM - 4:30 PM	24061	851	9.9	3.5	69	608	15.3	2.5	107	678	13.9	2.8	97				
WKDAY 4:30 PM - 7:30 PM	44079	1981	23.1	4.5	88	1112	28.0	2.5	107	1244	25.6	2.8	97				
WKDAY 7:30 PM - 8:00 PM	61979	2845	33.2	4.6	90	1523	38.3	2.5	104	1748	36.0	2.8	97				
WKDAY 11:00 PM - 11:30 PM	49084	2252	26.3	4.6	90	1356	34.1	2.8	117	1599	32.9	3.3	112				
WKDAY 11:30 PM - 1:00 AM	16560	713	8.3	4.3	84	396	10.0	2.4	101	543	11.2	3.3	113				
M-SAT 8-11 PM+SUN 7-11 PM	66967	3274	38.2	4.9	96	1742	43.8	2.6	110	1975	40.6	2.9	102				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	434	5.1	4.7	92	184	4.6	2.0	84	178	3.7	1.9	66				
ANOTHER WORLD N	6138	*132	1.5	2.2	42	*145	3.6	2.4	100	181	3.7	2.9	102				
AS THE WORLD TURNS C	7707	198	2.3	2.6	50	152	3.8	2.0	83	239	4.9	3.1	107				
CAPITOL C	4688	146	1.7	3.1	61	*122	3.1	2.6	110	*108	2.2	2.3	79				
CBS MORN. NEWS 1 C	2792	*97	1.1	3.5	68	*88	2.2	3.2	133	*107	2.2	3.8	132				
CBS MORN. NEWS 2 C	2071	**31	0.4	1.5	29	*51	1.3	2.5	104	*76	1.6	3.7	127				
DAYS OF OUR LIVES N	8018	253	3.0	3.2	62	243	6.1	3.0	128	303	6.2	3.8	130				
FACTS OF LIFE - DAYTIME N	3487	*119	1.4	3.4	67	*56	1.4	1.6	68	*74	1.5	2.1	73				
FAMILY FEUD A	4817	190	2.2	3.9	77	*73	1.8	1.5	64	*102	2.1	2.1	73				
GENERAL HOSPITAL A	8333	288	3.4	3.5	68	241	6.1	2.9	122	219	4.5	2.6	91				
GOOD MORNING, AMERICA-730 A	5472	257	3.0	4.7	92	135	3.4	2.5	104	132	2.7	2.4	83				
GOOD MORNING, AMERICA-830 A	3965	157	1.8	4.0	77	97	2.4	2.4	103	141	2.9	3.6	123				
GUIDING LIGHT C	7542	217	2.5	2.9	56	190	4.8	2.5	106	192	3.9	2.5	88				
ONE LIFE TO LIVE A	6018	238	2.8	4.0	77	193	4.9	3.2	135	188	3.9	3.1	108				
PRESS YOUR LUCK C	3589	144	1.7	4.0	78	*69	1.7	1.9	81	*100	2.1	2.8	96				
PRICE IS RIGHT 1 C	7418	173	2.0	2.3	46	204	5.1	2.8	116	315	6.5	4.2	146				
PRICE IS RIGHT 2 C	8276	271	3.2	3.3	64	221	5.6	2.7	113	312	6.4	3.8	130				
RYAN'S HOPE A	4358	202	2.4	4.6	91	*110	2.8	2.5	107	*78	1.6	1.8	62				
SALE OF THE CENTURY N	3749	*104	1.2	2.8	54	*85	2.1	2.3	96	*52	1.1	1.4	48				
SEARCH FOR TOMORROW N	2884	*100	1.2	3.5	68	*164	4.1	5.7	240	*95	2.0	3.3	114				
TODAY SHOW 1 N	4869	226	2.6	4.6	91	137	3.4	2.8	119	127	2.6	2.6	90				
TODAY SHOW 2 N	4135	184	2.1	4.4	87	132	3.3	3.2	135	146	3.0	3.5	122				
$25,000 PYRAMID C	4361	170	2.0	3.9	76	*125	3.1	2.9	121	135	2.8	3.1	107				
WHEEL OF FORTUNE N	6187	242	2.8	3.9	77	142	3.6	2.3	97	132	2.7	2.1	74				
YOUNG AND THE RESTLESS C	8186	147	1.7	1.8	35	170	4.3	2.1	88	233	4.8	2.8	98				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	265	3.1	5.6	110	*108	2.7	2.3	96	146	3.0	3.1	107				
NBA PLAYOFF GAME -1 C	5127	334	3.9	6.5	127	*110	2.8	2.1	91	107	2.2	2.1	72				
NBC MAJOR LEAGUE PRE-GAME N	3945	**123	1.4	3.1	61	**176	4.4	4.5	188	**86	1.8	2.2	75				
SPORTSWORLD - SUN N	3370	*133	1.6	3.9	77	**66	1.7	2.0	83	*93	1.9	2.8	95				
SUNDAY MORNING C	4200	211	2.5	5.0	98	**69	1.7	1.6	69	*81	1.7	1.9	67				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

			INGLENOOK				MANISCHEWITZ				MOGEN DAVID							
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	8574	100.0	5.1	100	3973	100.0	2.4	100	4862	100.0	2.9	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2303	26.9	4.4	86	1359	34.2	2.6	110	1635	33.6	3.1	108				
NETWORK AFFILIATES - LATE		39164	1835	21.4	4.7	92	1143	28.8	2.9	123	1287	26.5	3.3	113				
INDEPENDENTS - LATE		5133	318	3.7	6.2	121	146	3.7	2.8	120	135	2.8	2.6	91				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22525	999	11.7	4.4	86	525	13.2	2.3	97	650	13.4	2.8	98				
ABC MONDAY NIGHT MOVIE	A	11258	627	7.3	5.6	109	258	6.5	2.3	97	361	7.4	3.2	111				
ABC SUNDAY NIGHT MOVIE	A	23600	1119	13.1	4.7	93	493	12.4	2.1	88	609	12.5	2.6	89				
ABC WORLD NEWS TONIGHT	A	12801	588	6.9	4.6	90	347	8.7	2.7	114	421	8.7	3.3	113				
AFTERMASH	C	10966	410	4.8	3.7	73	*333	8.4	3.0	128	343	7.1	3.1	108				
ALICE	C	17050	651	7.6	3.8	75	489	12.3	2.9	121	502	10.3	2.9	102				
AMERICAN PARADE	C	11998	485	5.7	4.0	79	303	7.6	2.5	107	379	7.8	3.2	109				
BENSON	A	19256	896	10.5	4.7	91	535	13.5	2.8	117	491	10.1	2.5	88				
BLUE THUNDER	A	11478	505	5.9	4.4	86	275	6.9	2.4	101	*233	4.8	2.0	70				
CAGNEY & LACEY	C	18263	999	11.7	5.5	107	554	13.9	3.0	128	572	11.8	3.1	108				
CBS EVENING NEWS-DEAN	C	7733	404	4.7	5.2	102	*138	3.5	1.8	75	*212	4.4	2.7	95				
CBS EVENING NEWS-RATHER	C	15653	749	8.7	4.8	94	357	9.0	2.3	96	489	10.1	3.1	108				
CBS SAT. NEWS-SCHIEFFER	C	8744	362	4.2	4.1	81	181	4.6	2.1	87	225	4.6	2.6	89				
CBS SATURDAY NIGHT MOVIE	C	12000	571	6.7	4.8	93	301	7.6	2.5	106	373	7.7	3.1	107				
CBS WEDNESDAY NIGHT MOVIE	C	11522	361	4.2	3.1	61	289	7.3	2.5	106	280	5.8	2.4	84				
CHEERS	N	16818	1166	13.6	6.9	136	432	10.9	2.6	108	472	9.7	2.8	97				
DALLAS	C	37510	1819	21.2	4.8	95	1070	26.9	2.9	120	1024	21.1	2.7	94				
DIFF'RENT STROKES	N	11256	407	4.7	3.6	71	302	7.6	2.7	113	349	7.2	3.1	107				
DOUBLE TROUBLE	N	12248	530	6.2	4.3	85	283	7.1	2.3	98	417	8.6	3.4	117				
DUCK FACTORY	N	11100	726	8.5	6.5	128	253	6.4	2.3	96	296	6.1	2.7	92				
DUKES OF HAZZARD	C	12353	348	4.1	2.8	55	276	6.9	2.2	94	296	6.1	2.4	83				
DYNASTY	A	33279	1802	21.0	5.4	106	851	21.4	2.6	108	769	15.8	2.3	80				
FACTS OF LIFE	N	13410	481	5.6	3.6	70	285	7.2	2.1	90	408	8.4	3.0	105				
FALCON CREST	C	31093	1442	16.8	4.6	91	928	23.4	3.0	126	954	19.6	3.1	106				
FALL GUY	A	18649	866	10.1	4.6	91	427	10.7	2.3	97	433	8.9	2.3	80				
FAMILY TIES	N	13101	608	7.1	4.6	91	405	10.2	3.1	131	347	7.1	2.6	91				
FANTASY ISLAND	A	13069	582	6.8	4.5	87	337	8.5	2.6	109	358	7.4	2.7	94				
FOULUPS,BLEEPS & BLUNDERS	A	16588	725	8.5	4.4	85	391	9.8	2.4	100	406	8.4	2.4	84				
FOUR SEASONS	C	9302	410	4.8	4.4	86	*263	6.6	2.8	119	*245	5.0	2.6	91				
GIMME A BREAK	N	13955	497	5.8	3.6	70	394	9.9	2.8	119	351	7.2	2.5	87				
HART TO HART	A	15735	706	8.2	4.5	88	488	12.3	3.1	131	506	10.4	3.2	111				
HILL STREET BLUES	N	18257	1354	15.8	7.4	145	451	11.4	2.5	104	524	10.8	2.9	99				
HOTEL	A	24236	1134	13.2	4.7	92	651	16.4	2.7	113	680	14.0	2.8	97				
JEFFERSONS	C	17010	632	7.4	3.7	73	506	12.7	3.0	126	508	10.4	3.0	103				
JENNIFER SLEPT HERE	N	9397	398	4.6	4.2	83	*187	4.7	2.0	84	301	6.2	3.2	111				
KATE & ALLIE	C	16762	.800	9.3	4.8	93	400	10.1	2.4	101	522	10.7	3.1	107				
KNIGHT RIDER	N	13164	714	8.3	5.4	106	343	8.6	2.6	110	383	7.9	2.9	100				
LOVE BOAT	A	20400	916	10.7	4.5	88	426	10.7	2.1	88	571	11.7	2.8	97				
MAGNUM PI	C	22543	1059	12.4	4.7	92	461	11.6	2.0	86	554	11.4	2.5	85				
MAMA'S FAMILY	N	9852	347	4.0	3.5	69	330	8.3	3.3	141	339	7.0	3.4	119				
MASTER, THE	N	8082	381	4.4	4.7	92	*197	5.0	2.4	103	*233	4.8	2.9	99				
MATT HOUSTON	A	12881	669	7.8	5.2	102	313	7.9	2.4	103	273	5.6	2.1	73				
NBC MONDAY NIGHT MOVIE	N	23889	1287	15.0	5.4	105	705	17.7	3.0	125	627	12.9	2.6	91				
NBC NIGHTLY NEWS	N	11156	630	7.3	5.6	110	262	6.6	2.3	99	378	7.8	3.4	117				
NBC NIGHTLY NEWS-SAT	N	7363	270	3.1	3.7	72	*239	6.0	3.2	137	266	5.5	3.6	125				
NBC NIGHTLY NEWS-SUN	N	6214	261	3.0	4.2	82	*170	4.3	2.7	115	288	5.9	4.6	160				
NBC SUNDAY NIGHT MOVIE	N	17590	1017	11.9	5.8	113	556	14.0	3.2	133	500	10.3	2.8	98				
NEWHART	C	16740	839	9.8	5.0	98	488	12.3	2.9	123	437	9.0	2.6	90				
ONE DAY AT A TIME	C	11820	503	5.9	4.3	83	294	7.4	2.5	105	302	6.2	2.6	88				
PEOPLE ARE FUNNY	N	9138	331	3.9	3.6	71	282	7.1	3.1	130	376	7.7	4.1	142				
REAL PEOPLE	N	15979	553	6.4	3.5	68	321	8.1	2.0	85	565	11.6	3.5	122				
REMINGTON STEELE	N	14395	758	8.8	5.3	103	354	8.9	2.5	104	464	9.5	3.2	111				
RIPLEY'S BELIEVE IT - NOT	A	11362	763	8.9	6.7	131	317	8.0	2.8	118	344	7.1	3.0	104				
RIPTIDE	N	13920	661	7.7	4.7	93	394	9.9	2.8	119	407	8.4	2.9	101				
SCARECROW & MRS. KING	C	17571	1026	12.0	5.8	114	376	9.5	2.1	90	473	9.7	2.7	93				
SIMON & SIMON	C	20208	948	11.1	4.7	92	489	12.3	2.4	102	553	11.4	2.7	94				
60 MINUTES	C	27668	1433	16.7	5.2	101	546	13.7	2.0	83	796	16.4	2.9	99				
ST. ELSEWHERE	N	13699	937	10.9	6.8	134	424	10.7	3.1	131	504	10.4	3.7	127				
THREE'S COMPANY	A	20632	1053	12.3	5.1	100	500	12.6	2.4	102	572	11.8	2.8	96				
T.J. HOOKER	A	17136	924	10.8	5.4	105	413	10.4	2.4	102	476	9.8	2.8	96				
TONIGHT SHOW	N	4963	270	3.1	5.4	106	128	3.2	2.6	109	191	3.9	3.8	133				
TRAPPER JOHN, M.D.	C	16332	655	7.6	4.0	78	489	12.3	3.0	126	506	10.4	3.1	107				
TV BLOOPERS & PRAC. JOKES	N	18881	865	10.1	4.6	90	434	10.9	2.3	97	600	12.3	3.2	110				
20/20	A	18315	784	9.1	4.3	84	423	10.6	2.3	98	543	11.2	3.0	102				
WEBSTER	A	18722	930	10.8	5.0	97	508	12.8	2.7	115	445	9.2	2.4	82				
WORLD NEWS - SUN	A	5327	*237	2.8	4.4	87	*104	2.6	2.0	82	*138	2.8	2.6	89				
YELLOW ROSE	N	8370	331	3.9	4.0	77	*162	4.1	1.9	82	296	6.1	3.5	122				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1400	16.3	5.4	106	718	18.1	2.8	117	879	18.1	3.4	117				
BASKETBALL - COLLEGE GAMES		14468	1138	13.3	7.9	154	*333	8.4	2.3	97	*390	8.0	2.7	93				
BASKETBALL - PRO GAMES		12124	760	8.9	6.3	123	*356	9.0	2.9	124	504	10.4	4.2	143				
BOWLING		9412	593	6.9	6.3	123	*451	11.4	4.8	202	*423	8.7	4.5	155				
BOXING		15409	761	8.9	4.9	97	*330	8.3	2.1	90	640	13.2	4.2	143				
FOOTBALL - COLLEGE GAMES		21400	1572	18.3	7.3	144	594	15.0	2.8	117	832	17.1	3.9	134				
FOOTBALL - PRO GAMES		35944	3041	35.5	8.5	166	1197	30.1	3.3	141	1411	29.0	3.9	135				
GOLF		9759	914	10.7	9.4	183	**249	6.3	2.6	108	*344	7.1	3.5	122				
POST-SEASON COLL. FOOTBALL		18123	1530	17.8	8.4	165	*552	13.9	3.0	129	612	12.6	3.4	116				
POST-SEASON PRO FOOTBALL		22091	2004	23.4	9.1	177	748	18.8	3.4	143	931	19.1	4.2	145				
TENNIS		6764	656	7.7	9.7	190	*189	4.8	2.8	118	**215	4.4	3.2	110				
WRESTLING - PROFESSIONAL		9695	*324	3.8	3.3	65	*328	8.3	3.4	143	*440	9.0	4.5	157				

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL U.S.	PAUL MASSON				SEBASTIANI				TAYLOR CALIFORNIA CELLARS				TAYLOR LAKE COUNTRY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	13275	100.0	7.9	100	3240	100.0	1.9	100	9551	100.0	5.7	100	4646	100.0	2.8	100
MALES	79263	5483	41.3	6.9	87	1708	52.7	2.2	112	4104	43.0	5.2	91	1819	39.2	2.3	83
FEMALES	88464	7791	58.7	8.8	111	1532	47.3	1.7	90	5447	57.0	6.2	108	2828	60.9	3.2	115
18 - 24	28671	2041	15.4	7.1	90	*298	9.2	1.0	54	1253	13.1	4.4	77	*566	12.2	2.0	71
25 - 34	39536	3828	28.8	9.7	122	1014	31.3	2.6	133	2804	29.4	7.1	125	1078	23.2	2.7	98
35 - 44	28976	2820	21.2	9.7	123	752	23.2	2.6	134	1797	18.8	6.2	109	1278	27.5	4.4	159
45 - 54	22347	1720	13.0	7.7	97	622	19.2	2.8	144	1531	16.0	6.9	120	716	15.4	3.2	116
55 - 64	22224	1572	11.8	7.1	89	*358	11.0	1.6	83	1240	13.0	5.6	98	610	13.1	2.7	99
65 OR OLDER	25973	1293	9.7	5.0	63	*197	6.1	0.8	39	926	9.7	3.6	63	398	8.6	1.5	55
18 - 34	68207	5869	44.2	8.6	109	1312	40.5	1.9	100	4056	42.5	5.9	104	1644	35.4	2.4	87
18 - 49	108058	9564	72.0	8.9	112	2392	73.8	2.2	115	6581	68.9	6.1	107	3266	70.3	3.0	109
25 - 54	90859	8368	63.0	9.2	116	2387	73.7	2.6	136	6132	64.2	6.7	119	3073	66.1	3.4	122
35 - 49	39851	3695	27.8	9.3	117	1081	33.4	2.7	140	2525	26.4	6.3	111	1622	34.9	4.1	147
50 OR OLDER	59669	3711	28.0	6.2	79	848	26.2	1.4	74	2970	31.1	5.0	87	1381	29.7	2.3	84
GRADUATED COLLEGE	28091	3897	29.4	13.9	175	1443	44.5	5.1	266	3100	32.5	11.0	194	1570	33.8	5.6	202
ATTENDED COLLEGE	28938	3475	26.2	12.0	152	761	23.5	2.6	136	2295	24.0	7.9	139	1095	23.6	3.8	137
GRADUATED HIGH SCHOOL	65503	4252	32.0	6.5	82	799	24.7	1.2	63	3168	33.2	4.8	85	1601	34.5	2.4	88
DID NOT GRADUATE HIGH SCHOOL	45195	1652	12.4	3.7	46	**238	7.3	0.5	27	988	10.3	2.2	38	*380	8.2	0.8	30
EMPLOYED MALES	56429	4257	32.1	7.5	95	1593	49.2	2.8	146	3254	34.1	5.8	101	1442	31.0	2.6	92
EMPLOYED FEMALES	43971	4791	36.1	10.9	138	973	30.0	2.2	115	3347	35.0	7.6	134	1966	42.3	4.5	161
EMPLOYED FULL-TIME	87773	8007	60.3	9.1	115	2328	71.9	2.7	137	5693	59.6	6.5	114	3031	65.2	3.5	125
EMPLOYED PART-TIME	12627	1040	7.8	8.2	104	**238	7.3	1.9	98	908	9.5	7.2	126	*377	8.1	3.0	108
NOT EMPLOYED	67327	4227	31.8	6.3	79	674	20.8	1.0	52	2950	30.9	4.4	77	1239	26.7	1.8	66
PROFESSIONAL/MANAGER	25845	3380	25.5	13.1	165	1300	40.1	5.0	260	2572	26.9	10.0	175	1334	28.7	5.2	186
TECH/CLERICAL/SALES	30895	3292	24.8	10.7	135	812	25.1	2.6	136	2373	24.8	7.7	135	1264	27.2	4.1	148
PRECISION/CRAFT	12629	840	6.3	6.7	84	**150	4.6	1.2	61	539	5.6	4.3	75	**228	4.9	1.8	65
OTHER EMPLOYED	31031	1535	11.6	4.9	63	*304	9.4	1.0	51	1117	11.7	3.6	63	581	12.5	1.9	68
SINGLE	35557	2953	22.2	8.3	105	676	20.9	1.9	98	2061	21.6	5.8	102	885	19.0	2.5	90
MARRIED	103585	8641	65.1	8.3	105	1929	59.5	1.9	96	6209	65.0	6.0	105	3144	67.7	3.0	110
DIVORCED/SEPARATED/WIDOWED	28585	1680	12.7	5.9	74	635	19.6	2.2	115	1281	13.4	4.5	79	618	13.3	2.2	78
PARENTS	59295	5019	37.8	8.5	107	893	27.6	1.5	78	3430	35.9	5.8	102	1829	39.4	3.1	111
WHITE	146081	12308	92.7	8.4	106	3031	93.5	2.1	107	8760	91.7	6.0	105	4370	94.1	3.0	108
BLACK	17974	771	5.8	4.3	54	**137	4.2	0.8	39	567	5.9	3.2	55	*244	5.3	1.4	49
OTHER	3672	**196	1.5	5.3	67	**72	2.2	2.0	102	**224	2.3	6.1	107	**33	0.7	0.9	32
NORTHEAST-CENSUS	37005	3515	26.5	9.5	120	670	20.7	1.8	94	2762	28.9	7.5	131	2107	45.4	5.7	206
NORTH CENTRAL	42642	3104	23.4	7.3	92	*342	10.6	0.8	42	2019	21.1	4.7	83	959	20.6	2.2	81
SOUTH	56777	3082	23.2	5.4	69	567	17.5	1.0	52	2139	22.4	3.8	66	1327	28.6	2.3	84
WEST	31303	3574	26.9	11.4	144	1662	51.3	5.3	275	2632	27.6	8.4	148	*253	5.4	0.8	29
NORTHEAST-MKTG.	38125	3633	27.4	9.5	120	745	23.0	2.0	101	2794	29.3	7.3	129	1950	42.0	5.1	185
EAST CENTRAL	24794	1445	10.9	5.8	74	**90	2.8	0.4	19	1056	11.1	4.3	75	700	15.1	2.8	102
WEST CENTRAL	28511	2489	18.7	8.7	110	*357	11.0	1.3	65	1513	15.8	5.3	93	673	14.5	2.4	85
SOUTH	48953	2641	19.9	5.4	68	492	15.2	1.0	52	1720	18.0	3.5	62	1189	25.6	2.4	88
PACIFIC	27344	3068	23.1	11.2	142	1556	48.0	5.7	295	2468	25.8	9.0	159	**134	2.9	0.5	18
COUNTY SIZE A	69301	6624	49.9	9.6	121	1780	54.9	2.6	133	4995	52.3	7.2	127	1879	40.4	2.7	98
COUNTY SIZE B	50633	4024	30.3	7.9	100	880	27.2	1.7	90	2899	30.4	5.7	101	1714	36.9	3.4	122
COUNTY SIZE C	26259	1901	14.3	7.2	91	*537	16.6	2.0	106	1190	12.5	4.5	80	843	18.1	3.2	116
COUNTY SIZE D	21534	727	5.5	3.4	43	**44	1.4	0.2	11	*466	4.9	2.2	38	**211	4.5	1.0	35
METRO CENTRAL CITY	50014	4454	33.6	8.9	113	1226	37.8	2.5	127	3442	36.0	6.9	121	1409	30.3	2.8	102
METRO SUBURBAN	76832	6646	50.1	8.7	109	1586	49.0	2.1	107	4693	49.1	6.1	107	2368	51.0	3.1	111
NON METRO	40881	2175	16.4	5.3	67	*428	13.2	1.0	54	1416	14.8	3.5	61	869	18.7	2.1	77
TOP 5 ADI'S	39550	4055	30.5	10.3	130	1231	38.0	3.1	161	3191	33.4	8.1	142	1081	23.3	2.7	99
TOP 10 ADI'S	54877	5243	39.5	9.6	121	1546	47.7	2.8	146	4135	43.3	7.5	132	1369	29.5	2.5	90
TOP 20 ADI'S	77516	7227	54.4	9.3	118	2059	63.5	2.7	138	5619	58.8	7.2	127	2085	44.9	2.7	97
HSHLD INC. $50,000 OR MORE	17257	2554	19.2	14.8	187	913	28.2	5.3	274	1674	17.5	9.7	170	735	15.8	4.3	154
$40,000 OR MORE	33235	4477	33.7	13.5	170	1370	42.3	4.1	213	3052	32.0	9.2	161	1264	27.2	3.8	137
$30,000 OR MORE	59693	7160	53.9	12.0	152	2121	65.5	3.6	184	5126	53.7	8.6	151	2278	49.0	3.8	138
$25,000 OR MORE	76275	9005	67.8	11.8	149	2471	76.3	3.2	168	6166	64.6	8.1	142	2995	64.5	3.9	142
$20,000 - $24,999	18607	1174	8.8	6.3	80	*245	7.6	1.3	68	1018	10.7	5.5	96	575	12.4	3.1	112
$15,000 - $19,999	17175	1063	8.0	6.2	78	**207	6.4	1.2	62	968	10.1	5.6	99	*388	8.4	2.3	82
$10,000 - $14,999	24569	1122	8.5	4.6	58	*247	7.6	1.0	52	748	7.8	3.0	53	348	7.5	1.4	51
UNDER $10,000	31101	911	6.9	2.9	37	**70	2.2	0.2	12	650	6.8	2.1	37	*341	7.3	1.1	40
HOUSEHOLD OF 1 PERSON	19441	1404	10.6	7.2	91	569	17.6	2.9	152	1102	11.5	5.7	100	466	10.0	2.4	87
2 PEOPLE	51803	4042	30.4	7.8	99	1011	31.2	2.0	101	3455	36.2	6.7	117	1410	30.3	2.7	98
3 OR 4 PEOPLE	66933	5434	40.9	8.1	103	1299	40.1	1.9	100	3889	40.7	5.8	102	2197	47.3	3.3	118
5 OR MORE PEOPLE	29550	2395	18.0	8.1	102	**361	11.1	1.2	63	1104	11.6	3.7	66	*573	12.3	1.9	70
NO CHILD IN HSHLD	96587	7389	55.7	7.7	97	2217	68.4	2.3	119	5625	58.9	5.8	102	2674	57.6	2.8	100
CHILD(REN) UNDER 2 YRS	10844	804	6.1	7.4	94	**196	6.0	1.8	94	*578	6.1	5.3	94	**224	4.8	2.1	75
2 - 5 YEARS	26358	2135	16.1	8.1	102	*394	12.2	1.5	77	1396	14.6	5.3	93	643	13.8	2.4	88
6 - 11 YEARS	30453	2298	17.3	7.5	95	*470	14.5	1.5	80	1640	17.2	5.4	95	819	17.6	2.7	97
12 - 17 YEARS	36575	2964	22.3	8.1	102	*503	15.5	1.4	71	1787	18.7	4.9	86	1035	22.3	2.8	102
RESIDENCE OWNED	117770	9598	72.3	8.1	103	2256	69.6	1.9	99	6729	70.5	5.7	100	3657	78.7	3.1	112
VALUE: $50,000 OR MORE	70166	7447	56.1	10.6	134	1950	60.2	2.8	144	5306	55.6	7.6	133	2609	56.2	3.7	134
VALUE: UNDER $50,000	47604	2151	16.2	4.5	57	**306	9.4	0.6	33	1423	14.9	3.0	52	1049	22.6	2.2	80

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

		TOTAL U.S.	PAUL MASSON				SEBASTIANI				TAYLOR CALIFORNIA CELLARS				TAYLOR LAKE COUNTRY			
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	13275	100.0	7.9	100	3240	100.0	1.9	100	9551	100.0	5.7	100	4646	100.0	2.8	100
MAGAZINES	QUINTILE 1	34022	4170	31.4	12.3	155	1105	34.1	3.2	168	2897	30.3	8.5	150	1460	31.4	4.3	155
	QUINTILE 2	34800	3249	24.5	9.3	118	957	29.5	2.8	142	2627	27.5	7.5	133	1082	23.3	3.1	112
	QUINTILE 3	30514	2365	17.8	7.8	98	*478	14.8	1.6	81	1675	17.5	5.5	96	833	17.9	2.7	99
	QUINTILE 4	33324	1928	14.5	5.8	73	454	14.0	1.4	71	1315	13.8	3.9	69	858	18.5	2.6	93
	QUINTILE 5	35066	1562	11.8	4.5	56	*246	7.6	0.7	36	1037	10.9	3.0	52	413	8.9	1.2	43
NEWSPAPERS	QUINTILE 1	29107	3305	24.9	11.4	143	899	27.7	3.1	160	2512	26.3	8.6	152	1298	27.9	4.5	161
	QUINTILE 2	49095	4165	31.4	8.5	107	1077	33.2	2.2	114	2904	30.4	5.9	104	1526	32.8	3.1	112
	QUINTILE 3	23107	1890	14.2	8.2	103	*418	12.9	1.8	94	1373	14.4	5.9	104	587	12.6	2.5	92
	QUINTILE 4	33556	2388	18.0	7.1	90	492	15.2	1.5	76	1672	17.5	5.0	88	784	16.9	2.3	84
	QUINTILE 5	32863	1527	11.5	4.6	59	*354	10.9	1.1	56	1091	11.4	3.3	58	*452	9.7	1.4	50
OUTDOOR	QUINTILE 1	33431	3408	25.7	10.2	129	845	26.1	2.5	131	2327	24.4	7.0	122	1173	25.2	3.5	127
	QUINTILE 2	33478	2631	19.8	7.9	99	619	19.1	1.8	96	2182	22.8	6.5	114	908	19.5	2.7	98
	QUINTILE 3	33574	2853	21.5	8.5	107	667	20.6	2.0	103	2221	23.3	6.6	116	1105	23.8	3.3	119
	QUINTILE 4	33935	2469	18.6	7.3	92	*665	20.5	2.0	101	1548	16.2	4.6	80	771	16.6	2.3	82
	QUINTILE 5	33310	1914	14.4	5.7	73	*445	13.7	1.3	69	1273	13.3	3.8	67	690	14.9	2.1	75
RADIO-DRIVE	QUINTILE 1	33136	2537	19.1	7.7	97	*567	17.5	1.7	89	1612	16.9	4.9	85	871	18.7	2.6	95
TIME	QUINTILE 2	31658	2720	20.5	8.6	109	644	19.9	2.0	105	1859	19.5	5.9	103	923	19.9	2.9	105
	QUINTILE 3	32541	2697	20.3	8.3	105	664	20.5	2.0	106	2119	22.2	6.5	114	1034	22.3	3.2	115
	QUINTILE 4	34247	2928	22.1	8.5	108	604	18.6	1.8	91	2194	23.0	6.4	113	1023	22.0	3.0	108
	QUINTILE 5	36144	2392	18.0	6.6	84	761	23.5	2.1	109	1767	18.5	4.9	86	796	17.1	2.2	80
RADIO-MID-	TERCILE 1	45037	3397	25.6	7.5	95	814	25.1	1.8	94	2331	24.4	5.2	91	1347	29.0	3.0	108
DAY	TERCILE 2	44819	3590	27.0	8.0	101	967	29.8	2.2	112	2820	29.5	6.3	110	1260	27.1	2.8	101
	TERCILE 3	77872	6287	47.4	8.1	102	1460	45.1	1.9	97	4399	46.1	5.6	99	2039	43.9	2.6	95
RADIO-TOTAL	QUINTILE 1	33763	2563	19.3	7.6	96	634	19.6	1.9	97	1699	17.8	5.0	88	878	18.9	2.6	94
	QUINTILE 2	33240	2483	18.7	7.5	94	557	17.2	1.7	87	1901	19.9	5.7	100	938	20.2	2.8	102
	QUINTILE 3	33408	3170	23.9	9.5	120	759	23.4	2.3	118	2354	24.6	7.0	124	912	19.6	2.7	99
	QUINTILE 4	34792	2943	22.2	8.5	107	714	22.0	2.1	106	2182	22.8	6.3	110	1235	26.6	3.5	128
	QUINTILE 5	32524	2116	15.9	6.5	82	*577	17.8	1.8	92	1415	14.8	4.4	76	683	14.7	2.1	76
TV-PRIME	QUINTILE 1	33090	2320	17.5	7.0	89	*418	12.9	1.3	65	1666	17.4	5.0	88	790	17.0	2.4	86
TIME	QUINTILE 2	33357	2574	19.4	7.7	97	510	15.7	1.5	79	1900	19.9	5.7	100	916	19.7	2.7	99
	QUINTILE 3	33980	2851	21.5	8.4	106	755	23.3	2.2	115	2215	23.2	6.5	114	1275	27.4	3.8	135
	QUINTILE 4	33854	2980	22.4	8.8	111	739	22.8	2.2	113	2229	23.3	6.6	116	950	20.4	2.8	101
	QUINTILE 5	33444	2549	19.2	7.6	96	820	25.3	2.5	127	1540	16.1	4.6	81	715	15.4	2.1	77
TV-DAYTIME	TERCILE 1	49121	3188	24.0	6.5	82	596	18.4	1.2	63	2135	22.4	4.3	76	947	20.4	1.9	70
	TERCILE 2	48823	3958	29.8	8.1	102	668	20.6	1.4	71	2846	29.8	5.8	102	1693	36.4	3.5	125
	TERCILE 3	69782	6128	46.2	8.8	111	1976	61.0	2.8	147	4569	47.8	6.5	115	2006	43.2	2.9	104
TV-TOTAL	QUINTILE 1	33584	2224	16.8	6.6	84	*370	11.4	1.1	57	1597	16.7	4.8	84	612	13.2	1.8	66
	QUINTILE 2	33441	2479	18.7	7.4	94	421	13.0	1.3	65	1640	17.2	4.9	86	1038	22.3	3.1	112
	QUINTILE 3	33505	2755	20.8	8.2	104	649	20.0	1.9	100	2047	21.4	6.1	107	1073	23.1	3.2	116
	QUINTILE 4	33466	3088	23.3	9.2	117	756	23.3	2.3	117	2417	25.3	7.2	127	1110	23.9	3.3	120
	QUINTILE 5	33731	2730	20.6	8.1	102	1046	32.3	3.1	161	1849	19.4	5.5	96	814	17.5	2.4	87
MAGAZINES-NEWSPAPERS: DUAL		44503	5032	37.9	11.3	143	1534	47.3	3.4	178	3803	39.8	8.5	150	1900	40.9	4.3	154
MAGAZINE IMPERATIVE		39363	3514	26.5	8.9	113	763	23.5	1.9	100	2515	26.3	6.4	112	1026	22.1	2.6	94
NEWSPAPER IMPERATIVE		46441	3225	24.3	6.9	88	614	19.0	1.3	68	2178	22.8	4.7	82	1192	25.7	2.6	93
MAGAZINES-OUTDOOR: DUAL		33726	3992	30.1	11.8	150	1031	31.8	3.1	158	2991	31.3	8.9	156	1417	30.5	4.2	152
MAGAZINE IMPERATIVE		52846	4802	36.2	9.1	115	1326	40.9	2.5	130	3402	35.6	6.4	113	1617	34.8	3.1	110
OUTDOOR IMPERATIVE		52140	3249	24.5	6.2	79	693	21.4	1.3	69	2410	25.2	4.6	81	1162	25.0	2.2	80
MAGAZINES-RADIO: DUAL		37081	3623	27.3	9.8	123	943	29.1	2.5	132	2684	28.1	7.2	127	1242	26.7	3.3	121
MAGAZINE IMPERATIVE		49747	5272	39.7	10.6	134	1489	46.0	3.0	155	3917	41.0	7.9	138	1860	40.0	3.7	135
RADIO IMPERATIVE		49208	3077	23.2	6.3	79	550	17.0	1.1	58	1909	20.0	3.9	68	997	21.5	2.0	73
MAGAZINES-TELEVISION: DUAL		33103	3151	23.7	9.5	120	633	19.5	1.9	99	2091	21.9	6.3	111	1117	24.0	3.4	122
MAGAZINE IMPERATIVE		54575	5833	43.9	10.7	135	1826	56.4	3.3	173	4514	47.3	8.3	145	2022	43.5	3.7	134
TELEVISION IMPERATIVE		53249	2698	20.3	5.1	64	425	13.1	0.8	41	2020	21.1	3.8	67	1042	22.4	2.0	71
NEWSPAPERS-OUTDOOR: DUAL		36255	3693	27.8	10.2	129	1026	31.7	2.8	146	2916	30.5	8.0	141	1560	33.6	4.3	155
NEWSPAPER IMPERATIVE		55591	4643	35.0	8.4	106	1198	37.0	2.2	112	3352	35.1	6.0	106	1654	35.6	3.0	107
OUTDOOR IMPERATIVE		48319	3532	26.6	7.3	92	682	21.0	1.4	73	2471	25.9	5.1	90	1020	22.0	2.1	76
NEWSPAPERS-RADIO: DUAL		37242	3344	25.2	9.0	113	884	27.3	2.4	123	2588	27.1	6.9	122	1258	27.1	3.4	122
NEWSPAPER IMPERATIVE		54423	5342	40.2	9.8	124	1378	42.5	2.5	131	3783	39.6	7.0	122	1919	41.3	3.5	127
RADIO IMPERATIVE		46650	3018	22.7	6.5	82	638	19.7	1.4	71	2112	22.1	4.5	80	879	18.9	1.9	68
NEWSPAPERS-TELEVISION: DUAL		35974	3242	24.4	9.0	114	592	18.3	1.6	85	2207	23.1	6.1	108	1155	24.9	3.2	116
NEWSPAPER IMPERATIVE		56095	5499	41.4	9.8	124	1734	53.5	3.1	160	4167	43.6	7.4	130	2059	44.3	3.7	133
TELEVISION IMPERATIVE		47170	2755	20.8	5.8	74	474	14.6	1.0	52	1947	20.4	4.1	72	925	19.9	2.0	71
OUTDOOR-RADIO: DUAL		33748	2790	21.0	8.3	104	666	20.6	2.0	102	2234	23.4	6.6	116	1029	22.1	3.0	110
OUTDOOR IMPERATIVE		52785	4963	37.4	9.4	119	1218	37.6	2.3	119	3679	38.5	7.0	122	1752	37.7	3.3	120
RADIO IMPERATIVE		52882	3886	29.3	7.3	93	898	27.7	1.7	88	2602	27.2	4.9	86	1278	27.5	2.4	87
OUTDOOR-TELEVISION: DUAL		32030	2818	21.2	8.8	111	544	16.8	1.7	88	2094	21.9	6.5	115	1058	22.8	3.3	119
OUTDOOR IMPERATIVE		54626	5182	39.0	9.5	120	1505	46.5	2.8	143	3957	41.4	7.2	127	1780	38.3	3.3	118
TELEVISION IMPERATIVE		54874	3373	25.4	6.1	78	508	15.7	0.9	48	2144	22.4	3.9	69	1235	26.6	2.3	81
RADIO-TELEVISION: DUAL		33386	2424	18.3	7.3	92	*385	11.9	1.2	60	1643	17.2	4.9	86	891	19.2	2.7	96
RADIO IMPERATIVE		53810	4635	34.9	8.6	109	1292	39.9	2.4	124	3461	36.2	6.4	113	1561	33.6	2.9	105
TELEVISION IMPERATIVE		54023	4000	30.1	7.4	94	915	28.2	1.7	88	2910	30.5	5.4	95	1428	30.7	2.6	95

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL	PAUL MASSON				SEBASTIANI				TAYLOR CALIFORNIA CELLARS				TAYLOR LAKE COUNTRY			
	U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	13275	100.0	7.9	100	3240	100.0	1.9	100	9551	100.0	5.7	100	4646	100.0	2.8	100
ATLANTIC MONTHLY	867	*118	0.9	13.6	172	**98	3.0	11.3	585	**67	0.7	7.7	136	**34	0.7	3.9	142
BARRON'S	1580	*206	1.6	13.0	165	**82	2.5	5.2	269	*251	2.6	15.9	279	**77	1.7	4.9	176
BETTER HOMES & GARDENS	22203	2286	17.2	10.3	130	471	14.5	2.1	110	1473	15.4	6.6	117	997	21.5	4.5	162
BON APPETIT	3810	578	4.4	15.2	192	*204	6.3	5.4	277	474	5.0	12.4	218	*187	4.0	4.9	177
BUSINESS WEEK	4663	636	4.8	13.6	172	257	7.9	5.5	285	410	4.3	8.8	154	**95	2.0	2.0	74
CAR AND DRIVER	3102	316	2.4	10.2	129	**94	2.9	3.0	157	*162	1.7	5.2	92	**103	2.2	3.3	120
CBS MAGAZINE NETWORK (GROSS)	7311	879	6.6	12.0	152	*185	5.7	2.5	131	605	6.3	8.3	145	*236	5.1	3.2	117
CHANGING TIMES	3400	467	3.5	13.7	174	**87	2.7	2.6	132	252	2.6	7.4	130	*169	3.6	5.0	179
COLONIAL HOMES	1796	313	2.4	17.4	220	**54	1.7	3.0	156	*116	1.2	6.5	113	**135	2.9	7.5	271
CONDE NAST MAG. PKG. (GROSS)	19924	2385	18.0	12.0	151	440	13.6	2.2	114	1887	19.8	9.5	166	802	17.3	4.0	145
CONSUMERS DIGEST	3125	390	2.9	12.5	158	**60	1.9	1.9	99	*200	2.1	6.4	112	**120	2.6	3.8	139
COSMOPOLITAN	10577	1270	9.6	12.0	152	*217	6.7	2.1	106	899	9.4	8.5	149	442	9.5	4.2	151
COUNTRY LIVING	3746	465	3.5	12.4	157	**116	3.6	3.1	160	*296	3.1	7.9	139	*228	4.9	6.1	220
CUISINE	2214	335	2.5	15.1	191	*107	3.3	4.8	250	301	3.2	13.6	239	*184	4.0	8.3	300
CYCLE WORLD	2394	*192	1.4	8.0	101	**28	0.9	1.2	61	**169	1.8	7.1	124	**60	1.3	2.5	90
DCI:CREATIVE IDEAS FOR LIV	3068	313	2.4	10.2	129	**35	1.1	1.1	59	*144	1.5	4.7	82	**92	2.0	3.0	108
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1083	8.2	11.3	143	*163	5.0	1.7	88	577	6.0	6.0	106	497	10.7	5.2	188
DISCOVER	2277	237	1.8	10.4	132	**106	3.3	4.7	241	*146	1.5	6.4	113	**93	2.0	4.1	147
EBONY	7187	395	3.0	5.5	69	**86	2.7	1.2	62	265	2.8	3.7	65	*141	3.0	2.0	71
ESQUIRE	2560	185	1.4	7.2	91	**60	1.9	2.3	121	*112	1.2	4.4	77	**52	1.1	2.0	73
ESSENCE	3242	*113	0.9	3.5	44	**40	1.2	1.2	64	*133	1.4	4.1	72	**40	0.9	1.2	45
FAMILY CIRCLE	19639	2041	15.4	10.4	131	407	12.6	2.1	107	1424	14.9	7.3	127	897	19.3	4.6	165
THE FAMILY HANDYMAN	3540	288	2.2	8.1	103	**133	4.1	3.8	194	*263	2.8	7.4	130	*134	2.9	3.8	137
FAMILY WEEKLY	23924	1950	14.7	8.2	103	683	21.1	2.9	148	1393	14.6	5.8	102	618	13.3	2.6	93
FIELD & STREAM	9883	805	6.1	8.1	103	*97	3.0	1.0	51	691	7.2	7.0	123	335	7.2	3.4	122
FOOD & WINE	1030	*142	1.1	13.8	174	**35	1.1	3.4	176	**95	1.0	9.2	162	**21	0.5	2.0	74
FORBES	2679	434	3.3	16.2	205	*168	5.2	6.3	325	336	3.5	12.5	220	*136	2.9	5.1	183
FORTUNE	2931	387	2.9	13.2	167	*221	6.8	7.5	390	341	3.6	11.6	204	*159	3.4	5.4	196
GENTLEMEN'S QUARTERLY	3481	354	2.7	10.2	128	*95	2.9	2.7	141	227	2.4	6.5	115	**104	2.2	3.0	108
GLAMOUR	7163	846	6.4	11.8	149	**129	4.0	1.8	93	681	7.1	9.5	167	301	6.5	4.2	152
GOLF DIGEST	2355	262	2.0	11.1	141	**123	3.8	5.2	270	224	2.3	9.5	167	*149	3.2	6.3	228
GOLF DIGEST/TENNIS (GROSS)	3610	359	2.7	9.9	126	*157	4.8	4.3	225	320	3.4	8.9	156	*187	4.0	5.2	187
GOLF MAGAZINE	2046	*219	1.6	10.7	135	**102	3.1	5.0	258	*143	1.5	7.0	123	**101	2.2	4.9	178
GOLF MAGAZINE/SKI (GROSS)	3547	347	2.6	9.8	124	*136	4.2	3.8	198	285	3.0	8.0	141	*151	3.3	4.3	154
GOOD HOUSEKEEPING	20353	2196	16.5	10.8	136	476	14.7	2.3	121	1590	16.6	7.8	137	921	19.8	4.5	163
HARPER'S BAZAAR	3362	356	2.7	10.6	134	**73	2.3	2.2	112	330	3.5	9.8	172	**95	2.0	2.8	102
HEALTH	2987	*211	1.6	7.1	89	**32	1.0	1.1	55	*162	1.7	5.4	95	**71	1.5	2.4	86
HEARST MAG CORP. BUY (GROSS)	67928	7496	56.5	11.0	139	1533	47.3	2.3	117	5427	56.8	8.0	140	2964	63.8	4.4	158
HEARST MAN POWER (GROSS)	11282	1002	7.5	8.9	112	*179	5.5	1.6	82	738	7.7	6.5	115	400	8.6	3.5	128
HEARST WOMAN POWER (GROSS)	40514	4429	33.4	10.9	138	904	27.9	2.2	116	3275	34.3	8.1	142	1842	39.6	4.5	164
HOUSE BEAUTIFUL	4885	704	5.3	14.4	182	**150	4.6	3.1	159	407	4.3	8.3	146	*156	3.4	3.2	115
INC.	1308	*135	1.0	10.3	130	**47	1.5	3.6	186	*192	2.0	14.7	258	**60	1.3	4.6	166
JET	6498	257	1.9	4.0	50	**67	2.1	1.0	53	248	2.6	3.8	67	*122	2.6	1.9	68
LADIES' HOME JOURNAL	14797	1479	11.1	10.0	126	338	10.4	2.3	118	1009	10.6	6.8	120	527	11.3	3.6	129
LHJ FAMILY GRP COMBO(GROSS)	21743	2176	16.4	10.0	126	478	14.8	2.2	114	1483	15.5	6.8	120	723	15.6	3.3	120
LIFE	9881	1127	8.5	11.4	144	264	8.1	2.7	138	743	7.8	7.5	132	299	6.4	3.0	109
L.A. TIMES HOME MAGAZINE	2775	354	2.7	12.8	161	*160	4.9	5.8	298	384	4.0	13.8	243	**2	0.0	0.1	3
MADEMOISELLE	4219	576	4.3	13.7	172	**111	3.4	2.6	136	337	3.5	8.0	140	*185	4.0	4.4	158
MC CALL'S	16422	1691	12.7	10.3	130	331	10.2	2.0	104	1146	12.0	7.0	123	722	15.5	4.4	159
MC CALL'S/WRK MOTHER (GROSS)	17919	1865	14.0	10.4	132	364	11.2	2.0	105	1292	13.5	7.2	127	788	17.0	4.4	159
MECHANIX ILLUSTRATED	4433	352	2.7	7.9	100	**71	2.2	1.6	83	316	3.3	7.1	125	*142	3.1	3.2	116
METROPOLITAN HOME	1504	230	1.7	15.3	193	**42	1.3	2.8	145	*121	1.3	8.0	141	**67	1.4	4.5	161
MONEY	4723	719	5.4	15.2	192	*212	6.5	4.5	232	538	5.6	11.4	200	*240	5.2	5.1	183
MOTHER EARTH NEWS	2325	*317	2.4	13.6	172	**49	1.5	2.1	109	**134	1.4	5.8	101	**110	2.4	4.7	171
MS.	1189	*191	1.4	16.1	203	**73	2.3	6.1	318	**55	0.6	4.6	81	**37	0.8	3.1	112
NATIONAL ENQUIRER	18892	1281	9.6	6.8	86	*237	7.3	1.3	65	833	8.7	4.4	77	355	7.6	1.9	68
NATIONAL GEOGRAPHIC	22129	2800	21.1	12.7	160	890	27.5	4.0	208	2079	21.8	9.4	165	979	21.1	4.4	160
NATIONAL SUNDAY MAGAZINE PKG	103750	9436	71.1	9.1	115	2350	72.5	2.3	117	6712	70.3	6.5	114	3262	70.2	3.1	114
NATURAL HISTORY	1379	*182	1.4	13.2	167	**50	1.5	3.6	188	*183	1.9	13.3	233	**70	1.5	5.1	183
NEW WOMAN	2289	301	2.3	13.1	166	**53	1.6	2.3	120	*214	2.2	9.3	164	**97	2.1	4.2	153
NEW YORK INCLUDING CUE	1088	*200	1.5	18.4	232	**51	1.6	4.7	243	*227	2.4	20.9	366	**38	0.8	3.5	126
THE NEW YORKER	2459	409	3.1	16.6	210	*168	5.2	6.8	354	287	3.0	11.7	205	*147	3.2	6.0	216
NEWSWEEK	16527	1930	14.5	11.7	148	712	22.0	4.3	223	1532	16.0	9.3	163	647	13.9	3.9	141
THE N.Y. TIMES DAILY EDITION	2739	425	3.2	15.5	196	211	6.5	7.7	399	443	4.6	16.2	284	*155	3.3	5.7	204
THE N.Y. TIMES MAGAZINE	4443	700	5.3	15.8	199	293	9.0	6.6	341	659	6.9	14.8	260	218	4.7	4.9	177
OMNI	2799	407	3.1	14.5	184	**109	3.4	3.9	202	292	3.1	10.4	183	**106	2.3	3.8	137
ON CABLE	2209	*233	1.8	10.5	133	**68	2.1	3.1	159	**97	1.0	4.4	77	**108	2.3	4.9	177
1001 HOME IDEAS	3959	486	3.7	12.3	155	**108	3.3	2.7	141	313	3.3	7.9	139	*126	2.7	3.2	115
ORGANIC GARDENING	3111	367	2.8	11.8	149	**125	3.9	4.0	208	*217	2.3	7.0	122	**126	2.7	4.1	146
OUTDOOR LIFE	5024	413	3.1	8.2	104	**54	1.7	1.1	56	351	3.7	7.0	123	*146	3.1	2.9	105
PARADE MAGAZINE	51292	4672	35.2	9.1	115	1123	34.7	2.2	113	3261	34.1	6.4	112	1686	36.3	3.3	119

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	PAUL MASSON A '000	PAUL MASSON B % DOWN	PAUL MASSON C % ACROSS	PAUL MASSON D INDX	SEBASTIANI A '000	SEBASTIANI B % DOWN	SEBASTIANI C % ACROSS	SEBASTIANI D INDX	TAYLOR CALIFORNIA CELLARS A '000	TAYLOR CALIFORNIA CELLARS B % DOWN	TAYLOR CALIFORNIA CELLARS C % ACROSS	TAYLOR CALIFORNIA CELLARS D INDX	TAYLOR LAKE COUNTRY A '000	TAYLOR LAKE COUNTRY B % DOWN	TAYLOR LAKE COUNTRY C % ACROSS	TAYLOR LAKE COUNTRY D INDX
TOTAL ADULTS	167727	13275	100.0	7.9	100	3240	100.0	1.9	100	9551	100.0	5.7	100	4646	100.0	2.8	100
PARENTS	5298	595	4.5	11.2	142	**111	3.4	2.1	108	382	4.0	7.2	127	*202	4.3	3.8	138
PENTHOUSE	5129	537	4.0	10.5	132	*116	3.6	2.3	117	456	4.8	8.9	156	**135	2.9	2.6	95
PEOPLE	21070	2186	16.5	10.4	131	511	15.8	2.4	126	1657	17.3	7.9	138	794	17.1	3.8	136
PLAYBOY	10562	1049	7.9	9.9	125	250	7.7	2.4	123	953	10.0	9.0	158	380	8.2	3.6	130
POPULAR HOT RODDING	2498	*204	1.5	8.2	103	**39	1.2	1.6	81	**131	1.4	5.2	92	**42	0.9	1.7	61
POPULAR MECHANICS	5887	491	3.7	8.3	105	**98	3.0	1.7	86	424	4.4	7.2	126	*192	4.1	3.3	118
POPULAR SCIENCE	4317	468	3.5	10.8	137	**148	4.6	3.4	177	254	2.7	5.9	103	*206	4.4	4.8	172
PREVENTION	5792	566	4.3	9.8	123	*166	5.1	2.9	148	376	3.9	6.5	114	247	5.3	4.3	154
PSYCHOLOGY TODAY	3284	363	2.7	11.1	140	*134	4.1	4.1	211	329	3.4	10.0	176	**88	1.9	2.7	97
READER'S DIGEST	40046	3523	26.5	8.8	111	727	22.4	1.8	94	2922	30.6	7.3	128	1579	34.0	3.9	142
REDBOOK	9584	964	7.3	10.1	127	*212	6.5	2.2	115	785	8.2	8.2	144	479	10.3	5.0	180
ROAD & TRACK	2590	325	2.4	12.5	159	**84	2.6	3.2	168	*207	2.2	8.0	140	**113	2.4	4.4	158
ROLLING STONE	3302	364	2.7	11.0	139	**117	3.6	3.5	183	292	3.1	8.8	155	**139	3.0	4.2	152
RUNNER'S WORLD	1229	*211	1.6	17.2	217	**83	2.6	6.8	350	**89	0.9	7.2	127	**79	1.7	6.4	232
SATURDAY EVENING POST	2110	285	2.1	13.5	171	**33	1.0	1.6	81	*236	2.5	11.2	196	**149	3.2	7.1	255
SCIENCE 84	1543	*177	1.3	11.5	145	**74	2.3	4.8	248	*164	1.7	10.6	187	**97	2.1	6.3	227
SCIENCE DIGEST	1747	*208	1.6	11.9	150	**39	1.2	2.2	116	*139	1.5	8.0	140	**118	2.5	6.8	244
SCIENTIFIC AMERICAN	1994	271	2.0	13.6	172	*137	4.2	6.9	356	253	2.6	12.7	223	*134	2.9	6.7	243
SELF	3119	408	3.1	13.1	165	**61	1.9	2.0	101	270	2.8	8.7	152	**98	2.1	3.1	113
SEVENTEEN	3923	369	2.8	9.4	119	**36	1.1	0.9	48	*171	1.8	4.4	77	**68	1.5	1.7	63
SKI	1501	*128	1.0	8.5	108	**33	1.0	2.2	114	*142	1.5	9.5	166	**50	1.1	3.3	120
SMITHSONIAN	5976	877	6.6	14.7	185	386	11.9	6.5	334	726	7.6	12.1	213	267	5.7	4.5	161
SOAP OPERA DIGEST	4228	*176	1.3	4.2	53	**40	1.2	0.9	49	*180	1.9	4.3	75	**69	1.5	1.6	59
SOUTHERN LIVING	6488	770	5.8	11.9	150	*128	4.0	2.0	102	433	4.5	6.7	117	405	8.7	6.2	225
SPORT	3500	*273	2.1	7.8	99	**81	2.5	2.3	120	*276	2.9	7.9	138	**133	2.9	3.8	137
THE SPORTING NEWS	2456	*231	1.7	9.4	119	**46	1.4	1.9	97	*193	2.0	7.9	138	**45	1.0	1.8	66
SPORTS AFIELD	3648	*302	2.3	8.3	105	**42	1.3	1.2	60	*176	1.8	4.8	85	**91	2.0	2.5	90
SPORTS ILLUSTRATED	14484	1213	9.1	8.4	106	398	12.3	2.7	142	988	10.3	6.8	120	469	10.1	3.2	117
STAR	12661	922	6.9	7.3	92	*146	4.5	1.2	60	621	6.5	4.9	86	*251	5.4	2.0	72
SUNDAY	52799	4960	37.4	9.4	119	1176	36.3	2.2	115	3691	38.6	7.0	123	1732	37.3	3.3	118
SUNSET	3513	490	3.7	13.9	176	442	13.6	12.6	651	585	6.1	16.7	292	**64	1.4	1.8	66
TV GUIDE	42766	3289	24.8	7.7	97	815	25.2	1.9	99	2391	25.0	5.6	98	1006	21.7	2.4	85
TENNIS	1254	**97	0.7	7.7	98	**33	1.0	2.6	136	**96	1.0	7.7	134	**38	0.8	3.0	109
TIME	22054	2751	20.7	12.5	158	745	23.0	3.4	175	2068	21.7	9.4	165	908	19.5	4.1	149
TOWN & COUNTRY	1555	*185	1.4	11.9	150	**48	1.5	3.1	160	*223	2.3	14.3	252	**78	1.7	5.0	181
TRAVEL & LEISURE	2173	400	3.0	18.4	233	**87	2.7	4.0	207	284	3.0	13.1	230	*101	2.2	4.6	168
TRUE STORY	4636	**74	0.6	1.6	20	**20	0.6	0.4	22	**72	0.8	1.6	27	**16	0.3	0.3	12
U.S.NEWS & WORLD REPORT	10353	1190	9.0	11.5	145	390	12.0	3.8	195	810	8.5	7.8	137	374	8.0	3.6	130
USA TODAY	4994	625	4.7	12.5	158	*202	6.2	4.0	209	464	4.9	9.3	163	*217	4.7	4.3	157
US	3528	339	2.6	9.6	121	**76	2.3	2.2	112	248	2.6	7.0	123	*277	6.0	7.9	283
VOGUE	5424	555	4.2	10.2	129	*139	4.3	2.6	133	599	6.3	11.0	194	*218	4.7	4.0	145
WALL STREET JOURNAL	6292	1059	8.0	16.8	213	401	12.4	6.4	330	734	7.7	11.7	205	213	4.6	3.4	122
WEIGHT WATCHERS	2762	409	3.1	14.8	187	**67	2.1	2.4	126	*220	2.3	8.0	140	**99	2.1	3.6	129
WOMAN'S DAY	16320	1547	11.7	9.5	120	*334	10.3	2.0	106	1140	11.9	7.0	123	663	14.3	4.1	147
WORKING MOTHER	1496	*173	1.3	11.6	146	**33	1.0	2.2	114	**145	1.5	9.7	170	**66	1.4	4.4	159
WORKING WOMAN	1851	*247	1.9	13.3	169	**58	1.8	3.1	162	*167	1.7	9.0	158	**48	1.0	2.6	94
WORLD TENNIS	580	**84	0.6	14.5	183	**26	0.8	4.5	232	**94	1.0	16.2	285	**13	0.3	2.2	81
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1154	8.7	9.3	117	315	9.7	2.5	131	936	9.8	7.5	132	424	9.1	3.4	123
BLAIR INSERTS	91671	8816	66.4	9.6	122	2073	64.0	2.3	117	6341	66.4	6.9	121	3065	66.0	3.3	121
DAILY NEWSPAPERS																	
READ ANY	109190	9385	70.7	8.6	109	2339	72.2	2.1	111	6942	72.7	6.4	112	3587	77.2	3.3	119
READ ONE	89587	7235	54.5	8.1	102	1727	53.3	1.9	100	5318	55.7	5.9	104	2736	58.9	3.1	110
READ TWO OR MORE	19602	2150	16.2	11.0	139	613	18.9	3.1	162	1624	17.0	8.3	145	851	18.3	4.3	157
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10069	75.8	9.2	116	2568	79.3	2.3	121	7277	76.2	6.6	117	3550	76.4	3.2	117
READ ONE	95074	8414	63.4	8.8	112	1961	60.5	2.1	107	5997	62.8	6.3	111	2952	63.5	3.1	112
READ TWO OR MORE	14588	1655	12.5	11.3	143	606	18.7	4.2	215	1280	13.4	8.8	154	597	12.8	4.1	148
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.12				30.74				32.58				32.44			
30 DAY REACH	149706	12232	92.1	8.2	103	3074	94.9	2.1	106	8882	93.0	5.9	104	4319	93.0	2.9	104
50 SHWG - 30 DAY AV FREQ	15.16	16.65				16.02				16.95				17.05			
30 DAY REACH	142406	11824	89.1	8.3	105	2956	91.2	2.1	107	8551	89.5	6.0	105	4102	88.3	2.9	104
25 SHWG - 30 DAY AV FREQ	8.23	8.93				8.69				8.91				9.14			
30 DAY REACH	131152	11039	83.2	8.4	106	2743	84.7	2.1	108	8162	85.5	6.2	109	3860	83.1	2.9	106
CABLE TV: HOME WIRED	66879	5980	45.0	8.9	113	1307	40.3	2.0	101	4111	43.0	6.1	108	2151	46.3	3.2	116
HOME NOT WIRED	100848	7295	55.0	7.2	91	1933	59.7	1.9	99	5440	57.0	5.4	95	2495	53.7	2.5	89
HAVE PAY CABLE	35024	3638	27.4	10.4	131	715	22.1	2.0	106	2483	26.0	7.1	124	1263	27.2	3.6	130

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL U.S.	PAUL MASSON				SEBASTIANI				TAYLOR CALIFORNIA CELLARS				TAYLOR LAKE COUNTRY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	13275	100.0	7.9	100	3240	100.0	1.9	100	9551	100.0	5.7	100	4646	100.0	2.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	8067	60.8	8.4	107	1825	56.3	1.9	99	5685	59.5	5.9	104	2982	64.2	3.1	113
10:00 AM - 3:00 PM	63599	4884	36.8	7.7	97	1301	40.2	2.0	106	3598	37.7	5.7	99	1836	39.5	2.9	104
3:00 PM - 7:00 PM	72097	6071	45.7	8.4	106	1562	48.2	2.2	112	4384	45.9	6.1	107	2085	44.9	2.9	104
7:00 PM - MIDNIGHT	36670	2785	21.0	7.6	96	756	23.3	2.1	107	2144	22.4	5.8	103	933	20.1	2.5	92
MIDNIGHT - 6:00 AM	21908	1861	14.0	8.5	107	387	11.9	1.8	91	1458	15.3	6.7	117	649	14.0	3.0	107
6:00 AM - MIDNIGHT	127571	10636	80.1	8.3	105	2489	76.8	2.0	101	7653	80.1	6.0	105	3840	82.7	3.0	109
ENTIRE DAY	129239	10775	81.2	8.3	105	2522	77.8	2.0	101	7783	81.5	6.0	106	3891	83.7	3.0	109
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3342	25.2	9.8	124	575	17.7	1.7	88	2048	21.4	6.0	106	1135	24.4	3.3	120
ALL NEWS	6062	541	4.1	8.9	113	240	7.4	4.0	205	548	5.7	9.0	159	196	4.2	3.2	117
AOR/PROGRESSIVE	11884	1149	8.7	9.7	122	*224	6.9	1.9	98	843	8.8	7.1	125	443	9.5	3.7	135
BEAUTIFUL MUSIC	11180	1009	7.6	9.0	114	257	7.9	2.3	119	849	8.9	7.6	133	503	10.8	4.5	162
BLACK	4538	*269	2.0	5.9	75	**47	1.5	1.0	54	*194	2.0	4.3	75	*140	3.0	3.1	111
CLASSICAL	3857	451	3.4	11.7	148	*167	5.2	4.3	224	352	3.7	9.1	160	**93	2.0	2.4	87
CHR/ROCK	21946	2015	15.2	9.2	116	495	15.3	2.3	117	1520	15.9	6.9	122	806	17.3	3.7	133
COUNTRY	27262	1694	12.8	6.2	79	320	9.9	1.2	61	1217	12.7	4.5	78	645	13.9	2.4	85
GOLDEN OLDIES	3339	*215	1.6	6.4	81	**72	2.2	2.2	112	*202	2.1	6.0	106	**59	1.3	1.8	64
MOR/NOSTALGIA	10346	935	7.0	9.0	114	291	9.0	2.8	146	724	7.6	7.0	123	*190	4.1	1.8	66
NEWS/TALK	8929	919	6.9	10.3	130	265	8.2	3.0	154	776	8.1	8.7	153	252	5.4	2.8	102
RELIGIOUS	5488	319	2.4	5.8	73	**95	2.9	1.7	90	278	2.9	5.1	89	*133	2.9	2.4	87
SOFT ROCK	1232	*83	0.6	6.7	85	**5	0.2	0.4	21	**33	0.3	2.7	47	**21	0.5	1.7	62
URBAN CONTEMPORARY	3184	*261	2.0	8.2	104	**51	1.6	1.6	83	*119	1.2	3.7	66	**69	1.5	2.2	78
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	428	3.2	6.2	78	**55	1.7	0.8	41	319	3.3	4.6	81	*168	3.6	2.4	88
ABC DIRECTION	5212	372	2.8	7.1	90	**74	2.3	1.4	73	324	3.4	6.2	109	*152	3.3	2.9	105
ABC ENTERTAINMENT	10385	795	6.0	7.7	97	*169	5.2	1.6	84	596	6.2	5.7	101	348	7.5	3.4	121
ABC FM	4762	300	2.3	6.3	80	**81	2.5	1.7	88	*282	3.0	5.9	104	*144	3.1	3.0	109
ABC INFORMATION	11339	1010	7.6	8.9	113	224	6.9	2.0	102	754	7.9	6.6	117	313	6.7	2.8	100
ABC ROCK	4878	510	3.8	10.5	132	**76	2.3	1.6	81	292	3.1	6.0	105	*176	3.8	3.6	130
CBS	10709	947	7.1	8.8	112	307	9.5	2.9	148	684	7.2	6.4	112	298	6.4	2.8	100
MUTUAL	10251	947	7.1	9.2	117	*136	4.2	1.3	69	587	6.1	5.7	101	257	5.5	2.5	91
NBC	12243	910	6.9	7.4	94	**151	4.7	1.2	64	679	7.1	5.5	97	300	6.5	2.5	88
RADIORADIO	4606	415	3.1	9.0	114	**59	1.8	1.3	66	336	3.5	7.3	128	*135	2.9	2.9	106
RKO ONE	5148	431	3.2	8.4	106	**99	3.1	1.9	100	294	3.1	5.7	100	*145	3.1	2.8	102
RKO TWO	7313	625	4.7	8.5	108	*191	5.9	2.6	135	433	4.5	5.9	104	*237	5.1	3.2	117
THE SOURCE	5981	509	3.8	8.5	108	**46	1.4	0.8	40	312	3.3	5.2	92	*216	4.6	3.6	130
NON-WIRED : BLAIR	19329	1531	11.5	7.9	100	360	11.1	1.9	96	1055	11.0	5.5	96	574	12.4	3.0	107
INTERNET	27139	2388	18.0	8.8	111	569	17.6	2.1	109	2042	21.4	7.5	132	913	19.7	3.4	121
KATZ RADIO GROUP	36319	3296	24.8	9.1	115	783	24.2	2.2	112	2426	25.4	6.7	117	1246	26.8	3.4	124
SUPERNET	22361	2028	15.3	9.1	115	543	16.8	2.4	126	1370	14.3	6.1	108	616	13.3	2.8	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1087	8.2	7.5	95	234	7.2	1.6	83	844	8.8	5.8	102	362	7.8	2.5	90
WKDAY 9:00 AM - 1:00 PM	18688	1183	8.9	6.3	80	229	7.1	1.2	63	802	8.4	4.3	75	397	8.5	2.1	77
WKDAY 1:00 PM - 4:30 PM	24061	1563	11.8	6.5	82	241	7.4	1.0	52	1027	10.8	4.3	75	561	12.1	2.3	84
WKDAY 4:30 PM - 7:30 PM	44079	3245	24.4	7.4	93	678	20.9	1.5	80	2391	25.0	5.4	95	1138	24.5	2.6	93
WKDAY 7:30 PM - 8:00 PM	61979	4489	33.8	7.2	92	961	29.7	1.6	80	3290	34.4	5.3	93	1627	35.0	2.6	95
WKDAY 11:00 PM - 11:30 PM	49084	3835	28.9	7.8	99	699	21.6	1.4	74	2683	28.1	5.5	96	1389	29.9	2.8	102
WKDAY 11:30 PM - 1:00 AM	16560	1318	9.9	8.0	101	216	6.7	1.3	68	882	9.2	5.3	94	498	10.7	3.0	109
M-SAT 8-11 PM+SUN 7-11 PM	66967	5195	39.1	7.8	98	1080	33.3	1.6	83	3811	39.9	5.7	100	1893	40.7	2.8	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	717	5.4	7.7	98	*165	5.1	1.8	92	481	5.0	5.2	91	206	4.4	2.2	80
ANOTHER WORLD N	6138	339	2.6	5.5	70	**22	0.7	0.4	19	225	2.4	3.7	64	*159	3.4	2.6	94
AS THE WORLD TURNS C	7707	419	3.2	5.4	69	**55	1.7	0.7	37	282	3.0	3.7	64	166	3.6	2.2	78
CAPITOL C	4688	270	2.0	5.8	73	**38	1.2	0.8	42	183	1.9	3.9	69	*146	3.1	3.1	112
CBS MORN. NEWS 1 C	2792	197	1.5	7.1	89	**38	1.2	1.4	70	167	1.7	6.0	105	**70	1.5	2.5	91
CBS MORN. NEWS 2 C	2071	185	1.4	8.9	113	**23	0.7	1.1	57	125	1.3	6.0	106	**29	0.6	1.4	51
DAYS OF OUR LIVES N	8018	599	4.5	7.5	94	**40	1.2	0.5	26	378	4.0	4.7	83	181	3.9	2.3	81
FACTS OF LIFE - DAYTIME N	3487	192	1.4	5.5	70	**13	0.4	0.4	19	147	1.5	4.2	74	*49	1.1	1.4	51
FAMILY FEUD A	4817	215	1.6	4.5	56	**68	2.1	1.4	73	142	1.5	2.9	52	*67	1.4	1.4	50
GENERAL HOSPITAL A	8333	603	4.5	7.2	91	*94	2.9	1.1	58	287	3.0	3.4	60	203	4.4	2.4	88
GOOD MORNING, AMERICA-730 A	5472	377	2.8	6.9	87	*64	2.0	1.2	61	318	3.3	5.8	102	139	3.0	2.5	92
GOOD MORNING, AMERICA-830 A	3965	251	1.9	6.3	80	*79	2.4	2.0	103	254	2.7	6.4	112	94	2.0	2.4	86
GUIDING LIGHT C	7542	420	3.2	5.6	70	**76	2.3	1.0	52	357	3.7	4.7	83	223	4.8	3.0	107
ONE LIFE TO LIVE A	6018	353	2.7	5.9	74	*71	2.2	1.2	61	197	2.1	3.3	57	119	2.6	2.0	71
PRESS YOUR LUCK C	3589	178	1.3	5.0	63	**50	1.5	1.4	72	140	1.5	3.9	69	*64	1.4	1.8	64
PRICE IS RIGHT 1 C	7418	392	3.0	5.3	67	**49	1.5	0.7	34	248	2.6	3.3	59	156	3.4	2.1	76
PRICE IS RIGHT 2 C	8276	424	3.2	5.1	65	*89	2.7	1.1	56	289	3.0	3.5	61	194	4.2	2.3	85
RYAN'S HOPE A	4358	295	2.2	6.8	86	**58	1.8	1.3	69	230	2.4	5.3	93	*99	2.1	2.3	82
SALE OF THE CENTURY N	3749	199	1.5	5.3	67	**18	0.6	0.5	25	170	1.8	4.5	80	*61	1.3	1.6	59
SEARCH FOR TOMORROW N	2884	194	1.5	6.7	85	**14	0.4	0.5	25	*99	1.0	3.4	60	**131	2.8	4.5	164
TODAY SHOW 1 N	4869	474	3.6	9.7	123	*101	3.1	2.1	107	331	3.5	6.8	119	160	3.4	3.3	119
TODAY SHOW 2 N	4135	335	2.5	8.1	102	**38	1.2	0.9	48	268	2.8	6.5	114	*86	1.9	2.1	75
$25,000 PYRAMID C	4361	185	1.4	4.2	54	**55	1.7	1.3	65	182	1.9	4.2	73	*113	2.4	2.6	94
WHEEL OF FORTUNE N	6187	368	2.8	5.9	75	**84	2.6	1.4	70	260	2.7	4.2	74	*99	2.1	1.6	58
YOUNG AND THE RESTLESS C	8186	403	3.0	4.9	62	**63	1.9	0.8	40	257	2.7	3.1	55	150	3.2	1.8	66
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	450	3.4	9.5	120	*85	2.6	1.8	93	306	3.2	6.5	114	*132	2.8	2.8	101
NBA PLAYOFF GAME -1 C	5127	364	2.7	7.1	90	*70	2.2	1.4	71	336	3.5	6.6	115	168	3.6	3.3	118
NBC MAJOR LEAGUE PRE-GAME N	3945	*258	1.9	6.5	83	**52	1.6	1.3	68	*151	1.6	3.8	67	**97	2.1	2.5	89
SPORTSWORLD - SUN N	3370	236	1.8	7.0	88	**25	0.8	0.7	38	203	2.1	6.0	106	**111	2.4	3.3	119
SUNDAY MORNING C	4200	361	2.7	8.6	109	*143	4.4	3.4	176	257	2.7	6.1	107	*102	2.2	2.4	88

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOMESTIC DINNER/TABLE WINES: BRANDS
(ADULTS)

		TOTAL U.S. '000	PAUL MASSON				SEBASTIANI				TAYLOR CALIFORNIA CELLARS				TAYLOR LAKE COUNTRY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	13275	100.0	7.9	100	3240	100.0	1.9	100	9551	100.0	5.7	100	4646	100.0	2.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3737	28.2	7.1	90	749	23.1	1.4	74	2855	29.9	5.5	96	1432	30.8	2.7	99
NETWORK AFFILIATES - LATE		39164	3026	22.8	7.7	98	557	17.2	1.4	74	2224	23.3	5.7	100	1091	23.5	2.8	101
INDEPENDENTS - LATE		5133	501	3.8	9.8	123	126	3.9	2.5	127	438	4.6	8.5	150	164	3.5	3.2	115
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1583	11.9	6.9	88	283	8.7	1.2	64	1073	11.2	4.7	83	693	14.9	3.0	110
ABC MONDAY NIGHT MOVIE	A	11258	918	6.9	8.2	103	216	6.7	1.9	99	709	7.4	6.3	111	343	7.4	3.0	110
ABC SUNDAY NIGHT MOVIE	A	23600	1911	14.4	8.1	102	353	10.9	1.5	77	1291	13.5	5.5	96	640	13.8	2.7	98
ABC WORLD NEWS TONIGHT	A	12801	903	6.8	7.1	89	160	4.9	1.2	65	701	7.3	5.5	96	335	7.2	2.6	94
AFTERMASH	C	10966	771	5.8	7.0	89	**110	3.4	1.0	52	697	7.3	6.4	112	*235	5.1	2.1	77
ALICE	C	17050	1114	8.4	6.5	83	*191	5.9	1.1	58	822	8.6	4.8	85	479	10.3	2.8	101
AMERICAN PARADE	C	11998	892	6.7	7.4	94	*164	5.1	1.4	71	600	6.3	5.0	88	258	5.6	2.2	78
BENSON	A	19258	1342	10.1	7.0	88	309	9.5	1.6	83	945	9.9	4.9	86	418	9.0	2.2	78
BLUE THUNDER	A	11478	670	5.0	5.8	74	198	6.1	1.7	89	457	4.8	4.0	70	281	6.0	2.4	88
CAGNEY & LACEY	C	18263	1450	10.9	7.9	100	226	7.0	1.2	64	978	10.2	5.4	94	499	10.7	2.7	99
CBS EVENING NEWS-DEAN	C	7733	501	3.8	6.5	82	*120	3.7	1.6	80	565	5.9	7.3	128	*193	4.2	2.5	90
CBS EVENING NEWS-RATHER	C	15653	1199	9.0	7.7	97	293	9.0	1.9	97	972	10.2	6.2	109	486	10.5	3.1	112
CBS SAT. NEWS-SCHIEFFER	C	8744	627	4.7	7.2	91	*141	4.4	1.6	83	581	6.1	6.6	117	292	6.3	3.3	121
CBS SATURDAY NIGHT MOVIE	C	12000	877	6.6	7.3	92	161	5.0	1.3	69	705	7.4	5.9	103	384	8.3	3.2	116
CBS WEDNESDAY NIGHT MOVIE	C	11522	781	5.9	6.8	86	193	6.0	1.7	87	511	5.4	4.4	78	248	5.3	2.2	78
CHEERS	N	16818	1758	13.2	10.5	132	406	12.5	2.4	125	1427	14.9	8.5	149	533	11.5	3.2	114
DALLAS	C	37510	2530	19.1	6.7	85	561	17.3	1.5	77	2140	22.4	5.7	100	855	18.4	2.3	82
DIFF'RENT STROKES	N	11258	743	5.6	6.6	83	**108	3.3	1.0	50	512	5.4	4.5	80	329	7.1	2.9	106
DOUBLE TROUBLE	N	12248	892	6.7	7.3	92	*298	9.2	2.4	126	603	6.3	4.9	86	292	6.3	2.4	86
DUCK FACTORY	N	11100	1051	7.9	9.5	120	*218	6.7	2.0	102	879	9.2	7.9	139	372	8.0	3.4	121
DUKES OF HAZZARD	C	12353	739	5.6	6.0	76	**123	3.8	1.0	52	450	4.7	3.6	64	299	6.4	2.4	87
DYNASTY	A	33279	2650	20.0	8.0	101	528	16.3	1.6	82	1754	18.4	5.3	93	1090	23.5	3.3	118
FACTS OF LIFE	N	13410	922	6.9	6.9	87	**103	3.2	0.8	40	677	7.1	5.0	89	294	6.3	2.2	79
FALCON CREST	C	31093	2152	16.2	6.9	87	419	12.9	1.3	70	1701	17.8	5.5	96	746	16.1	2.4	87
FALL GUY	A	18649	1315	9.9	7.1	89	280	8.6	1.5	78	931	9.7	5.0	88	509	11.0	2.7	99
FAMILY TIES	N	13101	1003	7.6	7.7	97	*151	4.7	1.2	60	673	7.0	5.1	90	384	8.3	2.9	106
FANTASY ISLAND	A	13069	795	6.0	6.1	77	*168	5.2	1.3	67	551	5.8	4.2	74	280	6.0	2.1	77
FOULUPS,BLEEPS & BLUNDERS	A	16588	1300	9.8	7.8	99	*229	7.1	1.4	71	894	9.4	5.4	95	428	9.2	2.6	93
FOUR SEASONS	C	9302	673	5.1	7.2	91	**119	3.7	1.3	66	534	5.6	5.7	101	*187	4.0	2.0	73
GIMME A BREAK	N	13955	923	7.0	6.6	84	**109	3.4	0.8	40	581	6.1	4.2	73	349	7.5	2.5	90
HART TO HART	A	15735	1251	9.4	8.0	100	313	9.7	2.0	103	728	7.6	4.6	81	424	9.1	2.7	97
HILL STREET BLUES	N	18257	1567	11.8	8.6	108	447	13.8	2.4	127	1380	14.4	7.6	133	477	10.3	2.6	94
HOTEL	A	24236	1907	14.4	7.9	99	434	13.4	1.8	93	1209	12.7	5.0	88	632	13.6	2.6	94
JEFFERSONS	C	17010	1107	8.3	6.5	82	*181	5.6	1.1	55	790	8.3	4.6	82	428	9.2	2.5	91
JENNIFER SLEPT HERE	N	9397	653	4.9	6.9	88	**103	3.2	1.1	57	453	4.7	4.8	85	*251	5.4	2.7	96
KATE & ALLIE	C	16762	1336	10.1	8.0	101	232	7.2	1.4	72	963	10.1	5.7	101	433	9.3	2.6	93
KNIGHT RIDER	N	13164	869	6.5	6.6	83	*176	5.4	1.3	69	648	6.8	4.9	86	454	9.8	3.4	125
LOVE BOAT	A	20400	1356	10.2	6.6	84	273	8.4	1.3	69	1050	11.0	5.1	90	522	11.2	2.6	92
MAGNUM PI	C	22543	1568	11.8	7.0	88	347	10.7	1.5	80	1183	12.4	5.2	92	583	12.5	2.6	93
MAMA'S FAMILY	N	9852	703	5.3	7.1	90	*128	4.0	1.3	67	387	4.1	3.9	69	*181	3.9	1.8	66
MASTER, THE	N	8082	653	4.9	8.1	102	*115	3.5	1.4	74	389	4.1	4.8	85	*188	4.0	2.3	84
MATT HOUSTON	A	12881	925	7.0	7.2	91	*229	7.1	1.8	92	708	7.4	5.5	97	331	7.1	2.6	93
NBC MONDAY NIGHT MOVIE	N	23889	1876	14.1	7.9	99	462	14.3	1.9	100	1616	16.9	6.8	119	685	14.7	2.9	104
NBC NIGHTLY NEWS	N	11156	787	5.9	7.1	89	160	4.9	1.4	74	647	6.8	5.8	102	272	5.9	2.4	88
NBC NIGHTLY NEWS-SAT	N	7363	566	4.3	7.7	97	**69	2.1	0.9	49	442	4.6	6.0	105	*202	4.3	2.7	99
NBC NIGHTLY NEWS-SUN	N	6214	455	3.4	7.3	93	**86	2.7	1.4	72	369	3.9	5.9	104	*183	3.9	2.9	106
NBC SUNDAY NIGHT MOVIE	N	17590	1416	10.7	8.1	102	352	10.9	2.0	104	1081	11.3	6.1	108	409	8.8	2.3	84
NEWHART	C	16740	1294	9.7	7.7	98	213	6.6	1.3	66	866	9.1	5.2	91	468	10.1	2.8	101
ONE DAY AT A TIME	C	11820	882	6.6	7.5	94	*160	4.9	1.4	70	610	6.4	5.2	91	288	6.2	2.4	88
PEOPLE ARE FUNNY	N	9138	661	5.0	7.2	91	*149	4.6	1.6	84	426	4.5	4.7	82	*145	3.1	1.6	57
REAL PEOPLE	N	15979	1036	7.8	6.5	82	*96	3.0	0.6	31	639	6.7	4.0	70	346	7.4	2.2	78
REMINGTON STEELE	N	14395	965	7.3	6.7	85	244	7.5	1.7	88	882	9.2	6.1	108	368	7.9	2.6	92
RIPLEY'S BELIEVE IT - NOT	A	11362	776	5.8	6.8	86	230	7.1	2.0	105	636	6.7	5.6	98	355	7.6	3.1	113
RIPTIDE	N	13920	842	6.3	6.0	76	*191	5.9	1.4	71	663	6.9	4.8	84	364	7.8	2.6	94
SCARECROW & MRS. KING	C	17571	1445	10.9	8.2	104	243	7.5	1.4	72	1053	11.0	6.0	105	415	8.9	2.4	85
SIMON & SIMON	C	20208	1167	8.8	5.8	73	281	8.7	1.4	72	947	9.9	4.7	82	497	10.7	2.5	89
60 MINUTES	C	27668	2024	15.2	7.3	92	396	12.2	1.4	74	1723	18.0	6.2	109	854	18.4	3.1	111
ST. ELSEWHERE	N	13699	1291	9.7	9.4	119	261	8.1	1.9	99	1031	10.8	7.5	132	339	7.3	2.5	89
THREE'S COMPANY	A	20632	1417	10.7	6.9	87	379	11.7	1.8	95	1011	10.6	4.9	86	447	9.6	2.2	78
T.J. HOOKER	A	17136	1119	8.4	6.5	83	269	8.3	1.6	81	883	9.2	5.2	90	459	9.9	2.7	97
TONIGHT SHOW	N	4963	541	4.1	10.9	138	87	2.7	1.8	91	315	3.3	6.3	111	202	4.3	4.1	147
TRAPPER JOHN, M.D.	C	16332	1027	7.7	6.3	79	*161	5.0	1.0	51	864	9.0	5.3	93	376	8.1	2.3	83
TV BLOOPERS & PRAC. JOKES	N	18881	1434	10.8	7.6	96	314	9.7	1.7	86	1010	10.6	5.3	94	425	9.1	2.3	81
20/20	A	18315	1441	10.9	7.9	99	184	5.7	1.0	52	950	9.9	5.2	91	555	11.9	3.0	109
WEBSTER	A	18722	1355	10.2	7.2	91	278	8.6	1.5	77	912	9.5	4.9	86	446	9.6	2.4	86
WORLD NEWS - SUN	A	5327	373	2.8	7.0	88	**90	2.8	1.7	87	*287	3.0	5.4	95	*196	4.2	3.7	133
YELLOW ROSE	N	8370	545	4.1	6.5	82	*135	4.2	1.6	83	421	4.4	5.0	88	201	4.3	2.4	87
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2004	15.1	7.7	98	563	17.4	2.2	113	1635	17.1	6.3	111	803	17.3	3.1	112
BASKETBALL - COLLEGE GAMES		14468	1384	10.4	9.6	121	*262	8.1	1.8	94	1071	11.2	7.4	130	*513	11.0	3.5	128
BASKETBALL - PRO GAMES		12124	1071	8.1	8.8	112	**193	6.0	1.6	82	905	9.5	7.5	131	*352	7.6	2.9	105
BOWLING		9412	661	5.0	7.0	89	**161	5.0	1.7	89	*391	4.1	4.2	73	*259	5.6	2.8	99
BOXING		15409	1203	9.1	7.8	99	*316	9.8	2.1	106	962	10.1	6.2	110	*389	8.4	2.5	91
FOOTBALL - COLLEGE GAMES		21400	2329	17.5	10.9	138	460	14.2	2.1	111	1840	19.3	8.6	151	776	16.7	3.6	131
FOOTBALL - PRO GAMES		35944	4090	30.8	11.4	144	1043	32.2	2.9	150	2739	28.7	7.6	134	1308	28.2	3.6	131
GOLF		9759	1026	7.7	10.5	133	*346	10.7	3.5	184	975	10.2	10.0	175	524	11.3	5.4	194
POST-SEASON COLL. FOOTBALL		18123	1843	13.9	10.2	128	666	20.6	3.7	190	1438	15.1	7.9	139	731	15.7	4.0	146
POST-SEASON PRO FOOTBALL		22091	2530	19.1	11.5	145	881	27.2	4.0	206	1818	19.0	8.2	145	955	20.6	4.3	156
TENNIS		6764	826	6.2	12.2	154	*349	10.8	5.2	267	867	9.1	12.8	225	*321	6.9	4.7	171
WRESTLING - PROFESSIONAL		9695	*540	4.1	5.6	70	**59	1.8	0.6	32	*421	4.4	4.3	76	**145	3.1	1.5	54

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REDUCED CALORIE/'LIGHT' DOMESTIC DINNER/TABLE WINES (EXCLUDING VERMOUTH) BASE = ADULTS (167727)

6A. DO YOU YOURSELF DRINK THEM?

	'000	%	UNWEIGHTED
YES	7986	4.8	878
NO	159741	95.2	18232

IF YOU DO

6B. WHICH BRANDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
ALMADEN LIGHT	2106	1.3	1124	.7	709	.4	273	.2	229
LOS HERMANOS LIGHT	958	.6	201	.1	571	.3	186	.1	97
PAUL MASSON LIGHT	2817	1.7	1592	.9	973	.6	251	.1	328
SEBASTIANI LIGHT	484	.3	161	.1	264	.2	60	*	58
TAYLOR CALIFORNIA CELLARS LIGHT	3072	1.8	1589	.9	1133	.7	349	.2	349
OTHER BRANDS	1427	.9	936	.6	296	.2	195	.1	151
DO NOT KNOW	112	.1							18

6C. ABOUT HOW MANY DRINKS OR GLASSES OF REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
14 OR MORE	H	221	.1	33
11 - 13	H	248	.1	31
8 - 10	H	99	.1	17
7	H	257	.2	36
5 - 6	H	506	.3	51
3 - 4	H	869	.5	105
2	H	1386	.8	149
1	L	919	.5	102
NONE	L	3480	2.1	354

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
14 OR MORE	418	.2	55
11 - 13	374	.2	51
8 - 10	280	.2	42
7	451	.3	41
5 - 6	808	.5	73
3 - 4	1202	.7	135
2	1179	.7	141
1	1242	.7	120
NONE	2032	1.2	220

REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	7986	100.0	4.8	100	3587	100.0	2.1	100	4399	100.0	2.6	100				
MALES	79263	2486	31.1	3.1	66	1239	34.5	1.6	73	1247	28.3	1.6	60				
FEMALES	88464	5500	68.9	6.2	131	2348	65.5	2.7	124	3152	71.7	3.6	136				
18 - 24	28671	1578	19.8	5.5	116	746	20.8	2.6	122	832	18.9	2.9	111				
25 - 34	39536	2358	29.5	6.0	125	879	24.5	2.2	104	1479	33.6	3.7	143				
35 - 44	28978	1504	18.8	5.2	109	680	19.0	2.3	110	824	18.7	2.8	108				
45 - 54	22345	896	11.2	4.0	84	*425	11.8	1.9	89	*471	10.7	2.1	80				
55 - 64	22224	688	8.6	3.1	65	*295	8.2	1.3	62	*393	8.9	1.8	67				
65 OR OLDER	25973	962	12.0	3.7	78	562	15.7	2.2	101	*400	9.1	1.5	59				
18 - 34	68207	3936	49.3	5.8	121	1625	45.3	2.4	111	2311	52.5	3.4	129				
18 - 49	108058	5959	74.6	5.5	116	2527	70.4	2.3	109	3432	78.0	3.2	121				
25 - 54	90859	4758	59.6	5.2	110	1984	55.3	2.2	102	2774	63.1	3.1	116				
35 - 49	39851	2023	25.3	5.1	107	901	25.1	2.3	106	1121	25.5	2.8	107				
50 OR OLDER	59669	2027	25.4	3.4	71	1060	29.6	1.8	83	967	22.0	1.6	62				
GRADUATED COLLEGE	28091	2010	25.2	7.2	150	761	21.2	2.7	127	1249	28.4	4.4	170				
ATTENDED COLLEGE	28938	1791	22.4	6.2	130	639	17.8	2.2	103	1153	26.2	4.0	152				
GRADUATED HIGH SCHOOL	65503	2646	33.1	4.0	85	1380	38.5	2.1	99	1266	28.8	1.9	74				
DID NOT GRADUATE HIGH SCHOOL	45195	1539	19.3	3.4	72	807	22.5	1.8	83	732	16.6	1.6	62				
EMPLOYED MALES	56429	1788	22.4	3.2	67	879	24.5	1.6	73	909	20.7	1.6	61				
EMPLOYED FEMALES	43971	3668	45.9	8.3	175	1475	41.1	3.4	157	2193	49.9	5.0	190				
EMPLOYED FULL-TIME	87773	4723	59.1	5.4	113	2119	59.1	2.4	113	2604	59.2	3.0	113				
EMPLOYED PART-TIME	12627	733	9.2	5.8	122	**235	6.6	1.9	87	*498	11.3	3.9	150				
NOT EMPLOYED	67327	2530	31.7	3.8	79	1233	34.4	1.8	86	1298	29.5	1.9	74				
PROFESSIONAL/MANAGER	25845	1713	21.5	6.6	139	659	18.4	2.5	119	1054	24.0	4.1	155				
TECH/CLERICAL/SALES	30895	2203	27.6	7.1	150	805	22.4	2.6	122	1398	31.8	4.5	173				
PRECISION/CRAFT	12629	*330	4.1	2.6	55	*230	6.4	1.8	85	**100	2.3	0.8	30				
OTHER EMPLOYED	31031	1210	15.2	3.9	82	660	18.4	2.1	99	*550	12.5	1.8	68				
SINGLE	35557	2090	26.2	5.9	123	904	25.2	2.5	119	1186	27.0	3.3	127				
MARRIED	103585	4492	56.2	4.3	91	1946	54.3	1.9	88	2545	57.9	2.5	94				
DIVORCED/SEPARATED/WIDOWED	28585	1405	17.6	4.9	103	736	20.5	2.6	120	668	15.2	2.3	89				
PARENTS	59295	3018	37.8	5.1	107	1352	37.7	2.3	107	1666	37.9	2.8	107				
WHITE	146081	7053	88.3	4.8	101	3050	85.0	2.1	98	4004	91.0	2.7	105				
BLACK	17974	766	9.6	4.3	90	466	13.0	2.6	121	*300	6.8	1.7	64				
OTHER	3672	**167	2.1	4.5	96	**72	2.0	2.0	92	**95	2.2	2.6	99				
NORTHEAST-CENSUS	37005	2198	27.5	5.9	125	1073	29.9	2.9	136	1125	25.6	3.0	116				
NORTH CENTRAL	42642	1399	17.5	3.3	69	497	13.9	1.2	54	902	20.5	2.1	81				
SOUTH	56777	2046	25.6	3.6	76	1008	28.1	1.8	83	1038	23.6	1.8	70				
WEST	31303	2343	29.3	7.5	157	1010	28.2	3.2	151	1333	30.3	4.3	162				
NORTHEAST-MKTG.	38125	2426	30.4	6.4	134	1246	34.7	3.3	153	1180	26.8	3.1	118				
EAST CENTRAL	24794	724	9.1	2.9	61	*283	7.9	1.1	53	*441	10.0	1.8	68				
WEST CENTRAL	28511	1033	12.9	3.6	76	*338	9.4	1.2	55	695	15.8	2.4	93				
SOUTH	48953	1646	20.6	3.4	71	748	20.9	1.5	71	899	20.4	1.8	70				
PACIFIC	27344	2156	27.0	7.9	166	973	27.1	3.6	166	1184	26.9	4.3	165				
COUNTY SIZE A	69301	4168	52.2	6.0	126	2076	57.9	3.0	140	2093	47.6	3.0	115				
COUNTY SIZE B	50633	2294	28.7	4.5	95	1041	29.0	2.1	96	1253	28.5	2.5	94				
COUNTY SIZE C	26259	1080	13.5	4.1	86	*283	7.9	1.1	50	797	18.1	3.0	116				
COUNTY SIZE D	21534	*443	5.5	2.1	43	**187	5.2	0.9	41	**256	5.8	1.2	45				
METRO CENTRAL CITY	50014	2697	33.8	5.4	113	1541	43.0	3.1	144	1157	26.3	2.3	88				
METRO SUBURBAN	76832	3941	49.3	5.1	108	1578	44.0	2.1	96	2362	53.7	3.1	117				
NON METRO	40881	1348	16.9	3.3	69	*468	13.0	1.1	54	880	20.0	2.2	82				
TOP 5 ADI'S	39550	2633	33.0	6.7	140	1383	38.6	3.5	164	1250	28.4	3.2	121				
TOP 10 ADI'S	54877	3401	42.6	6.2	130	1787	49.8	3.3	152	1614	36.7	2.9	112				
TOP 20 ADI'S	77516	4771	59.7	6.2	129	2318	64.6	3.0	140	2453	55.8	3.2	121				
HSHLD INC. $50,000 OR MORE	17257	1200	15.0	7.0	146	*504	14.1	2.9	137	*696	15.8	4.0	154				
$40,000 OR MORE	33235	2196	27.5	6.6	139	899	25.1	2.7	126	1297	29.5	3.9	149				
$30,000 OR MORE	59693	3586	44.9	6.0	126	1347	37.6	2.3	106	2239	50.9	3.8	143				
$25,000 OR MORE	76275	4503	56.4	5.9	124	1658	46.2	2.2	102	2845	64.7	3.7	142				
$20,000 - $24,999	18607	869	10.9	4.7	98	*493	13.7	2.6	124	*376	8.5	2.0	77				
$15,000 - $19,999	17175	733	9.2	4.3	90	*366	10.2	2.1	100	*367	8.3	2.1	81				
$10,000 - $14,999	24569	937	11.7	3.8	80	571	15.9	2.3	109	*365	8.3	1.5	57				
UNDER $10,000	31101	944	11.8	3.0	64	499	13.9	1.6	75	445	10.1	1.4	55				
HOUSEHOLD OF 1 PERSON	19441	956	12.0	4.9	103	438	12.2	2.3	105	519	11.8	2.7	102				
2 PEOPLE	51803	2514	31.5	4.9	102	1204	33.6	2.3	109	1311	29.8	2.5	96				
3 OR 4 PEOPLE	66933	3158	39.5	4.7	99	1406	39.2	2.1	98	1752	39.8	2.6	100				
5 OR MORE PEOPLE	29550	1357	17.0	4.6	96	*539	15.0	1.8	85	*818	18.6	2.8	106				
NO CHILD IN HSHLD	96587	4470	56.0	4.6	97	2112	58.9	2.2	102	2358	53.6	2.4	93				
CHILD(REN) UNDER 2 YRS	10844	*512	6.4	4.7	99	**125	3.5	1.2	54	**387	8.8	3.6	136				
2 - 5 YEARS	26358	1207	15.1	4.6	96	*399	11.1	1.5	71	808	18.4	3.1	117				
6 - 11 YEARS	30453	1436	18.0	4.7	99	678	18.9	2.2	104	758	17.2	2.5	95				
12 - 17 YEARS	36575	1794	22.5	4.9	103	886	24.7	2.4	113	908	20.6	2.5	95				
RESIDENCE OWNED	117770	5690	71.2	4.8	101	2369	66.0	2.0	94	3320	75.5	2.8	107				
VALUE: $50,000 OR MORE	70166	4203	52.6	6.0	126	1762	49.1	2.5	117	2441	55.5	3.5	133				
VALUE: UNDER $50,000	47604	1487	18.6	3.1	66	*608	17.0	1.3	60	879	20.0	1.8	70				

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S.	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	7986	100.0	4.8	100	3587	100.0	2.1	100	4399	100.0	2.6	100				
MAGAZINES	QUINTILE 1	34022	2025	25.4	6.0	125	921	25.7	2.7	127	1104	25.1	3.2	124				
	QUINTILE 2	34800	2124	26.6	6.1	128	817	22.8	2.3	110	1308	29.7	3.8	143				
	QUINTILE 3	30514	1439	18.0	4.7	99	700	19.5	2.3	107	739	16.8	2.4	92				
	QUINTILE 4	33324	1233	15.4	3.7	78	554	15.4	1.7	78	678	15.4	2.0	78				
	QUINTILE 5	35066	1165	14.6	3.3	70	595	16.6	1.7	79	*570	13.0	1.6	62				
NEWSPAPERS	QUINTILE 1	29107	1799	22.5	6.2	130	858	23.9	2.9	138	941	21.4	3.2	123				
	QUINTILE 2	49095	2675	33.5	5.4	114	1154	32.2	2.4	110	1521	34.6	3.1	118				
	QUINTILE 3	23107	918	11.5	4.0	83	*406	11.3	1.8	82	*512	11.6	2.2	84				
	QUINTILE 4	33556	1466	18.4	4.4	92	589	16.4	1.8	82	877	19.9	2.6	100				
	QUINTILE 5	32863	1129	14.1	3.4	72	580	16.2	1.8	83	*549	12.5	1.7	64				
OUTDOOR	QUINTILE 1	33431	2084	26.1	6.2	131	786	21.9	2.4	110	1298	29.5	3.9	148				
	QUINTILE 2	33478	1567	19.6	4.7	98	687	19.2	2.1	96	880	20.0	2.6	100				
	QUINTILE 3	33574	1832	22.9	5.5	115	804	22.4	2.4	112	1028	23.4	3.1	117				
	QUINTILE 4	33935	1254	15.7	3.7	78	660	18.4	1.9	91	594	13.5	1.8	67				
	QUINTILE 5	33310	1250	15.7	3.8	79	649	18.1	1.9	91	600	13.6	1.8	69				
RADIO-DRIVE TIME	QUINTILE 1	33136	1487	18.6	4.5	94	773	21.6	2.3	109	713	16.2	2.2	82				
	QUINTILE 2	31658	1486	18.6	4.7	99	526	14.7	1.7	78	960	21.8	3.0	116				
	QUINTILE 3	32541	1639	20.5	5.0	106	696	19.4	2.1	100	943	21.4	2.9	110				
	QUINTILE 4	34247	1749	21.9	5.1	107	838	23.4	2.4	114	911	20.7	2.7	101				
	QUINTILE 5	36144	1626	20.4	4.5	94	754	21.0	2.1	98	873	19.8	2.4	92				
RADIO-MID-DAY	TERCILE 1	45037	1954	24.5	4.3	91	942	26.3	2.1	98	1012	23.0	2.2	86				
	TERCILE 2	44819	2137	26.8	4.8	100	984	27.4	2.2	103	1153	26.2	2.6	98				
	TERCILE 3	77872	3895	48.8	5.0	105	1661	46.3	2.1	100	2234	50.8	2.9	109				
RADIO-TOTAL	QUINTILE 1	33763	1556	19.5	4.6	97	750	20.9	2.2	104	807	18.3	2.4	91				
	QUINTILE 2	33240	1508	18.9	4.5	95	636	17.7	1.9	89	872	19.8	2.6	100				
	QUINTILE 3	33408	1572	19.7	4.7	99	659	18.4	2.0	92	912	20.7	2.7	104				
	QUINTILE 4	34792	2017	25.3	5.8	122	928	25.9	2.7	125	1089	24.8	3.1	119				
	QUINTILE 5	32524	1333	16.7	4.1	86	614	17.1	1.9	88	719	16.3	2.2	84				
TV-PRIME TIME	QUINTILE 1	33090	1681	21.0	5.1	107	755	21.0	2.3	107	926	21.1	2.8	107				
	QUINTILE 2	33357	1365	17.1	4.1	86	632	17.6	1.9	89	733	16.7	2.2	84				
	QUINTILE 3	33980	1715	21.5	5.0	106	676	18.8	2.0	93	1038	23.6	3.1	116				
	QUINTILE 4	33854	1928	24.1	5.7	120	882	24.6	2.6	122	1046	23.8	3.1	118				
	QUINTILE 5	33444	1297	16.2	3.9	81	641	17.9	1.9	90	656	14.9	2.0	75				
TV-DAYTIME	TERCILE 1	49121	2351	29.4	4.8	101	948	26.4	1.9	90	1404	31.9	2.9	109				
	TERCILE 2	48823	2276	28.5	4.7	98	933	26.0	1.9	89	1343	30.5	2.8	105				
	TERCILE 3	69782	3359	42.1	4.8	101	1706	47.6	2.4	114	1653	37.6	2.4	90				
TV-TOTAL	QUINTILE 1	33584	1701	21.3	5.1	106	757	21.1	2.3	105	945	21.5	2.8	107				
	QUINTILE 2	33441	1275	16.0	3.8	80	533	14.9	1.6	75	741	16.8	2.2	84				
	QUINTILE 3	33505	1719	21.5	5.1	108	885	24.7	2.6	124	834	19.0	2.5	95				
	QUINTILE 4	33466	1718	21.5	5.1	108	641	17.9	1.9	90	1077	24.5	3.2	123				
	QUINTILE 5	33731	1573	19.7	4.7	98	771	21.5	2.3	107	802	18.2	2.4	91				
MAGAZINES-NEWSPAPERS: DUAL		44503	2898	36.3	6.5	137	1281	35.7	2.9	135	1618	36.8	3.6	139				
MAGAZINE IMPERATIVE		39363	1877	23.5	4.8	100	748	20.9	1.9	89	1130	25.7	2.9	109				
NEWSPAPER IMPERATIVE		46441	2002	25.1	4.3	91	922	25.7	2.0	93	1080	24.6	2.3	89				
MAGAZINES-OUTDOOR: DUAL		33726	2173	27.2	6.4	135	758	21.1	2.2	105	1415	32.2	4.2	160				
MAGAZINE IMPERATIVE		52846	2760	34.6	5.2	110	1382	38.5	2.6	122	1378	31.3	2.6	99				
OUTDOOR IMPERATIVE		52140	2332	29.2	4.5	94	1112	31.0	2.1	100	1220	27.7	2.3	89				
MAGAZINES-RADIO: DUAL		37081	1892	23.7	5.1	107	809	22.6	2.2	102	1083	24.6	2.9	111				
MAGAZINE IMPERATIVE		49747	3106	38.9	6.2	131	1346	37.5	2.7	127	1760	40.0	3.5	135				
RADIO IMPERATIVE		49208	1884	23.6	3.8	80	873	24.3	1.8	83	1011	23.0	2.1	78				
MAGAZINES-TELEVISION: DUAL		33103	1814	22.7	5.5	115	762	21.2	2.3	108	1051	23.9	3.2	121				
MAGAZINE IMPERATIVE		54575	3309	41.4	6.1	127	1397	38.9	2.6	120	1912	43.5	3.5	134				
TELEVISION IMPERATIVE		53249	1863	23.3	3.5	73	953	26.6	1.8	84	910	20.7	1.7	65				
NEWSPAPERS-OUTDOOR: DUAL		36255	2304	28.9	6.4	133	858	23.9	2.4	111	1446	32.9	4.0	152				
NEWSPAPER IMPERATIVE		55591	2681	33.6	4.8	101	1388	38.7	2.5	117	1293	29.4	2.3	89				
OUTDOOR IMPERATIVE		48319	2161	27.1	4.5	94	956	26.7	2.0	93	1206	27.4	2.5	95				
NEWSPAPERS-RADIO: DUAL		37242	1916	24.0	5.1	108	937	26.1	2.5	118	980	22.3	2.6	100				
NEWSPAPER IMPERATIVE		54423	3101	38.8	5.7	120	1337	37.3	2.5	115	1765	40.1	3.2	124				
RADIO IMPERATIVE		46650	1779	22.3	3.8	80	729	20.3	1.6	73	1050	23.9	2.3	86				
NEWSPAPERS-TELEVISION: DUAL		35974	1860	23.3	5.2	109	769	21.4	2.1	100	1091	24.8	3.0	116				
NEWSPAPER IMPERATIVE		56095	3213	40.2	5.7	120	1475	41.1	2.6	123	1739	39.5	3.1	118				
TELEVISION IMPERATIVE		47170	1892	23.7	4.0	84	909	25.3	1.9	90	983	22.3	2.1	79				
OUTDOOR-RADIO: DUAL		33748	1686	21.1	5.0	105	706	19.7	2.1	98	980	22.3	2.9	111				
OUTDOOR IMPERATIVE		52785	3032	38.0	5.7	121	1221	34.0	2.3	108	1811	41.2	3.4	131				
RADIO IMPERATIVE		52882	2269	28.4	4.3	90	1098	30.6	2.1	97	1170	26.6	2.2	84				
OUTDOOR-TELEVISION: DUAL		32030	1680	21.0	5.2	110	742	20.7	2.3	108	939	21.3	2.9	112				
OUTDOOR IMPERATIVE		54626	3063	38.4	5.6	118	1270	35.4	2.3	109	1793	40.8	3.3	125				
TELEVISION IMPERATIVE		54874	2283	28.6	4.2	87	1073	29.9	2.0	91	1210	27.5	2.2	84				
RADIO-TELEVISION: DUAL		33386	1457	18.2	4.4	92	662	18.5	2.0	93	795	18.1	2.4	91				
RADIO IMPERATIVE		53810	2534	31.7	4.7	99	1112	31.0	2.1	97	1423	32.3	2.6	101				
TELEVISION IMPERATIVE		54023	2585	32.4	4.8	100	1235	34.4	2.3	107	1350	30.7	2.5	95				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	7986	100.0	4.8	100	3587	100.0	2.1	100	4399	100.0	2.6	100				
ATLANTIC MONTHLY	867	**29	0.4	3.3	70	**10	0.3	1.2	54	**19	0.4	2.2	84				
BARRON'S	1580	**110	1.4	7.0	146	**40	1.1	2.5	118	**70	1.6	4.4	169				
BETTER HOMES & GARDENS	22203	1536	19.2	6.9	145	603	16.8	2.7	127	933	21.2	4.2	160				
BON APPETIT	3810	484	6.1	12.7	267	*199	5.5	5.2	244	*285	6.5	7.5	285				
BUSINESS WEEK	4663	229	2.9	4.9	103	**82	2.3	1.8	82	*147	3.3	3.2	120				
CAR AND DRIVER	3102	**135	1.7	4.4	91	**51	1.4	1.6	77	**85	1.9	2.7	104				
CBS MAGAZINE NETWORK (GROSS)	7311	258	3.2	3.5	74	**91	2.5	1.2	58	*167	3.8	2.3	87				
CHANGING TIMES	3400	*165	2.1	4.9	102	**38	1.1	1.1	52	**127	2.9	3.7	142				
COLONIAL HOMES	1796	*137	1.7	7.6	160	**56	1.6	3.1	146	**81	1.8	4.5	172				
CONDE NAST MAG. PKG. (GROSS)	19924	1725	21.6	8.7	182	804	22.4	4.0	189	921	20.9	4.6	176				
CONSUMERS DIGEST	3125	*203	2.5	6.5	136	**147	4.1	4.7	220	**56	1.3	1.8	68				
COSMOPOLITAN	10577	947	11.9	9.0	188	432	12.0	4.1	191	515	11.7	4.9	186				
COUNTRY LIVING	3746	*256	3.2	6.8	144	**83	2.3	2.2	104	*173	3.9	4.6	176				
CUISINE	2214	*225	2.8	10.2	213	**81	2.3	3.7	171	**144	3.3	6.5	248				
CYCLE WORLD	2394	**45	0.6	1.9	39	**28	0.8	1.2	55	**16	0.4	0.7	25				
DCI:CREATIVE IDEAS FOR LIV	3068	*268	3.4	8.7	183	**96	2.7	3.1	146	*172	3.9	5.6	214				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	646	8.1	6.8	142	*241	6.7	2.5	118	405	9.2	4.2	162				
DISCOVER	2277	*183	2.3	8.0	169	**79	2.2	3.5	162	**104	2.4	4.6	174				
EBONY	7187	350	4.4	4.9	102	216	6.0	3.0	141	*134	3.0	1.9	71				
ESQUIRE	2560	*100	1.3	3.9	82	**65	1.8	2.5	119	**35	0.8	1.4	52				
ESSENCE	3242	*169	2.1	5.2	109	**86	2.4	2.7	124	**83	1.9	2.6	98				
FAMILY CIRCLE	19639	1462	18.3	7.4	156	597	16.6	3.0	142	865	19.7	4.4	168				
THE FAMILY HANDYMAN	3540	*160	2.0	4.5	95	**81	2.3	2.3	107	**79	1.8	2.2	85				
FAMILY WEEKLY	23924	1140	14.3	4.8	100	465	13.0	1.9	91	675	15.3	2.8	108				
FIELD & STREAM	9883	406	5.1	4.1	86	**143	4.0	1.4	68	*263	6.0	2.7	101				
FOOD & WINE	1030	**94	1.2	9.1	192	**55	1.5	5.3	250	**39	0.9	3.8	144				
FORBES	2679	*136	1.7	5.1	107	**63	1.8	2.4	110	**73	1.7	2.7	104				
FORTUNE	2931	*181	2.3	6.2	130	**86	2.4	2.9	137	**95	2.2	3.2	124				
GENTLEMEN'S QUARTERLY	3481	*203	2.5	5.8	122	**94	2.6	2.7	126	**109	2.5	3.1	119				
GLAMOUR	7163	697	8.7	9.7	204	*296	8.3	4.1	193	*401	9.1	5.6	213				
GOLF DIGEST	2355	*124	1.6	5.3	111	**46	1.3	2.0	91	**79	1.8	3.4	128				
GOLF DIGEST/TENNIS (GROSS)	3610	*195	2.4	5.4	113	**70	2.0	1.9	91	**124	2.8	3.4	131				
GOLF MAGAZINE	2046	**137	1.7	6.7	141	**31	0.9	1.5	71	**106	2.4	5.2	198				
GOLF MAGAZINE/SKI (GROSS)	3547	*200	2.5	5.6	118	**77	2.1	2.2	102	**124	2.8	3.5	133				
GOOD HOUSEKEEPING	20353	1124	14.1	5.5	116	451	12.6	2.2	104	673	15.3	3.3	126				
HARPER'S BAZAAR	3362	*282	3.5	8.4	176	**150	4.2	4.5	209	**132	3.0	3.9	150				
HEALTH	2987	*209	2.6	7.0	147	**108	3.0	3.6	169	**100	2.3	3.3	128				
HEARST MAG CORP. BUY (GROSS)	67928	4300	53.8	6.3	133	1802	50.2	2.7	124	2497	56.8	3.7	140				
HEARST MAN POWER (GROSS)	11282	335	4.2	3.0	62	*137	3.8	1.2	57	*198	4.5	1.8	67				
HEARST WOMAN POWER (GROSS)	40514	2728	34.2	6.7	141	1144	31.9	2.8	132	1584	36.0	3.9	149				
HOUSE BEAUTIFUL	4885	438	5.5	9.0	188	*162	4.5	3.3	155	*276	6.3	5.6	215				
INC.	1308	**65	0.8	5.0	104	**25	0.7	1.9	89	**41	0.9	3.1	120				
JET	6498	382	4.8	5.9	123	*193	5.4	3.0	139	*190	4.3	2.9	111				
LADIES' HOME JOURNAL	14797	946	11.8	6.4	134	413	11.5	2.8	131	532	12.1	3.6	137				
LHJ FAMILY GRP COMBO(GROSS)	21743	1381	17.3	6.4	133	628	17.5	2.9	135	753	17.1	3.5	132				
LIFE	9881	693	8.7	7.0	147	257	7.2	2.6	122	437	9.9	4.4	169				
L.A. TIMES HOME MAGAZINE	2775	337	4.2	12.1	255	**151	4.2	5.4	254	*186	4.2	6.7	256				
MADEMOISELLE	4219	330	4.1	7.8	164	**139	3.9	3.3	154	*191	4.3	4.5	173				
MC CALL'S	16422	1112	13.9	6.8	142	372	10.4	2.3	106	740	16.8	4.5	172				
MC CALL'S/WRK MOTHER (GROSS)	17919	1222	15.3	6.8	143	414	11.5	2.3	108	808	18.4	4.5	172				
MECHANIX ILLUSTRATED	4433	*189	2.4	4.3	90	**123	3.4	2.8	130	**66	1.5	1.5	57				
METROPOLITAN HOME	1504	*123	1.5	8.2	172	**72	2.0	4.8	224	**52	1.2	3.5	132				
MONEY	4723	289	3.6	6.1	129	**138	3.8	2.9	137	*152	3.5	3.2	123				
MOTHER EARTH NEWS	2325	**108	1.4	4.6	98	**71	2.0	3.1	143	**37	0.8	1.6	61				
MS.	1189	**58	0.7	4.9	102	**15	0.4	1.3	59	**43	1.0	3.6	138				
NATIONAL ENQUIRER	18892	870	10.9	4.6	97	428	11.9	2.3	106	442	10.0	2.3	89				
NATIONAL GEOGRAPHIC	22129	1253	15.7	5.7	119	463	12.9	2.1	98	789	17.9	3.6	136				
NATIONAL SUNDAY MAGAZINE PKG	103750	5550	69.5	5.3	112	2504	69.8	2.4	113	3046	69.2	2.9	112				
NATURAL HISTORY	1379	**61	0.8	4.4	93	**25	0.7	1.8	85	**36	0.8	2.6	100				
NEW WOMAN	2289	*245	3.1	10.7	225	**91	2.5	4.0	186	**154	3.5	6.7	257				
NEW YORK INCLUDING CUE	1088	**44	0.6	4.0	85	**29	0.8	2.7	125	**15	0.3	1.4	53				
THE NEW YORKER	2459	*193	2.4	7.8	165	**127	3.5	5.2	241	**66	1.5	2.7	102				
NEWSWEEK	16527	927	11.6	5.6	118	467	13.0	2.8	132	460	10.5	2.8	106				
THE N.Y. TIMES DAILY EDITION	2739	*206	2.6	7.5	158	**125	3.5	4.6	213	**81	1.8	3.0	113				
THE N.Y. TIMES MAGAZINE	4443	354	4.4	8.0	167	*209	5.8	4.7	220	*145	3.3	3.3	124				
OMNI	2799	*146	1.8	5.2	110	**70	2.0	2.5	117	**76	1.7	2.7	104				
ON CABLE	2209	**76	1.0	3.4	72	**25	0.7	1.1	53	**51	1.2	2.3	88				
1001 HOME IDEAS	3959	*227	2.8	5.7	120	**107	3.0	2.7	126	**121	2.8	3.1	117				
ORGANIC GARDENING	3111	*147	1.8	4.7	99	**47	1.3	1.5	71	**100	2.3	3.2	123				
OUTDOOR LIFE	5024	*174	2.2	3.5	73	**53	1.5	1.1	49	**121	2.8	2.4	92				
PARADE MAGAZINE	51292	2927	36.7	5.7	120	1289	35.9	2.5	118	1637	37.2	3.2	122				

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
	'000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	7986	100.0	4.8	100	3587	100.0	2.1	100	4399	100.0	2.6	100				
PARENTS	5298	381	4.8	7.2	151	**103	2.9	1.9	91	*278	6.3	5.2	200				
PENTHOUSE	5129	*205	2.6	4.0	84	*122	3.4	2.4	111	**84	1.9	1.6	62				
PEOPLE	21070	1412	17.7	6.7	141	512	14.3	2.4	114	900	20.5	4.3	163				
PLAYBOY	10562	422	5.3	4.0	84	*193	5.4	1.8	85	*229	5.2	2.2	83				
POPULAR HOT RODDING	2498	**54	0.7	2.2	45	**14	0.4	0.6	26	**40	0.9	1.6	61				
POPULAR MECHANICS	5887	*160	2.0	2.7	57	**65	1.8	1.1	52	**95	2.2	1.6	62				
POPULAR SCIENCE	4317	*189	2.4	4.4	92	**81	2.3	1.9	88	**107	2.4	2.5	95				
PREVENTION	5792	273	3.4	4.7	99	**130	3.6	2.2	105	*143	3.3	2.5	94				
PSYCHOLOGY TODAY	3284	*242	3.0	7.4	155	**56	1.6	1.7	80	*187	4.3	5.7	217				
READER'S DIGEST	40046	2151	26.9	5.4	113	1011	28.2	2.5	118	1139	25.9	2.8	108				
REDBOOK	9584	657	8.2	6.9	144	*262	7.3	2.7	128	395	9.0	4.1	157				
ROAD & TRACK	2590	**81	1.0	3.1	66	**24	0.7	0.9	43	**57	1.3	2.2	84				
ROLLING STONE	3302	**159	2.0	4.8	101	**87	2.4	2.6	123	**72	1.6	2.2	83				
RUNNER'S WORLD	1229	**45	0.6	3.7	77	**15	0.4	1.2	57	**30	0.7	2.4	93				
SATURDAY EVENING POST	2110	*169	2.1	8.0	168	**115	3.2	5.5	255	**54	1.2	2.6	98				
SCIENCE 84	1543	**68	0.9	4.4	93	**22	0.6	1.4	67	**46	1.0	3.0	114				
SCIENCE DIGEST	1747	**71	0.9	4.1	85	**23	0.6	1.3	62	**48	1.1	2.7	105				
SCIENTIFIC AMERICAN	1994	**111	1.4	5.6	117	**39	1.1	2.0	91	**72	1.6	3.6	138				
SELF	3119	*233	2.9	7.5	157	**115	3.2	3.7	172	**118	2.7	3.8	144				
SEVENTEEN	3923	*207	2.6	5.3	111	**80	2.2	2.0	95	**127	2.9	3.2	123				
SKI	1501	**63	0.8	4.2	88	**46	1.3	3.1	143	**17	0.4	1.1	43				
SMITHSONIAN	5976	491	6.1	8.2	173	*194	5.4	3.2	152	297	6.8	5.0	189				
SOAP OPERA DIGEST	4228	*274	3.4	6.5	136	**65	1.8	1.5	72	*209	4.8	4.9	188				
SOUTHERN LIVING	6488	378	4.7	5.8	122	**145	4.0	2.2	105	*233	5.3	3.6	137				
SPORT	3500	*244	3.1	7.0	146	*168	4.7	4.8	224	**76	1.7	2.2	83				
THE SPORTING NEWS	2456	**51	0.6	2.1	44	**27	0.8	1.1	51	**24	0.5	1.0	37				
SPORTS AFIELD	3648	**104	1.3	2.9	60	**49	1.4	1.3	63	**55	1.3	1.5	57				
SPORTS ILLUSTRATED	14484	716	9.0	4.9	104	316	8.8	2.2	102	399	9.1	2.8	105				
STAR	12661	600	7.5	4.7	100	259	7.2	2.0	96	341	7.8	2.7	103				
SUNDAY	52799	2889	36.2	5.5	115	1431	39.9	2.7	127	1458	33.1	2.8	105				
SUNSET	3513	*345	4.3	9.8	206	**150	4.2	4.3	200	**195	4.4	5.6	212				
TV GUIDE	42766	2127	26.6	5.0	104	964	26.9	2.3	105	1163	26.4	2.7	104				
TENNIS	1254	**71	0.9	5.7	119	**25	0.7	2.0	93	**46	1.0	3.7	140				
TIME	22054	1305	16.3	5.9	124	641	17.9	2.9	136	663	15.1	3.0	115				
TOWN & COUNTRY	1555	*115	1.4	7.4	155	**64	1.8	4.1	192	**51	1.2	3.3	125				
TRAVEL & LEISURE	2173	*172	2.2	7.9	166	**85	2.4	3.9	183	**87	2.0	4.0	153				
TRUE STORY	4636	**143	1.8	3.1	65	**104	2.9	2.2	105	**39	0.9	0.8	32				
U.S.NEWS & WORLD REPORT	10353	468	5.9	4.5	95	*203	5.7	2.0	92	266	6.0	2.6	98				
USA TODAY	4994	207	2.6	4.1	87	**77	2.1	1.5	72	*130	3.0	2.6	99				
US	3528	*245	3.1	6.9	146	**111	3.1	3.1	147	*134	3.0	3.8	145				
VOGUE	5424	465	5.8	8.6	180	*254	7.1	4.7	219	*211	4.8	3.9	148				
WALL STREET JOURNAL	6292	343	4.3	5.5	114	*117	3.3	1.9	87	*226	5.1	3.6	137				
WEIGHT WATCHERS	2762	*225	2.8	8.1	171	**142	4.0	5.1	240	**82	1.9	3.0	113				
WOMAN'S DAY	16320	1113	13.9	6.8	143	461	12.9	2.8	132	652	14.8	4.0	152				
WORKING MOTHER	1496	**110	1.4	7.4	154	**42	1.2	2.8	131	**68	1.5	4.5	173				
WORKING WOMAN	1851	**128	1.6	6.9	145	**42	1.2	2.3	106	**86	2.0	4.6	177				
WORLD TENNIS	580	**82	1.0	14.1	297	**18	0.5	3.1	145	**64	1.5	11.0	421				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	531	6.6	4.3	90	*241	6.7	1.9	91	*290	6.6	2.3	89				
BLAIR INSERTS	91671	5081	63.6	5.5	116	2345	65.4	2.6	120	2735	62.2	3.0	114				
DAILY NEWSPAPERS																	
READ ANY	109190	5469	68.5	5.0	105	2469	68.8	2.3	106	3001	68.2	2.7	105				
READ ONE	89587	4344	54.4	4.8	102	1971	54.9	2.2	103	2373	53.9	2.6	101				
READ TWO OR MORE	19602	1126	14.1	5.7	121	498	13.9	2.5	119	628	14.3	3.2	122				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5921	74.1	5.4	113	2630	73.3	2.4	112	3291	74.8	3.0	114				
READ ONE	95074	4872	61.0	5.1	108	2134	59.5	2.2	105	2738	62.2	2.9	110				
READ TWO OR MORE	14588	1049	13.1	7.2	151	496	13.8	3.4	159	553	12.6	3.8	145				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.71				30.13				34.76							
30 DAY REACH	149706	7293	91.3	4.9	102	3221	89.8	2.2	101	4073	92.6	2.7	104				
50 SHWG - 30 DAY AV FREQ	15.16	17.06				15.73				18.11							
30 DAY REACH	142406	7027	88.0	4.9	104	3091	86.2	2.2	101	3936	89.5	2.8	105				
25 SHWG - 30 DAY AV FREQ	8.23	9.07				8.50				9.50							
30 DAY REACH	131152	6634	83.1	5.1	106	2876	80.2	2.2	103	3758	85.4	2.9	109				
CABLE TV: HOME WIRED	66879	3539	44.3	5.3	111	1289	35.9	1.9	90	2251	51.2	3.4	128				
HOME NOT WIRED	100848	4447	55.7	4.4	93	2298	64.1	2.3	107	2149	48.9	2.1	81				
HAVE PAY CABLE	35024	2001	25.1	5.7	120	669	18.7	1.9	89	1332	30.3	3.8	145				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	7986	100.0	4.8	100	3587	100.0	2.1	100	4399	100.0	2.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	4571	57.2	4.8	100	2056	57.3	2.2	101	2515	57.2	2.6	100				
10:00 AM - 3:00 PM	63599	2859	35.8	4.5	94	1361	37.9	2.1	100	1499	34.1	2.4	90				
3:00 PM - 7:00 PM	72097	3429	42.9	4.8	100	1471	41.0	2.0	95	1957	44.5	2.7	103				
7:00 PM - MIDNIGHT	36670	1608	20.1	4.4	92	682	19.0	1.9	87	927	21.1	2.5	96				
MIDNIGHT - 6:00 AM	21908	1134	14.2	5.2	109	507	14.1	2.3	108	627	14.3	2.9	109				
6:00 AM - MIDNIGHT	127571	5982	74.9	4.7	98	2641	73.6	2.1	97	3341	75.9	2.6	100				
ENTIRE DAY	129239	6148	77.0	4.8	100	2714	75.7	2.1	98	3434	78.1	2.7	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1672	20.9	4.9	103	609	17.0	1.8	84	1063	24.2	3.1	119				
ALL NEWS	6062	294	3.7	4.8	102	*114	3.2	1.9	88	*181	4.1	3.0	114				
AOR/PROGRESSIVE	11884	692	8.7	5.8	122	254	7.1	2.1	100	438	10.0	3.7	141				
BEAUTIFUL MUSIC	11180	545	6.8	4.9	102	242	6.7	2.2	101	303	6.9	2.7	103				
BLACK	4538	*237	3.0	5.2	110	*149	4.2	3.3	154	**87	2.0	1.9	73				
CLASSICAL	3857	*227	2.8	5.9	124	**132	3.7	3.4	160	**95	2.2	2.5	94				
CHR/ROCK	21946	1216	15.2	5.5	116	545	15.2	2.5	116	671	15.3	3.1	117				
COUNTRY	27262	1166	14.6	4.3	90	588	16.4	2.2	101	577	13.1	2.1	81				
GOLDEN OLDIES	3339	*209	2.6	6.3	131	*110	3.1	3.3	154	**98	2.2	2.9	112				
MOR/NOSTALGIA	10346	481	6.0	4.6	98	*234	6.5	2.3	106	*246	5.6	2.4	91				
NEWS/TALK	8929	328	4.1	3.7	77	*134	3.7	1.5	70	*194	4.4	2.2	83				
RELIGIOUS	5488	*245	3.1	4.5	94	**128	3.6	2.3	109	**117	2.7	2.1	81				
SOFT ROCK	1232	**60	0.8	4.9	102	**26	0.7	2.1	99	**34	0.8	2.8	105				
URBAN CONTEMPORARY	3184	217	2.7	6.8	143	*173	4.8	5.4	254	**44	1.0	1.4	53				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	240	3.0	3.5	73	*163	4.5	2.4	110	**76	1.7	1.1	42				
ABC DIRECTION	5212	*199	2.5	3.8	80	*140	3.9	2.7	126	**58	1.3	1.1	42				
ABC ENTERTAINMENT	10385	488	6.1	4.7	99	*235	6.6	2.3	106	*253	5.8	2.4	93				
ABC FM	4762	*174	2.2	3.7	77	**85	2.4	1.8	83	**88	2.0	1.8	70				
ABC INFORMATION	11339	490	6.1	4.3	91	*202	5.6	1.8	83	288	6.5	2.5	97				
ABC ROCK	4878	258	3.2	5.3	111	*133	3.7	2.7	127	*125	2.8	2.6	98				
CBS	10709	441	5.5	4.1	86	*154	4.3	1.4	67	287	6.5	2.7	102				
MUTUAL	10251	473	5.9	4.6	97	*185	5.2	1.8	84	288	6.5	2.8	107				
NBC	12243	481	6.0	3.9	83	229	6.4	1.9	87	252	5.7	2.1	78				
RADIORADIO	4606	266	3.3	5.8	121	**96	2.7	2.1	97	*170	3.9	3.7	141				
RKO ONE	5148	331	4.1	6.4	135	*128	3.6	2.5	116	*203	4.6	3.9	150				
RKO TWO	7313	356	4.5	4.9	102	*191	5.3	2.6	122	*166	3.8	2.3	87				
THE SOURCE	5981	381	4.8	6.4	134	*198	5.5	3.3	155	*184	4.2	3.1	117				
NON-WIRED : BLAIR	19329	974	12.2	5.0	106	446	12.4	2.3	108	528	12.0	2.7	104				
INTERNET	27139	1573	19.7	5.8	122	690	19.2	2.5	119	883	20.1	3.3	124				
KATZ RADIO GROUP	36319	1756	22.0	4.8	102	770	21.5	2.1	99	986	22.4	2.7	104				
SUPERNET	22361	983	12.3	4.4	92	449	12.5	2.0	94	534	12.1	2.4	91				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	870	10.9	6.0	126	375	10.5	2.6	121	495	11.3	3.4	130				
WKDAY 9:00 AM - 1:00 PM	18688	954	11.9	5.1	107	442	12.3	2.4	111	512	11.6	2.7	104				
WKDAY 1:00 PM - 4:30 PM	24061	1233	15.4	5.1	108	515	14.4	2.1	100	718	16.3	3.0	114				
WKDAY 4:30 PM - 7:30 PM	44079	2189	27.4	5.0	104	1046	29.2	2.4	111	1143	26.0	2.6	99				
WKDAY 7:30 PM - 8:00 PM	61979	2821	35.3	4.6	96	1375	38.3	2.2	104	1445	32.8	2.3	89				
WKDAY 11:00 PM - 11:30 PM	49084	2207	27.6	4.5	94	991	27.6	2.0	94	1216	27.6	2.5	94				
WKDAY 11:30 PM - 1:00 AM	16560	778	9.7	4.7	99	388	10.8	2.3	110	390	8.9	2.4	90				
M-SAT 8-11 PM+SUN 7-11 PM	66967	3285	41.1	4.9	103	1455	40.6	2.2	102	1830	41.6	2.7	104				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	503	6.3	5.4	114	258	7.2	2.8	130	245	5.6	2.6	101				
ANOTHER WORLD N	6138	280	3.5	4.6	96	*90	2.5	1.5	69	190	4.3	3.1	118				
AS THE WORLD TURNS C	7707	356	4.5	4.6	97	146	4.1	1.9	89	210	4.8	2.7	104				
CAPITOL C	4688	241	3.0	5.1	108	*96	2.7	2.0	96	*144	3.3	3.1	117				
CBS MORN. NEWS 1 C	2792	123	1.5	4.4	93	**42	1.2	1.5	70	*81	1.8	2.9	111				
CBS MORN. NEWS 2 C	2071	*121	1.5	5.8	123	**45	1.3	2.2	102	*76	1.7	3.7	140				
DAYS OF OUR LIVES N	8018	443	5.5	5.5	116	179	5.0	2.2	104	263	6.0	3.3	125				
FACTS OF LIFE - DAYTIME N	3487	144	1.8	4.1	87	*81	2.3	2.3	109	*64	1.5	1.8	70				
FAMILY FEUD A	4817	204	2.6	4.2	89	*71	2.0	1.5	69	*133	3.0	2.8	105				
GENERAL HOSPITAL A	8333	448	5.6	5.4	113	176	4.9	2.1	99	273	6.2	3.3	125				
GOOD MORNING, AMERICA-730 A	5472	313	3.9	5.7	120	122	3.4	2.2	104	191	4.3	3.5	133				
GOOD MORNING, AMERICA-830 A	3965	285	3.6	7.2	151	105	2.9	2.6	124	179	4.1	4.5	172				
GUIDING LIGHT C	7542	351	4.4	4.7	98	147	4.1	1.9	91	*203	4.6	2.7	103				
ONE LIFE TO LIVE A	6018	291	3.6	4.8	102	146	4.1	2.4	113	146	3.3	2.4	93				
PRESS YOUR LUCK C	3589	*134	1.7	3.7	78	**79	2.2	2.2	103	*55	1.3	1.5	58				
PRICE IS RIGHT 1 C	7418	230	2.9	3.1	65	*97	2.7	1.3	61	133	3.0	1.8	68				
PRICE IS RIGHT 2 C	8276	258	3.2	3.1	65	112	3.1	1.4	63	146	3.3	1.8	67				
RYAN'S HOPE A	4358	294	3.7	6.7	142	171	4.8	3.9	183	*123	2.8	2.8	108				
SALE OF THE CENTURY N	3749	157	2.0	4.2	88	*89	2.5	2.4	111	*68	1.5	1.8	69				
SEARCH FOR TOMORROW N	2884	*166	2.1	5.8	121	**36	1.0	1.2	58	**130	3.0	4.5	172				
TODAY SHOW 1 N	4869	341	4.3	7.0	147	*115	3.2	2.4	110	226	5.1	4.6	177				
TODAY SHOW 2 N	4135	193	2.4	4.7	98	*88	2.5	2.1	100	*105	2.4	2.5	97				
$25,000 PYRAMID C	4361	181	2.3	4.2	87	*120	3.3	2.8	129	*60	1.4	1.4	52				
WHEEL OF FORTUNE N	6187	258	3.2	4.2	88	*135	3.8	2.2	102	*123	2.8	2.0	76				
YOUNG AND THE RESTLESS C	8186	241	3.0	2.9	62	*82	2.3	1.0	47	160	3.6	2.0	75				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	242	3.0	5.1	108	*79	2.2	1.7	78	*163	3.7	3.4	131				
NBA PLAYOFF GAME -1 C	5127	228	2.9	4.4	93	*98	2.7	1.9	89	*131	3.0	2.6	97				
NBC MAJOR LEAGUE PRE-GAME N	3945	*229	2.9	5.8	122	**101	2.8	2.6	120	**128	2.9	3.2	124				
SPORTSWORLD - SUN N	3370	*144	1.8	4.3	90	**55	1.5	1.6	76	**89	2.0	2.6	101				
SUNDAY MORNING C	4200	245	3.1	5.8	123	*126	3.5	3.0	140	**119	2.7	2.8	108				

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	7986	100.0	4.8	100	3587	100.0	2.1	100	4399	100.0	2.6	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2254	28.2	4.3	91	1124	31.3	2.1	101	1130	25.7	2.2	82				
NETWORK AFFILIATES - LATE		39164	1703	21.3	4.3	91	731	20.4	1.9	87	972	22.1	2.5	95				
INDEPENDENTS - LATE		5133	371	4.6	7.2	152	183	5.1	3.6	167	189	4.3	3.7	140				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1013	12.7	4.4	93	403	11.2	1.8	83	610	13.9	2.7	102				
ABC MONDAY NIGHT MOVIE	A	11258	533	6.7	4.7	99	230	6.4	2.0	96	304	6.9	2.7	103				
ABC SUNDAY NIGHT MOVIE	A	23600	1069	13.4	4.5	95	509	14.2	2.2	101	560	12.7	2.4	90				
ABC WORLD NEWS TONIGHT	A	12801	504	6.3	3.9	83	263	7.3	2.1	96	241	5.5	1.9	72				
AFTERMASH	C	10966	591	7.4	5.4	113	*221	6.2	2.0	94	*370	8.4	3.4	129				
ALICE	C	17050	874	10.9	5.1	108	318	8.9	1.9	87	556	12.6	3.3	124				
AMERICAN PARADE	C	11998	462	5.8	3.9	81	220	6.1	1.8	86	242	5.5	2.0	77				
BENSON	A	19258	807	10.1	4.2	88	412	11.5	2.1	100	395	9.0	2.1	78				
BLUE THUNDER	A	11478	435	5.4	3.8	80	*208	5.8	1.8	85	*228	5.2	2.0	76				
CAGNEY & LACEY	C	18263	672	8.4	3.7	77	238	6.6	1.3	61	433	9.8	2.4	90				
CBS EVENING NEWS-DEAN	C	7733	448	5.6	5.8	122	*257	7.2	3.3	155	*191	4.3	2.5	94				
CBS EVENING NEWS-RATHER	C	15653	760	9.5	4.9	102	339	9.5	2.2	101	421	9.6	2.7	103				
CBS SAT. NEWS-SCHIEFFER	C	8744	407	5.1	4.7	98	228	6.4	2.6	122	179	4.1	2.0	78				
CBS SATURDAY NIGHT MOVIE	C	12000	628	7.9	5.2	110	337	9.4	2.8	131	291	6.6	2.4	92				
CBS WEDNESDAY NIGHT MOVIE	C	11522	456	5.7	4.0	83	244	6.8	2.1	99	212	4.8	1.8	70				
CHEERS	N	16818	1072	13.4	6.4	134	451	12.6	2.7	125	622	14.1	3.7	141				
DALLAS	C	37510	1516	19.0	4.0	85	691	19.3	1.8	86	825	18.8	2.2	84				
DIFF'RENT STROKES	N	11258	546	6.8	4.8	102	*180	5.0	1.6	75	366	8.3	3.3	124				
DOUBLE TROUBLE	N	12248	577	7.2	4.7	99	307	8.6	2.5	117	270	6.1	2.2	84				
DUCK FACTORY	N	11100	630	7.9	5.7	119	273	7.6	2.5	115	357	8.1	3.2	123				
DUKES OF HAZZARD	C	12353	461	5.8	3.7	78	195	5.4	1.6	74	266	6.0	2.2	82				
DYNASTY	A	33279	1576	19.7	4.7	99	635	17.7	1.9	89	942	21.4	2.8	108				
FACTS OF LIFE	N	13410	721	9.0	5.4	113	422	11.8	3.1	147	299	6.8	2.2	85				
FALCON CREST	C	31093	1247	15.6	4.0	84	469	13.1	1.5	71	778	17.7	2.5	95				
FALL GUY	A	18649	706	8.8	3.8	80	277	7.7	1.5	69	428	9.7	2.3	88				
FAMILY TIES	N	13101	633	7.9	4.8	101	255	7.1	1.9	91	377	8.6	2.9	110				
FANTASY ISLAND	A	13069	598	7.5	4.6	96	296	8.3	2.3	106	303	6.9	2.3	88				
FOULUPS,BLEEPS & BLUNDERS	A	16588	694	8.7	4.2	88	360	10.0	2.2	101	334	7.6	2.0	77				
FOUR SEASONS	C	9302	547	6.8	5.9	124	*234	6.5	2.5	118	*313	7.1	3.4	128				
GIMME A BREAK	N	13955	596	7.5	4.3	90	254	7.1	1.8	85	343	7.8	2.5	94				
HART TO HART	A	15735	733	9.2	4.7	98	338	9.4	2.1	100	395	9.0	2.5	96				
HILL STREET BLUES	N	18257	874	10.9	4.8	101	336	9.4	1.8	86	538	12.2	2.9	112				
HOTEL	A	24236	1125	14.1	4.6	97	475	13.2	2.0	92	651	14.8	2.7	102				
JEFFERSONS	C	17010	784	9.8	4.6	97	310	8.6	1.8	85	474	10.8	2.8	106				
JENNIFER SLEPT HERE	N	9397	458	5.7	4.9	102	*180	5.0	1.9	90	*279	6.3	3.0	113				
KATE & ALLIE	C	16762	772	9.7	4.6	97	306	8.5	1.8	85	466	10.6	2.8	106				
KNIGHT RIDER	N	13164	612	7.7	4.6	98	289	8.1	2.2	103	323	7.3	2.5	94				
LOVE BOAT	A	20400	828	10.4	4.1	85	464	12.9	2.3	106	364	8.3	1.8	68				
MAGNUM PI	C	22543	949	11.9	4.2	88	490	13.7	2.2	102	459	10.4	2.0	78				
MAMA'S FAMILY	N	9852	471	5.9	4.8	100	*187	5.2	1.9	89	284	6.5	2.9	110				
MASTER, THE	N	8082	388	4.9	4.8	101	*149	4.2	1.8	86	*239	5.4	3.0	113				
MATT HOUSTON	A	12881	674	8.4	5.2	110	281	7.8	2.2	102	392	8.9	3.0	116				
NBC MONDAY NIGHT MOVIE	N	23889	1199	15.0	5.0	105	552	15.4	2.3	108	647	14.7	2.7	103				
NBC NIGHTLY NEWS	N	11156	505	6.3	4.5	95	213	5.9	1.9	89	292	6.6	2.6	100				
NBC NIGHTLY NEWS-SAT	N	7363	434	5.4	5.9	124	*179	5.0	2.4	114	*255	5.8	3.5	132				
NBC NIGHTLY NEWS-SUN	N	6214	311	3.9	5.0	105	*151	4.2	2.4	114	*159	3.6	2.6	98				
NBC SUNDAY NIGHT MOVIE	N	17590	946	11.8	5.4	113	399	11.1	2.3	106	547	12.4	3.1	119				
NEWHART	C	16740	713	8.9	4.3	89	251	7.0	1.5	70	462	10.5	2.8	105				
ONE DAY AT A TIME	C	11820	553	6.9	4.7	98	252	7.0	2.1	100	301	6.8	2.5	97				
PEOPLE ARE FUNNY	N	9138	471	5.9	5.2	108	*202	5.6	2.2	103	*269	6.1	2.9	112				
REAL PEOPLE	N	15979	811	10.2	5.1	107	429	12.0	2.7	126	382	8.7	2.4	91				
REMINGTON STEELE	N	14395	532	6.7	3.7	78	222	6.2	1.5	72	310	7.0	2.2	82				
RIPLEY'S BELIEVE IT - NOT	A	11362	449	5.6	4.0	83	225	6.3	2.0	93	224	5.1	2.0	75				
RIPTIDE	N	13920	503	6.3	3.6	76	215	6.0	1.5	72	288	6.5	2.1	79				
SCARECROW & MRS. KING	C	17571	747	9.4	4.3	89	291	8.1	1.7	77	456	10.4	2.6	99				
SIMON & SIMON	C	20208	856	10.7	4.2	89	383	10.7	1.9	89	473	10.8	2.3	89				
60 MINUTES	C	27668	1381	17.3	5.0	105	659	18.4	2.4	111	722	16.4	2.6	99				
ST. ELSEWHERE	N	13699	751	9.4	5.5	115	308	8.6	2.2	105	443	10.1	3.2	123				
THREE'S COMPANY	A	20632	963	12.1	4.7	98	377	10.5	1.8	85	586	13.3	2.8	108				
T.J. HOOKER	A	17136	739	9.3	4.3	91	401	11.2	2.3	109	338	7.7	2.0	75				
TONIGHT SHOW	N	4963	252	3.2	5.1	107	116	3.2	2.3	109	136	3.1	2.7	104				
TRAPPER JOHN, M.D.	C	16332	751	9.4	4.6	97	248	6.9	1.5	71	503	11.4	3.1	117				
TV BLOOPERS & PRAC. JOKES	N	18881	707	8.9	3.7	79	291	8.1	1.5	72	417	9.5	2.2	84				
20/20	A	18315	759	9.5	4.1	87	362	10.1	2.0	92	397	9.0	2.2	83				
WEBSTER	A	18722	936	11.7	5.0	105	439	12.2	2.3	110	497	11.3	2.7	101				
WORLD NEWS - SUN	A	5327	*185	2.3	3.5	73	**78	2.2	1.5	68	**108	2.5	2.0	77				
YELLOW ROSE	N	8370	372	4.7	4.4	93	*110	3.1	1.3	61	262	6.0	3.1	119				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1077	13.5	4.2	87	444	12.4	1.7	80	633	14.4	2.4	93				
BASKETBALL - COLLEGE GAMES		14468	724	9.1	5.0	105	*279	7.8	1.9	90	*445	10.1	3.1	117				
BASKETBALL - PRO GAMES		12124	441	5.5	3.6	76	*197	5.5	1.6	76	*245	5.6	2.0	77				
BOWLING		9412	*378	4.7	4.0	84	**167	4.7	1.8	83	**211	4.8	2.2	85				
BOXING		15409	584	7.3	3.8	80	*329	9.2	2.1	100	*255	5.8	1.7	63				
FOOTBALL - COLLEGE GAMES		21400	882	11.0	4.1	87	*302	8.4	1.4	66	580	13.2	2.7	103				
FOOTBALL - PRO GAMES		35944	1327	16.6	3.7	78	503	14.0	1.4	65	824	18.7	2.3	87				
GOLF		9759	468	5.9	4.8	101	*210	5.9	2.2	101	*259	5.9	2.7	101				
POST-SEASON COLL. FOOTBALL		18123	767	9.6	4.2	89	**217	6.0	1.2	56	*550	12.5	3.0	116				
POST-SEASON PRO FOOTBALL		22091	963	12.1	4.4	92	*359	10.0	1.6	76	604	13.7	2.7	104				
TENNIS		6764	454	5.7	6.7	141	*248	6.9	3.7	171	**206	4.7	3.0	116				
WRESTLING - PROFESSIONAL		9695	*338	4.2	3.5	73	**181	5.0	1.9	87	**157	3.6	1.6	62				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
	TOTAL U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	2486	100.0	3.1	100	1239	100.0	1.6	100	1247	100.0	1.6	100				
HOUSEHOLD HEADS	66405	2135	85.9	3.2	103	1043	84.2	1.6	100	1092	87.6	1.6	105				
18 - 24	13945	*303	12.2	2.2	69	**135	10.9	1.0	62	**168	13.5	1.2	77				
25 - 34	19334	741	29.8	3.8	122	*344	27.8	1.8	114	*397	31.8	2.1	131				
35 - 44	14196	583	23.5	4.1	131	*274	22.1	1.9	123	*309	24.8	2.2	138				
45 - 54	10896	*325	13.1	3.0	95	**203	16.4	1.9	119	**121	9.7	1.1	71				
55 - 64	10378	*188	7.6	1.8	58	**92	7.4	0.9	57	**96	7.7	0.9	59				
65 OR OLDER	10514	*346	13.9	3.3	105	**191	15.4	1.8	116	**156	12.5	1.5	94				
18 - 34	33279	1044	42.0	3.1	100	478	38.6	1.4	92	566	45.4	1.7	108				
18 - 49	52904	1840	74.0	3.5	111	887	71.6	1.7	107	954	76.5	1.8	115				
25 - 54	44426	1649	66.3	3.7	118	821	66.3	1.8	118	828	66.4	1.9	118				
35 - 49	19625	797	32.1	4.1	129	*409	33.0	2.1	133	*388	31.1	2.0	126				
50 OR OLDER	26359	645	25.9	2.4	78	*352	28.4	1.3	85	*294	23.6	1.1	71				
GRADUATED COLLEGE	15982	766	30.8	4.8	153	*278	22.4	1.7	111	488	39.1	3.1	194				
ATTENDED COLLEGE	13629	*401	16.1	2.9	94	**184	14.9	1.4	86	**217	17.4	1.6	101				
GRADUATED HIGH SCHOOL	28591	729	29.3	2.5	81	*424	34.2	1.5	95	*305	24.5	1.1	68				
DID NOT GRADUATE HIGH SCHOOL	21061	591	23.8	2.8	89	*353	28.5	1.7	107	**238	19.1	1.1	72				
EMPLOYED FULL-TIME	52316	1666	67.0	3.2	102	818	66.0	1.6	100	848	68.0	1.6	103				
EMPLOYED PART-TIME	4113	**122	4.9	3.0	95	**60	4.8	1.5	93	**61	4.9	1.5	94				
NOT EMPLOYED	22834	698	28.1	3.1	97	*360	29.1	1.6	101	*338	27.1	1.5	94				
PROFESSIONAL/MANAGER	15034	658	26.5	4.4	140	*234	18.9	1.6	100	*424	34.0	2.8	179				
TECH/CLERICAL/SALES	11255	*347	14.0	3.1	98	**182	14.7	1.6	103	**165	13.2	1.5	93				
PRECISION/CRAFT	11607	*276	11.1	2.4	76	*192	15.5	1.7	106	**84	6.7	0.7	46				
OTHER EMPLOYED	18534	507	20.4	2.7	87	*270	21.8	1.5	93	**237	19.0	1.3	81				
SINGLE	19562	589	23.7	3.0	96	*277	22.4	1.4	91	*312	25.0	1.6	101				
MARRIED	51896	1646	66.2	3.2	101	864	69.7	1.7	107	782	62.7	1.5	96				
DIVORCED/SEPARATED/WIDOWED	7804	*251	10.1	3.2	103	**98	7.9	1.3	80	**153	12.3	2.0	125				
PARENTS	25372	860	34.6	3.4	108	*480	38.7	1.9	121	*380	30.5	1.5	95				
WHITE	69658	2125	85.5	3.1	97	978	78.9	1.4	90	1147	92.0	1.6	105				
BLACK	7909	*285	11.5	3.6	115	*210	16.9	2.7	170	**74	5.9	0.9	59				
OTHER	1696	**76	3.1	4.5	143	**51	4.1	3.0	192	**26	2.1	1.5	97				
NORTHEAST-CENSUS	17202	713	28.7	4.1	132	377	30.4	2.2	140	*336	26.9	2.0	124				
NORTH CENTRAL	20461	*452	18.2	2.2	70	*240	19.4	1.2	75	**213	17.1	1.0	66				
SOUTH	26695	670	27.0	2.5	80	*354	28.6	1.3	85	*316	25.3	1.2	75				
WEST	14906	651	26.2	4.4	139	*268	21.6	1.8	115	*383	30.7	2.6	163				
NORTHEAST-MKTG.	17962	783	31.5	4.4	139	409	33.0	2.3	146	*375	30.1	2.1	133				
EAST CENTRAL	11741	*236	9.5	2.0	64	**127	10.3	1.1	69	**109	8.7	0.9	59				
WEST CENTRAL	13518	*321	12.9	2.4	76	**168	13.6	1.2	80	**153	12.3	1.1	72				
SOUTH	23168	523	21.0	2.3	72	*274	22.1	1.2	76	**249	20.0	1.1	68				
PACIFIC	12874	624	25.1	4.8	155	*262	21.1	2.0	130	*362	29.0	2.8	179				
COUNTY SIZE A	32596	1364	54.9	4.2	133	695	56.1	2.1	136	670	53.7	2.1	131				
COUNTY SIZE B	23814	663	26.7	2.8	89	*352	28.4	1.5	95	*311	24.9	1.3	83				
COUNTY SIZE C	12663	*342	13.8	2.7	86	**105	8.5	0.8	53	**237	19.0	1.9	119				
COUNTY SIZE D	10190	**117	4.7	1.1	37	**87	7.0	0.9	55	**29	2.3	0.3	18				
METRO CENTRAL CITY	23190	944	38.0	4.1	130	559	45.1	2.4	154	*386	31.0	1.7	106				
METRO SUBURBAN	36920	1130	45.5	3.1	98	493	39.8	1.3	85	637	51.1	1.7	110				
NON METRO	19152	*411	16.5	2.1	68	**187	15.1	1.0	62	**225	18.0	1.2	75				
TOP 5 ADI'S	18703	915	36.8	4.9	156	511	41.2	2.7	175	*404	32.4	2.2	137				
TOP 10 ADI'S	26158	1163	46.8	4.4	142	632	51.0	2.4	155	530	42.5	2.0	129				
TOP 20 ADI'S	36612	1484	59.7	4.1	129	788	63.6	2.2	138	696	55.8	1.9	121				
HSHLD INC. $50,000 OR MORE	9326	*297	11.9	3.2	102	**110	8.9	1.2	75	**187	15.0	2.0	127				
$40,000 OR MORE	18002	594	23.9	3.3	105	*214	17.3	1.2	76	*380	30.5	2.1	134				
$30,000 OR MORE	31361	1084	43.6	3.5	110	*404	32.6	1.3	82	679	54.5	2.2	138				
$25,000 OR MORE	39858	1350	54.3	3.4	108	519	41.9	1.3	83	831	66.6	2.1	133				
$20,000 - $24,999	8664	*288	11.6	3.3	106	**222	17.9	2.6	164	**66	5.3	0.8	48				
$15,000 - $19,999	7964	**148	6.0	1.9	59	**47	3.8	0.6	38	**101	8.1	1.3	81				
$10,000 - $14,999	11093	*365	14.7	3.3	105	*241	19.5	2.2	139	**124	9.9	1.1	71				
UNDER $10,000	11683	*335	13.5	2.9	91	**210	16.9	1.8	115	**125	10.0	1.1	68				
HOUSEHOLD OF 1 PERSON	7453	*238	9.6	3.2	102	*122	9.8	1.6	105	**117	9.4	1.6	100				
2 PEOPLE	24757	854	34.4	3.4	110	424	34.2	1.7	110	*431	34.6	1.7	111				
3 OR 4 PEOPLE	32682	922	37.1	2.8	90	*464	37.4	1.4	91	*458	36.7	1.4	89				
5 OR MORE PEOPLE	14370	*471	18.9	3.3	105	**229	18.5	1.6	102	**242	19.4	1.7	107				
NO CHILD IN HSHLD	46768	1411	56.8	3.0	96	712	57.5	1.5	97	699	56.1	1.5	95				
CHILD(REN) UNDER 2 YRS	4799	**133	5.3	2.8	88	**40	3.2	0.8	53	**93	7.5	1.9	123				
2 - 5 YEARS	11125	*318	12.8	2.9	91	**129	10.4	1.2	74	**189	15.2	1.7	108				
6 - 11 YEARS	14193	*461	18.5	3.2	104	**240	19.4	1.7	108	**221	17.7	1.6	99				
12 - 17 YEARS	17402	591	23.8	3.4	108	*341	27.5	2.0	125	**250	20.0	1.4	91				
RESIDENCE OWNED	56398	1668	67.1	3.0	94	746	60.2	1.3	85	922	73.9	1.6	104				
VALUE: $50,000 OR MORE	34811	1190	47.9	3.4	109	490	39.5	1.4	90	700	56.1	2.0	128				
VALUE: UNDER $50,000	21587	*478	19.2	2.2	71	**256	20.7	1.2	76	**222	17.8	1.0	65				

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	2486	100.0	3.1	100	1239	100.0	1.6	100	1247	100.0	1.6	100				
MAGAZINES	QUINTILE 1	16033	534	21.5	3.3	106	*268	21.6	1.7	107	*266	21.3	1.7	105				
	QUINTILE 2	15354	*556	22.4	3.6	115	**180	14.5	1.2	75	*377	30.2	2.5	156				
	QUINTILE 3	15888	569	22.9	3.6	114	*311	25.1	2.0	125	*259	20.8	1.6	104				
	QUINTILE 4	17310	*436	17.5	2.5	80	*254	20.5	1.5	94	**182	14.6	1.1	67				
	QUINTILE 5	14677	*391	15.7	2.7	85	*227	18.3	1.5	99	**164	13.2	1.1	71				
NEWSPAPERS	QUINTILE 1	15277	564	22.7	3.7	118	*267	21.5	1.7	112	*297	23.8	1.9	124				
	QUINTILE 2	22745	796	32.0	3.5	112	*343	27.7	1.5	96	*453	36.3	2.0	127				
	QUINTILE 3	10692	**213	8.6	2.0	64	**103	8.3	1.0	62	**110	8.8	1.0	65				
	QUINTILE 4	11646	*386	15.5	3.3	106	**204	16.5	1.8	112	**182	14.6	1.6	99				
	QUINTILE 5	18903	*528	21.2	2.8	89	*322	26.0	1.7	109	**206	16.5	1.1	69				
OUTDOOR	QUINTILE 1	16620	540	21.7	3.2	104	**195	15.7	1.2	75	*345	27.7	2.1	132				
	QUINTILE 2	16377	526	21.2	3.2	102	*221	17.8	1.3	86	*305	24.5	1.9	118				
	QUINTILE 3	15995	623	25.1	3.9	124	*380	30.7	2.4	152	**243	19.5	1.5	97				
	QUINTILE 4	15592	403	16.2	2.6	82	*202	16.3	1.3	83	**202	16.2	1.3	82				
	QUINTILE 5	14679	*394	15.8	2.7	86	*242	19.5	1.6	105	**152	12.2	1.0	66				
RADIO-DRIVE	QUINTILE 1	15746	467	18.8	3.0	95	*335	27.0	2.1	136	**133	10.7	0.8	54				
TIME	QUINTILE 2	15067	494	19.9	3.3	105	**187	15.1	1.2	79	*307	24.6	2.0	130				
	QUINTILE 3	15631	501	20.2	3.2	102	*231	18.6	1.5	95	*270	21.7	1.7	110				
	QUINTILE 4	16245	582	23.4	3.6	114	*239	19.3	1.5	94	*343	27.5	2.1	134				
	QUINTILE 5	16573	441	17.7	2.7	85	*247	19.9	1.5	95	**195	15.6	1.2	75				
RADIO-MID-	TERCILE 1	21788	738	29.7	3.4	108	*417	33.7	1.9	122	*322	25.8	1.5	94				
DAY	TERCILE 2	21151	667	26.8	3.2	101	*316	25.5	1.5	96	*351	28.1	1.7	105				
	TERCILE 3	36323	1081	43.5	3.0	95	506	40.8	1.4	89	575	46.1	1.6	101				
RADIO-TOTAL	QUINTILE 1	15977	*484	19.5	3.0	97	*295	23.8	1.8	118	**189	15.2	1.2	75				
	QUINTILE 2	15923	562	22.6	3.5	113	*269	21.7	1.7	108	*293	23.5	1.8	117				
	QUINTILE 3	14980	*393	15.8	2.6	84	**173	14.0	1.2	74	**220	17.6	1.5	93				
	QUINTILE 4	17123	627	25.2	3.7	117	*273	22.0	1.6	102	*354	28.4	2.1	131				
	QUINTILE 5	15260	421	16.9	2.8	88	*229	18.5	1.5	96	**192	15.4	1.3	80				
TV-PRIME	QUINTILE 1	15674	646	26.0	4.1	131	*274	22.1	1.7	112	*373	29.9	2.4	151				
TIME	QUINTILE 2	15944	481	19.3	3.0	96	*315	25.4	2.0	126	**166	13.3	1.0	66				
	QUINTILE 3	16037	504	20.3	3.1	100	**148	11.9	0.9	59	*356	28.5	2.2	141				
	QUINTILE 4	15412	*435	17.5	2.8	90	*286	23.1	1.9	119	**150	12.0	1.0	62				
	QUINTILE 5	16194	*419	16.9	2.6	82	*216	17.4	1.3	85	**203	16.3	1.3	80				
TV-DAYTIME	TERCILE 1	19156	726	29.2	3.8	121	*322	26.0	1.7	108	*405	32.5	2.1	134				
	TERCILE 2	19343	*443	17.8	2.3	73	*201	16.2	1.0	66	**242	19.4	1.3	80				
	TERCILE 3	40764	1317	53.0	3.2	103	716	57.8	1.8	112	601	48.2	1.5	94				
TV-TOTAL	QUINTILE 1	15844	688	27.7	4.3	138	*329	26.6	2.1	133	*360	28.9	2.3	144				
	QUINTILE 2	15767	429	17.3	2.7	87	*226	18.2	1.4	92	**203	16.3	1.3	82				
	QUINTILE 3	15775	530	21.3	3.4	107	*292	23.6	1.9	118	**238	19.1	1.5	96				
	QUINTILE 4	15903	433	17.4	2.7	87	**162	13.1	1.0	65	*271	21.7	1.7	108				
	QUINTILE 5	15974	*406	16.3	2.5	81	**230	18.6	1.4	92	**176	14.1	1.1	70				
MAGAZINES-NEWSPAPERS: DUAL		21225	837	33.7	3.9	126	*353	28.5	1.7	106	*484	38.8	2.3	145				
MAGAZINE IMPERATIVE		17728	518	20.8	2.9	93	*260	21.0	1.5	94	*258	20.7	1.5	93				
NEWSPAPER IMPERATIVE		22987	616	24.8	2.7	85	*302	24.4	1.3	84	*314	25.2	1.4	87				
MAGAZINES-OUTDOOR: DUAL		16244	527	21.2	3.2	103	**170	13.7	1.0	67	*357	28.6	2.2	140				
MAGAZINE IMPERATIVE		24016	866	34.8	3.6	115	471	38.0	2.0	125	*395	31.7	1.6	105				
OUTDOOR IMPERATIVE		26020	836	33.6	3.2	102	*463	37.4	1.8	114	*374	30.0	1.4	91				
MAGAZINES-RADIO: DUAL		16918	678	27.3	4.0	128	*329	26.6	1.9	124	*349	28.0	2.1	131				
MAGAZINE IMPERATIVE		23456	769	30.9	3.3	105	*277	22.4	1.2	76	*492	39.5	2.1	133				
RADIO IMPERATIVE		23900	653	26.3	2.7	87	*375	30.3	1.6	100	*278	22.3	1.2	74				
MAGAZINES-TELEVISION: DUAL		15791	585	23.5	3.7	118	*266	21.5	1.7	108	*319	25.6	2.0	128				
MAGAZINE IMPERATIVE		25476	790	31.8	3.1	99	*324	26.2	1.3	81	*466	37.4	1.8	116				
TELEVISION IMPERATIVE		25744	858	34.5	3.3	106	509	41.1	2.0	126	*349	28.0	1.4	86				
NEWSPAPERS-OUTDOOR: DUAL		17628	684	27.5	3.9	124	*216	17.4	1.2	78	*468	37.5	2.7	169				
NEWSPAPER IMPERATIVE		26414	833	33.5	3.2	101	472	38.1	1.8	114	*360	28.9	1.4	87				
OUTDOOR IMPERATIVE		23059	630	25.3	2.7	87	*343	27.7	1.5	95	*287	23.0	1.2	79				
NEWSPAPERS-RADIO: DUAL		17996	596	24.0	3.3	106	*361	29.1	2.0	128	*236	18.9	1.3	83				
NEWSPAPER IMPERATIVE		26269	869	35.0	3.3	105	*321	25.9	1.2	78	548	43.9	2.1	133				
RADIO IMPERATIVE		21342	650	26.1	3.0	97	*302	24.4	1.4	91	*348	27.9	1.6	104				
NEWSPAPERS-TELEVISION: DUAL		17359	619	24.9	3.6	114	*261	21.1	1.5	96	*358	28.7	2.1	131				
NEWSPAPER IMPERATIVE		26889	830	33.4	3.1	98	*381	30.8	1.4	91	*449	36.0	1.7	106				
TELEVISION IMPERATIVE		21698	743	29.9	3.4	109	*433	34.9	2.0	128	*311	24.9	1.4	91				
OUTDOOR-RADIO: DUAL		16456	454	18.3	2.8	88	*223	18.0	1.4	37	**232	18.6	1.4	90				
OUTDOOR IMPERATIVE		25870	954	38.4	3.7	118	*400	32.3	1.5	99	*555	44.5	2.1	136				
RADIO IMPERATIVE		23943	798	32.1	3.3	106	467	37.7	2.0	125	*331	26.5	1.4	88				
OUTDOOR-TELEVISION: DUAL		15918	606	24.4	3.8	121	*287	23.2	1.8	115	*320	25.7	2.0	128				
OUTDOOR IMPERATIVE		26398	815	32.8	3.1	98	*374	30.2	1.4	91	*441	35.4	1.7	106				
TELEVISION IMPERATIVE		24851	787	31.7	3.2	101	426	34.4	1.7	110	*362	29.0	1.5	93				
RADIO-TELEVISION: DUAL		15584	468	18.8	3.0	96	*237	19.1	1.5	97	**232	18.6	1.5	95				
RADIO IMPERATIVE		25472	755	30.4	3.0	95	*382	30.8	1.5	96	*373	29.9	1.5	93				
TELEVISION IMPERATIVE		25578	935	37.6	3.7	117	499	40.3	2.0	125	*436	35.0	1.7	108				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL MALES	79263	2486	100.0	3.1	100	1239	100.0	1.6	100	1247	100.0	1.6	100				
ATLANTIC MONTHLY	452	**16	0.6	3.5	113	**6	0.5	1.3	85	**10	0.8	2.2	141				
BARRON'S	1058	**27	1.1	2.6	81	**7	0.6	0.7	42	**20	1.6	1.9	120				
BETTER HOMES & GARDENS	4773	*210	8.4	4.4	140	**66	5.3	1.4	88	**143	11.5	3.0	190				
BON APPETIT	1037	**50	2.0	4.8	154	**16	1.3	1.5	99	**34	2.7	3.3	208				
BUSINESS WEEK	3193	*138	5.6	4.3	138	**48	3.9	1.5	96	**90	7.2	2.8	179				
CAR AND DRIVER	2705	**51	2.1	1.9	60	**32	2.6	1.2	76	**19	1.5	0.7	45				
CBS MAGAZINE NETWORK (GROSS)	5678	**91	3.7	1.6	51	**12	1.0	0.2	14	**79	6.3	1.4	88				
CHANGING TIMES	1847	**76	3.1	4.1	131	**16	1.3	0.9	55	**60	4.8	3.2	206				
COLONIAL HOMES	492	**18	0.7	3.7	117	**10	0.8	2.0	130	**8	0.6	1.6	103				
CONDE NAST MAG. PKG. (GROSS)	2066	**57	2.3	2.8	88	**18	1.5	0.9	56	**39	3.1	1.9	120				
CONSUMERS DIGEST	1719	**41	1.6	2.4	76	**26	2.1	1.5	97	**15	1.2	0.9	55				
COSMOPOLITAN	1762	**56	2.3	3.2	101	**19	1.5	1.1	69	**37	3.0	2.1	133				
COUNTRY LIVING	1110	**18	0.7	1.6	52	**3	0.2	0.3	17	**15	1.2	1.4	86				
CUISINE	660	**15	0.6	2.3	72	**11	0.9	1.7	107	**5	0.4	0.8	48				
CYCLE WORLD	1924	**15	0.6	0.8	25	**5	0.4	0.3	17	**10	0.8	0.5	33				
DCI:CREATIVE IDEAS FOR LIV	437	**26	1.0	5.9	190	**5	0.4	1.1	73	**21	1.7	4.8	305				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	**88	3.5	3.5	113	**12	1.0	0.5	31	**77	6.2	3.1	196				
DISCOVER	1279	**68	2.7	5.3	170	**4	0.3	0.3	20	**64	5.1	5.0	318				
EBONY	2898	*120	4.8	4.1	132	**90	7.3	3.1	199	**29	2.3	1.0	64				
ESQUIRE	1384	**31	1.2	2.2	71	**13	1.0	0.9	60	**18	1.4	1.3	83				
ESSENCE	850	**29	1.2	3.4	109	**17	1.4	2.0	128	**13	1.0	1.5	97				
FAMILY CIRCLE	2430	**92	3.7	3.8	121	**30	2.4	1.2	79	**62	5.0	2.6	162				
THE FAMILY HANDYMAN	2356	**58	2.3	2.5	78	**22	1.8	0.9	60	**36	2.9	1.5	97				
FAMILY WEEKLY	11533	382	15.4	3.3	106	**85	6.9	0.7	47	*298	23.9	2.6	164				
FIELD & STREAM	7444	*221	8.9	3.0	95	**74	6.0	1.0	64	**148	11.9	2.0	126				
FOOD & WINE	416	**12	0.5	2.9	92	**4	0.3	1.0	62	**8	0.6	1.9	122				
FORBES	1865	**96	3.9	5.1	164	**34	2.7	1.8	117	**62	5.0	3.3	211				
FORTUNE	1849	*85	3.4	4.6	147	**35	2.8	1.9	121	**50	4.0	2.7	172				
GENTLEMEN'S QUARTERLY	2284	**45	1.8	2.0	63	**34	2.7	1.5	95	**11	0.9	0.5	31				
GLAMOUR	538	**11	0.4	2.0	65	**1	0.1	0.2	12	**10	0.8	1.9	118				
GOLF DIGEST	1649	**56	2.3	3.4	108	**16	1.3	1.0	62	**40	3.2	2.4	154				
GOLF DIGEST/TENNIS (GROSS)	2294	**84	3.4	3.7	117	**25	2.0	1.1	70	**59	4.7	2.6	163				
GOLF MAGAZINE	1577	**67	2.7	4.2	135	**4	0.3	0.3	16	**63	5.1	4.0	254				
GOLF MAGAZINE/SKI (GROSS)	2487	**88	3.5	3.5	113	**10	0.8	0.4	26	**78	6.3	3.1	199				
GOOD HOUSEKEEPING	2569	**61	2.5	2.4	76	**18	1.5	0.7	45	**43	3.4	1.7	106				
HARPER'S BAZAAR	431	**3	0.1	0.7	22	**3	0.2	0.7	45	**0	0.0	0.0	0				
HEALTH	788	**50	2.0	6.3	202	**13	1.0	1.6	106	**37	3.0	4.7	298				
HEARST MAG CORP. BUY (GROSS)	18781	532	21.4	2.8	90	205	16.5	1.1	70	327	26.2	1.7	111				
HEARST MAN POWER (GROSS)	9169	259	10.4	2.8	90	*105	8.5	1.1	73	*154	12.3	1.7	107				
HEARST WOMAN POWER (GROSS)	5452	*144	5.8	2.6	84	**47	3.8	0.9	55	**97	7.8	1.8	113				
HOUSE BEAUTIFUL	1020	**52	2.1	5.1	163	**23	1.9	2.3	144	**30	2.4	2.9	187				
INC.	993	**46	1.9	4.6	148	**14	1.1	1.4	90	**32	2.6	3.2	205				
JET	2808	*138	5.6	4.9	157	**102	8.2	3.6	232	**36	2.9	1.3	81				
LADIES' HOME JOURNAL	1868	**62	2.5	3.3	106	**44	3.6	2.4	151	**19	1.5	1.0	65				
LHJ FAMILY GRP COMBO(GROSS)	3582	*133	5.3	3.7	118	**63	5.1	1.8	113	**70	5.6	2.0	124				
LIFE	4817	*170	6.8	3.5	113	*90	7.3	1.9	120	**80	6.4	1.7	106				
L.A. TIMES HOME MAGAZINE	1465	**105	4.2	7.2	229	**50	4.0	3.4	218	**55	4.4	3.8	239				
MADEMOISELLE	460	**1	0.0	0.2	7	**0	0.0	0.0	0	**1	0.1	0.2	14				
MC CALL'S	1764	**78	3.1	4.4	141	**26	2.1	1.5	94	**51	4.1	2.9	184				
MC CALL'S/WRK MOTHER (GROSS)	2062	**86	3.5	4.2	133	**26	2.1	1.3	81	**60	4.8	2.9	185				
MECHANIX ILLUSTRATED	3625	**86	3.5	2.4	76	**59	4.8	1.6	104	**27	2.2	0.7	47				
METROPOLITAN HOME	495	**21	0.8	4.2	135	**11	0.9	2.2	142	**11	0.9	2.2	141				
MONEY	3017	*112	4.5	3.7	118	**20	1.6	0.7	42	**92	7.4	3.0	194				
MOTHER EARTH NEWS	1203	**21	0.8	1.7	56	**9	0.7	0.7	48	**12	1.0	1.0	63				
MS.	*257	**0	0.0	0.0	0	**0	0.0	0.0	0	**0	0.0	0.0	0				
NATIONAL ENQUIRER	6921	*238	9.6	3.4	110	*116	9.4	1.7	107	**122	9.8	1.8	112				
NATIONAL GEOGRAPHIC	11626	488	19.6	4.2	134	*161	13.0	1.4	89	327	26.2	2.8	179				
NATIONAL SUNDAY MAGAZINE PKG	49424	1641	66.0	3.3	106	753	60.8	1.5	97	888	71.2	1.8	114				
NATURAL HISTORY	753	**43	1.7	5.7	182	**10	0.8	1.3	85	**32	2.6	4.2	270				
NEW WOMAN	*296	**3	0.1	1.0	32	**3	0.2	1.0	65	**0	0.0	0.0	0				
NEW YORK INCLUDING CUE	541	**11	0.4	2.0	65	**10	0.8	1.8	118	**1	0.1	0.2	12				
THE NEW YORKER	1078	**38	1.5	3.5	112	**17	1.4	1.6	101	**21	1.7	1.9	124				
NEWSWEEK	9602	307	12.3	3.2	102	*161	13.0	1.7	107	*146	11.7	1.5	97				
THE N.Y. TIMES DAILY EDITION	1376	**42	1.7	3.1	97	**34	2.7	2.5	158	**8	0.6	0.6	37				
THE N.Y. TIMES MAGAZINE	2110	*66	2.7	3.1	100	**45	3.6	2.1	136	**22	1.8	1.0	66				
OMNI	1927	**72	2.9	3.7	119	**33	2.7	1.7	110	**39	3.1	2.0	129				
ON CABLE	911	**11	0.4	1.2	38	**7	0.6	0.8	49	**3	0.2	0.3	21				
1001 HOME IDEAS	927	**21	0.8	2.3	72	**6	0.5	0.6	41	**14	1.1	1.5	96				
ORGANIC GARDENING	1430	**17	0.7	1.2	38	**0	0.0	0.0	0	**17	1.4	1.2	76				
OUTDOOR LIFE	4064	**95	3.8	2.3	75	**20	1.6	0.5	31	**75	6.0	1.8	117				
PARADE MAGAZINE	24538	817	32.9	3.3	106	407	32.8	1.7	106	411	33.0	1.7	106				

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES	79263	2486	100.0	3.1	100	1239	100.0	1.6	100	1247	100.0	1.6	100				
PARENTS	1126	**59	2.4	5.2	167	**22	1.8	2.0	125	**36	2.9	3.2	203				
PENTHOUSE	4157	*145	5.8	3.5	111	**93	7.5	2.2	143	**51	4.1	1.2	78				
PEOPLE	7591	293	11.8	3.9	123	*109	8.8	1.4	92	*183	14.7	2.4	153				
PLAYBOY	8379	244	9.8	2.9	93	*136	11.0	1.6	104	**109	8.7	1.3	83				
POPULAR HOT RODDING	2110	**32	1.3	1.5	48	**14	1.1	0.7	42	**18	1.4	0.9	54				
POPULAR MECHANICS	4850	*142	5.7	2.9	93	**61	4.9	1.3	80	**81	6.5	1.7	106				
POPULAR SCIENCE	3397	**103	4.1	3.0	97	**54	4.4	1.6	102	**48	3.8	1.4	90				
PREVENTION	1720	**14	0.6	0.8	26	**8	0.6	0.5	30	**6	0.5	0.3	22				
PSYCHOLOGY TODAY	1344	**53	2.1	3.9	126	**19	1.5	1.4	90	**34	2.7	2.5	161				
READER'S DIGEST	16016	668	26.9	4.2	133	298	24.1	1.9	119	371	29.8	2.3	147				
REDBOOK	1121	**27	1.1	2.4	77	**10	0.8	0.9	57	**17	1.4	1.5	96				
ROAD & TRACK	2161	**19	0.8	0.9	28	**5	0.4	0.2	15	**14	1.1	0.6	41				
ROLLING STONE	1948	**15	0.6	0.8	25	**15	1.2	0.8	49	**0	0.0	0.0	0				
RUNNER'S WORLD	899	**32	1.3	3.6	113	**13	1.0	1.4	93	**19	1.5	2.1	134				
SATURDAY EVENING POST	841	**66	2.7	7.8	250	**28	2.3	3.3	213	**37	3.0	4.4	280				
SCIENCE 84	841	**27	1.1	3.2	102	**15	1.2	1.8	114	**12	1.0	1.4	91				
SCIENCE DIGEST	1194	**58	2.3	4.9	155	**16	1.3	1.3	86	**42	3.4	3.5	224				
SCIENTIFIC AMERICAN	1379	**55	2.2	4.0	127	**6	0.5	0.4	28	**49	3.9	3.6	226				
SELF	436	**31	1.2	7.1	227	**5	0.4	1.1	73	**25	2.0	5.7	364				
SEVENTEEN	614	**10	0.4	1.6	52	**0	0.0	0.0	0	**10	0.8	1.6	104				
SKI	910	**21	0.8	2.3	74	**6	0.5	0.7	42	**16	1.3	1.8	112				
SMITHSONIAN	2937	*144	5.8	4.9	156	**22	1.8	0.7	48	**122	9.8	4.2	264				
SOAP OPERA DIGEST	545	**46	1.9	8.4	269	**0	0.0	0.0	0	**46	3.7	8.4	536				
SOUTHERN LIVING	2054	**63	2.5	3.1	98	**7	0.6	0.3	22	**56	4.5	2.7	173				
SPORT	2799	*121	4.9	4.3	138	**82	6.6	2.9	187	**39	3.1	1.4	89				
THE SPORTING NEWS	1938	**30	1.2	1.5	49	**12	1.0	0.6	40	**17	1.4	0.9	56				
SPORTS AFIELD	3125	**59	2.4	1.9	60	**28	2.3	0.9	57	**31	2.5	1.0	63				
SPORTS ILLUSTRATED	11159	365	14.7	3.3	104	*185	14.9	1.7	106	*179	14.4	1.6	102				
STAR	4095	*151	6.1	3.7	118	**82	6.6	2.0	128	**69	5.5	1.7	107				
SUNDAY	25169	821	33.0	3.3	104	443	35.8	1.8	113	378	30.3	1.5	95				
SUNSET	1294	**35	1.4	2.7	86	**22	1.8	1.7	109	**13	1.0	1.0	64				
TV GUIDE	18508	650	26.1	3.5	112	307	24.8	1.7	106	344	27.6	1.9	118				
TENNIS	645	**28	1.1	4.3	138	**9	0.7	1.4	89	**19	1.5	2.9	187				
TIME	12124	415	16.7	3.4	109	218	17.6	1.8	115	*197	15.8	1.6	103				
TOWN & COUNTRY	493	**32	1.3	6.5	207	**8	0.6	1.6	104	**24	1.9	4.9	309				
TRAVEL & LEISURE	1122	**36	1.4	3.2	102	**15	1.2	1.3	86	**22	1.8	2.0	125				
TRUE STORY	690	**16	0.6	2.3	74	**10	0.8	1.4	93	**6	0.5	0.9	55				
U.S.NEWS & WORLD REPORT	6571	*196	7.9	3.0	95	**72	5.8	1.1	70	*125	10.0	1.9	121				
USA TODAY	3120	*90	3.6	2.9	92	**39	3.1	1.3	80	**52	4.2	1.7	106				
US	1315	**38	1.5	2.9	92	**16	1.3	1.2	78	**22	1.8	1.7	106				
VOGUE	632	**14	0.6	2.2	71	**12	1.0	1.9	121	**2	0.2	0.3	20				
WALL STREET JOURNAL	4247	*180	7.2	4.2	135	**59	4.8	1.4	89	**121	9.7	2.8	181				
WEIGHT WATCHERS	398	**23	0.9	5.8	184	**21	1.7	5.3	338	**2	0.2	0.5	32				
WOMAN'S DAY	1139	**71	2.9	6.2	199	**18	1.5	1.6	101	**53	4.3	4.7	296				
WORKING MOTHER	*298	**9	0.4	3.0	96	**0	0.0	0.0	0	**9	0.7	3.0	192				
WORKING WOMAN	327	**18	0.7	5.5	176	**0	0.0	0.0	0	**18	1.4	5.5	350				
WORLD TENNIS	397	**47	1.9	11.8	377	**2	0.2	0.5	32	**44	3.5	11.1	704				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	*174	7.0	1.8	58	**85	6.9	0.9	56	**89	7.1	0.9	59				
BLAIR INSERTS	43762	1448	58.2	3.3	105	720	58.1	1.6	105	728	58.4	1.7	106				
DAILY NEWSPAPERS																	
READ ANY	52459	1717	69.1	3.3	104	824	66.5	1.6	100	894	71.7	1.7	108				
READ ONE	41891	1385	55.7	3.3	105	672	54.2	1.6	103	713	57.2	1.7	108				
READ TWO OR MORE	10568	332	13.4	3.1	100	*152	12.3	1.4	92	*180	14.4	1.7	108				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	1732	69.7	3.3	106	778	62.8	1.5	96	953	76.4	1.8	117				
READ ONE	44561	1443	58.0	3.2	103	633	51.1	1.4	91	809	64.9	1.8	115				
READ TWO OR MORE	7368	289	11.6	3.9	125	*145	11.7	2.0	126	*144	11.5	2.0	124				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.69				26.76				36.32							
30 DAY REACH	71522	2312	93.0	3.2	103	1118	90.2	1.6	100	1194	95.7	1.7	106				
50 SHWG - 30 DAY AV FREQ	15.55	16.69				13.81				19.45							
30 DAY REACH	68168	2196	88.3	3.2	103	1075	86.8	1.6	101	1121	89.9	1.6	105				
25 SHWG - 30 DAY AV FREQ	8.43	8.89				7.58				10.08							
30 DAY REACH	62898	2069	83.2	3.3	105	987	79.7	1.6	100	1082	86.8	1.7	109				
CABLE TV: HOME WIRED	31664	1061	42.7	3.4	107	*464	37.4	1.5	94	597	47.9	1.9	120				
HOME NOT WIRED	47599	1425	57.3	3.0	95	775	62.6	1.6	104	650	52.1	1.4	87				
HAVE PAY CABLE	17139	513	20.6	3.0	95	**253	20.4	1.5	94	*260	20.9	1.5	96				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES		79263	2486	100.0	3.1	100	1239	100.0	1.6	100	1247	100.0	1.6	100				
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	1503	60.5	3.2	101	774	62.5	1.6	104	729	58.5	1.5	97				
10:00 AM - 3:00 PM		29926	945	38.0	3.2	101	495	40.0	1.7	106	450	36.1	1.5	96				
3:00 PM - 7:00 PM		37666	1138	45.8	3.0	96	587	47.4	1.6	100	551	44.2	1.5	93				
7:00 PM - MIDNIGHT		18909	522	21.0	2.8	88	275	22.2	1.5	93	*248	19.9	1.3	83				
MIDNIGHT - 6:00 AM		11822	472	19.0	4.0	127	*216	17.4	1.8	117	*256	20.5	2.2	138				
6:00 AM - MIDNIGHT		63254	1975	79.4	3.1	100	990	79.9	1.6	100	984	78.9	1.6	99				
ENTIRE DAY		64057	2018	81.2	3.2	100	999	80.6	1.6	100	1020	81.8	1.6	101				
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	654	26.3	3.9	126	294	23.7	1.8	113	360	28.9	2.2	138				
ALL NEWS		3542	*135	5.4	3.8	122	**48	3.9	1.4	87	**87	7.0	2.5	156				
AOR/PROGRESSIVE		7465	*211	8.5	2.8	90	**76	6.1	1.0	65	**136	10.9	1.8	116				
BEAUTIFUL MUSIC		5061	*174	7.0	3.4	110	*111	9.0	2.2	140	**63	5.1	1.2	79				
BLACK		1914	**95	3.8	5.0	158	**80	6.5	4.2	267	**15	1.2	0.8	50				
CLASSICAL		2304	**97	3.9	4.2	134	**58	4.7	2.5	161	**39	3.1	1.7	108				
CHR/ROCK		10663	364	14.6	3.4	109	*205	16.5	1.9	123	*159	12.8	1.5	95				
COUNTRY		13919	453	18.2	3.3	104	*259	20.9	1.9	119	*194	15.6	1.4	89				
GOLDEN OLDIES		2040	**110	4.4	5.4	172	**82	6.6	4.0	257	**28	2.2	1.4	87				
MOR/NOSTALGIA		5105	*137	5.5	2.7	86	**47	3.8	0.9	59	**89	7.1	1.7	111				
NEWS/TALK		4764	**97	3.9	2.0	65	**46	3.7	1.0	62	**52	4.2	1.1	69				
RELIGIOUS		2164	**64	2.6	3.0	94	**36	2.9	1.7	106	**28	2.2	1.3	82				
SOFT ROCK		623	**7	0.3	1.1	36	**3	0.2	0.5	31	**4	0.3	0.6	41				
URBAN CONTEMPORARY		1331	**64	2.6	4.8	153	**61	4.9	4.6	293	**3	0.2	0.2	14				
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	**60	2.4	1.9	60	**37	3.0	1.2	74	**23	1.8	0.7	46				
ABC DIRECTION		2724	**85	3.4	3.1	99	**55	4.4	2.0	129	**30	2.4	1.1	70				
ABC ENTERTAINMENT		5256	*163	6.6	3.1	99	**68	5.5	1.3	83	**96	7.7	1.8	116				
ABC FM		2263	**67	2.7	3.0	94	**38	3.1	1.7	107	**29	2.3	1.3	81				
ABC INFORMATION		5618	*188	7.6	3.3	107	**100	8.1	1.8	114	**88	7.1	1.6	100				
ABC ROCK		2857	*112	4.5	3.9	125	**69	5.6	2.4	155	**42	3.4	1.5	93				
CBS		5953	*218	8.8	3.7	117	**88	7.1	1.5	95	*129	10.3	2.2	138				
MUTUAL		4979	*174	7.0	3.5	111	**84	6.8	1.7	108	**91	7.3	1.8	116				
NBC		7279	232	9.3	3.2	102	*144	11.6	2.0	127	**88	7.1	1.2	77				
RADIORADIO		2389	**73	2.9	3.1	97	**46	3.7	1.9	123	**27	2.2	1.1	72				
RKO ONE		2583	**110	4.4	4.3	136	**46	3.7	1.8	114	**64	5.1	2.5	157				
RKO TWO		3674	**99	4.0	2.7	86	**63	5.1	1.7	110	**36	2.9	1.0	62				
THE SOURCE		3514	**128	5.1	3.6	116	**72	5.8	2.0	131	**57	4.6	1.6	103				
NON-WIRED : BLAIR		9864	368	14.8	3.7	119	*214	17.3	2.2	139	*154	12.3	1.6	99				
INTERNET		13522	534	21.5	3.9	126	260	21.0	1.9	123	*274	22.0	2.0	129				
KATZ RADIO GROUP		19321	638	25.7	3.3	105	342	27.6	1.8	113	295	23.7	1.5	97				
SUPERNET		10739	356	14.3	3.3	106	*148	11.9	1.4	88	*208	16.7	1.9	123				
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	194	7.8	3.8	121	78	6.3	1.5	98	115	9.2	2.3	143				
WKDAY 9:00 AM - 1:00 PM		5383	179	7.2	3.3	106	107	8.6	2.0	127	72	5.8	1.3	85				
WKDAY 1:00 PM - 4:30 PM		6469	231	9.3	3.6	114	113	9.1	1.7	112	117	9.4	1.8	115				
WKDAY 4:30 PM - 7:30 PM		19661	680	27.4	3.5	110	331	26.7	1.7	108	349	28.0	1.8	113				
WKDAY 7:30 PM - 8:00 PM		27579	921	37.0	3.3	104	488	39.4	1.8	113	433	34.7	1.6	100				
WKDAY 11:00 PM - 11:30 PM		22964	816	32.8	3.6	113	419	33.8	1.8	117	397	31.8	1.7	110				
WKDAY 11:30 PM - 1:00 AM		8158	324	13.0	4.0	127	182	14.7	2.2	143	142	11.4	1.7	111				
M-SAT 8-11 PM+SUN 7-11 PM		30140	1033	41.6	3.4	109	495	40.0	1.6	105	538	43.1	1.8	113				
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	**52	2.1	2.5	81	**37	3.0	1.8	116	**15	1.2	0.7	47				
ANOTHER WORLD	N	1214	**29	1.2	2.4	76	**10	0.8	0.8	53	**19	1.5	1.6	99				
AS THE WORLD TURNS	C	1740	**45	1.8	2.6	82	**27	2.2	1.6	99	**18	1.4	1.0	66				
CAPITOL	C	1016	**43	1.7	4.2	135	**23	1.9	2.3	145	**19	1.5	1.9	119				
CBS MORN. NEWS 1	C	1203	**59	2.4	4.9	156	**7	0.6	0.6	37	**52	4.2	4.3	275				
CBS MORN. NEWS 2	C	773	**37	1.5	4.8	153	**7	0.6	0.9	58	**30	2.4	3.9	247				
DAYS OF OUR LIVES	N	1629	**17	0.7	1.0	33	**7	0.6	0.4	27	**10	0.8	0.6	39				
FACTS OF LIFE - DAYTIME	N	961	**25	1.0	2.6	83	**16	1.3	1.7	107	**8	0.6	0.8	53				
FAMILY FEUD	A	1390	**25	1.0	1.8	57	**13	1.0	0.9	60	**12	1.0	0.9	55				
GENERAL HOSPITAL	A	1463	**28	1.1	1.9	61	**20	1.6	1.4	87	**7	0.6	0.5	30				
GOOD MORNING, AMERICA-730	A	1705	*49	2.0	2.9	92	**36	2.9	2.1	135	**13	1.0	0.8	48				
GOOD MORNING, AMERICA-830	A	889	**25	1.0	2.8	90	**21	1.7	2.4	151	**4	0.3	0.4	29				
GUIDING LIGHT	C	1754	**67	2.7	3.8	122	**34	2.7	1.9	124	**33	2.6	1.9	120				
ONE LIFE TO LIVE	A	1100	**25	1.0	2.3	72	**18	1.5	1.6	105	**8	0.6	0.7	46				
PRESS YOUR LUCK	C	1222	**35	1.4	2.9	91	**28	2.3	2.3	147	**7	0.6	0.6	36				
PRICE IS RIGHT 1	C	2692	*55	2.2	2.0	65	**24	1.9	0.9	57	**31	2.5	1.2	73				
PRICE IS RIGHT 2	C	2764	*54	2.2	2.0	62	**25	2.0	0.9	58	**29	2.3	1.0	67				
RYAN'S HOPE	A	880	**33	1.3	3.8	120	**22	1.8	2.5	160	**11	0.9	1.3	79				
SALE OF THE CENTURY	N	926	**16	0.6	1.7	55	**2	0.2	0.2	14	**14	1.1	1.5	96				
SEARCH FOR TOMORROW	N	359	**11	0.4	3.1	98	**10	0.8	2.8	178	**1	0.1	0.3	18				
TODAY SHOW 1	N	1890	*116	4.7	6.1	196	**28	2.3	1.5	95	**88	7.1	4.7	296				
TODAY SHOW 2	N	1344	**10	0.4	0.7	24	**4	0.3	0.3	19	**6	0.5	0.4	28				
$25,000 PYRAMID	C	1462	**50	2.0	3.4	109	**35	2.8	2.4	153	**15	1.2	1.0	65				
WHEEL OF FORTUNE	N	1497	**29	1.2	1.9	62	**15	1.2	1.0	64	**13	1.0	0.9	55				
YOUNG AND THE RESTLESS	C	1954	**37	1.5	1.9	60	**26	2.1	1.3	85	**11	0.9	0.6	36				
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	*139	5.6	5.0	161	**43	3.5	1.6	100	**95	7.6	3.4	219				
NBA PLAYOFF GAME -1	C	3881	160	6.4	4.1	131	*77	6.2	2.0	127	*83	6.7	2.1	136				
NBC MAJOR LEAGUE PRE-GAME	N	2805	*144	5.8	5.1	164	**68	5.5	2.4	155	**75	6.0	2.7	170				
SPORTSWORLD - SUN	N	2041	**61	2.5	3.0	95	**30	2.4	1.5	94	**31	2.5	1.5	97				
SUNDAY MORNING	C	2555	**100	4.0	3.9	125	**66	5.3	2.6	165	**34	2.7	1.3	85				

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	2486	100.0	3.1	100	1239	100.0	1.6	100	1247	100.0	1.6	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	761	30.6	3.1	100	397	32.0	1.6	104	364	29.2	1.5	95				
NETWORK AFFILIATES - LATE		17197	573	23.0	3.3	106	262	21.1	1.5	97	310	24.9	1.8	115				
INDEPENDENTS - LATE		2887	128	5.1	4.4	141	*60	4.8	2.1	133	*68	5.5	2.4	150				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	371	14.9	3.3	105	*181	14.6	1.6	102	*190	15.2	1.7	107				
ABC MONDAY NIGHT MOVIE	A	4379	*170	6.8	3.9	124	*108	8.7	2.5	158	**62	5.0	1.4	90				
ABC SUNDAY NIGHT MOVIE	A	9910	274	11.0	2.8	88	*135	10.9	1.4	87	*139	11.1	1.4	89				
ABC WORLD NEWS TONIGHT	A	6212	206	8.3	3.3	106	*101	8.2	1.6	104	*105	8.4	1.7	107				
AFTERMASH	C	4575	**169	6.8	3.7	118	**33	2.7	0.7	46	**136	10.9	3.0	189				
ALICE	C	6777	*218	8.8	3.2	103	**77	6.2	1.1	73	**142	11.4	2.1	133				
AMERICAN PARADE	C	4868	*130	5.2	2.7	85	**73	5.9	1.5	96	**58	4.7	1.2	76				
BENSON	A	7593	*151	6.1	2.0	63	**87	7.0	1.1	73	**64	5.1	0.8	54				
BLUE THUNDER	A	6036	*179	7.2	3.0	95	**97	7.8	1.6	103	**82	6.6	1.4	86				
CAGNEY & LACEY	C	7698	219	8.8	2.8	91	*94	7.6	1.2	78	**125	10.0	1.6	103				
CBS EVENING NEWS-DEAN	C	4066	*185	7.4	4.5	145	**84	6.8	2.1	132	**101	8.1	2.5	158				
CBS EVENING NEWS-RATHER	C	8092	267	10.7	3.3	105	139	11.2	1.7	110	129	10.3	1.6	101				
CBS SAT. NEWS-SCHIEFFER	C	4795	*157	6.3	3.3	104	**87	7.0	1.8	116	**70	5.6	1.5	93				
CBS SATURDAY NIGHT MOVIE	C	6034	*241	9.7	4.0	127	**145	11.7	2.4	154	**95	7.6	1.6	100				
CBS WEDNESDAY NIGHT MOVIE	C	4993	157	6.3	3.1	100	*93	7.5	1.9	119	**64	5.1	1.3	81				
CHEERS	N	6976	364	14.6	5.2	166	134	10.8	1.9	123	230	18.4	3.3	210				
DALLAS	C	13575	301	12.1	2.2	71	*147	11.9	1.1	69	*154	12.3	1.1	72				
DIFF'RENT STROKES	N	3684	**116	4.7	3.1	100	**43	3.5	1.2	75	**73	5.9	2.0	126				
DOUBLE TROUBLE	N	4462	*143	5.8	3.2	102	**101	8.2	2.3	145	**42	3.4	0.9	60				
DUCK FACTORY	N	4810	*265	10.7	5.5	176	**88	7.1	1.8	117	*177	14.2	3.7	234				
DUKES OF HAZZARD	C	5951	*160	6.4	2.7	86	**50	4.0	0.8	54	*110	8.8	1.8	117				
DYNASTY	A	11325	331	13.3	2.9	93	*134	10.8	1.2	76	*198	15.9	1.7	111				
FACTS OF LIFE	N	4512	*130	5.2	2.9	92	**76	6.1	1.7	108	**54	4.3	1.2	76				
FALCON CREST	C	9215	*205	8.2	2.2	71	**76	6.1	0.8	53	**129	10.3	1.4	89				
FALL GUY	A	8604	250	10.1	2.9	93	*115	9.3	1.3	86	*135	10.8	1.6	100				
FAMILY TIES	N	4179	*187	7.5	4.5	143	**62	5.0	1.5	95	**124	9.9	3.0	189				
FANTASY ISLAND	A	4781	*109	4.4	2.3	73	**62	5.0	1.3	83	**47	3.8	1.0	62				
FOULUPS,BLEEPS & BLUNDERS	A	6697	*177	7.1	2.6	84	**107	8.6	1.6	102	**70	5.6	1.0	66				
FOUR SEASONS	C	3873	**155	6.2	4.0	128	**53	4.3	1.4	88	**102	8.2	2.6	167				
GIMME A BREAK	N	4310	*131	5.3	3.0	97	**48	3.9	1.1	71	**83	6.7	1.9	122				
HART TO HART	A	5751	*158	6.4	2.7	88	**77	6.2	1.3	86	**81	6.5	1.4	90				
HILL STREET BLUES	N	8568	275	11.1	3.2	102	*133	10.7	1.6	99	*142	11.4	1.7	105				
HOTEL	A	8801	248	10.0	2.8	90	*135	10.9	1.5	98	*113	9.1	1.3	82				
JEFFERSONS	C	6978	*225	9.1	3.2	103	**70	5.6	1.0	64	*156	12.5	2.2	142				
JENNIFER SLEPT HERE	N	3021	**75	3.0	2.5	79	**30	2.4	1.0	64	**45	3.6	1.5	95				
KATE & ALLIE	C	6811	301	12.1	4.4	141	*123	9.9	1.8	116	*178	14.3	2.6	166				
KNIGHT RIDER	N	5256	*209	8.4	4.0	127	**122	9.8	2.3	148	**87	7.0	1.7	105				
LOVE BOAT	A	7174	*156	6.3	2.2	69	*99	8.0	1.4	88	**57	4.6	0.8	51				
MAGNUM PI	C	10438	324	13.0	3.1	99	187	15.1	1.8	115	*136	10.9	1.3	83				
MAMA'S FAMILY	N	3488	**90	3.6	2.6	82	**61	4.9	1.7	112	**30	2.4	0.9	55				
MASTER, THE	N	4127	*128	5.1	3.1	99	**63	5.1	1.5	98	**65	5.2	1.6	100				
MATT HOUSTON	A	5978	284	11.4	4.8	151	*114	9.2	1.9	122	*170	13.6	2.8	181				
NBC MONDAY NIGHT MOVIE	N	10446	411	16.5	3.9	125	218	17.6	2.1	134	*193	15.5	1.8	117				
NBC NIGHTLY NEWS	N	5571	213	8.6	3.8	122	*102	8.2	1.8	117	*112	9.0	2.0	128				
NBC NIGHTLY NEWS-SAT	N	3675	*186	7.5	5.1	161	**79	6.4	2.1	138	**106	8.5	2.9	183				
NBC NIGHTLY NEWS-SUN	N	2905	**111	4.5	3.8	122	**68	5.5	2.3	150	**43	3.4	1.5	94				
NBC SUNDAY NIGHT MOVIE	N	8352	376	15.1	4.5	144	*161	13.0	1.9	123	*214	17.2	2.6	163				
NEWHART	C	6864	*262	10.5	3.8	122	**93	7.5	1.4	87	**169	13.6	2.5	156				
ONE DAY AT A TIME	C	3866	*118	4.7	3.1	97	**54	4.4	1.4	89	**64	5.1	1.7	105				
PEOPLE ARE FUNNY	N	3956	*115	4.6	2.9	93	**88	7.1	2.2	142	**27	2.2	0.7	43				
REAL PEOPLE	N	6305	*165	6.6	2.6	83	**73	5.9	1.2	74	*92	7.4	1.5	93				
REMINGTON STEELE	N	5884	*178	7.2	3.0	96	*86	6.9	1.5	94	**91	7.3	1.5	98				
RIPLEY'S BELIEVE IT - NOT	A	5706	*175	7.0	3.1	98	*89	7.2	1.6	100	**86	6.9	1.5	96				
RIPTIDE	N	6202	*170	6.8	2.7	87	*101	8.2	1.6	104	**69	5.5	1.1	71				
SCARECROW & MRS. KING	C	6513	245	9.9	3.8	120	*117	9.4	1.8	115	*128	10.3	2.0	125				
SIMON & SIMON	C	8593	245	9.9	2.9	91	*119	9.6	1.4	89	*126	10.1	1.5	93				
60 MINUTES	C	13342	475	19.1	3.6	114	230	18.6	1.7	110	245	19.6	1.8	117				
ST. ELSEWHERE	N	6029	274	11.0	4.5	145	*108	8.7	1.8	115	*166	13.3	2.8	175				
THREE'S COMPANY	A	8565	243	9.8	2.8	90	**108	8.7	1.3	81	*135	10.8	1.6	100				
T.J. HOOKER	A	7400	221	8.9	3.0	95	*118	9.5	1.6	102	*103	8.3	1.4	88				
TONIGHT SHOW	N	2433	*87	3.5	3.6	114	*34	2.7	1.4	89	**53	4.3	2.2	138				
TRAPPER JOHN, M.D.	C	5958	221	8.9	3.7	118	*80	6.5	1.3	86	**141	11.3	2.4	150				
TV BLOOPERS & PRAC. JOKES	N	9086	*226	9.1	2.5	79	*110	8.9	1.2	77	**116	9.3	1.3	81				
20/20	A	8306	249	10.0	3.0	96	*117	9.4	1.4	90	*131	10.5	1.6	100				
WEBSTER	A	6788	*176	7.1	2.6	83	*115	9.3	1.7	108	**61	4.9	0.9	57				
WORLD NEWS - SUN	A	2036	**50	2.0	2.5	78	**23	1.9	1.1	72	**28	2.2	1.4	87				
YELLOW ROSE	N	3174	*120	4.8	3.8	121	**39	3.1	1.2	79	**81	6.5	2.6	162				
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	550	22.1	3.4	108	*251	20.3	1.5	98	*299	24.0	1.8	117				
BASKETBALL - COLLEGE GAMES		10054	*419	16.9	4.2	133	**177	14.3	1.8	113	**241	19.3	2.4	152				
BASKETBALL - PRO GAMES		8248	*280	11.3	3.4	108	**121	9.8	1.5	94	**159	12.8	1.9	123				
BOWLING		5356	**183	7.4	3.4	109	**74	6.0	1.4	88	**109	8.7	2.0	129				
BOXING		11255	*336	13.5	3.0	95	**215	17.4	1.9	122	**121	9.7	1.1	68				
FOOTBALL - COLLEGE GAMES		14647	596	24.0	4.1	130	**218	17.6	1.5	95	*378	30.3	2.6	164				
FOOTBALL - PRO GAMES		23581	772	31.1	3.3	104	*367	29.6	1.6	100	*405	32.5	1.7	109				
GOLF		6145	*219	8.8	3.6	114	**107	8.6	1.7	111	**112	9.0	1.8	116				
POST-SEASON COLL. FOOTBALL		12828	*405	16.3	3.2	101	**157	12.7	1.2	78	**248	19.9	1.9	123				
POST-SEASON PRO FOOTBALL		15397	608	24.5	3.9	126	**227	18.3	1.5	94	*381	30.6	2.5	157				
TENNIS		3483	*231	9.3	6.6	211	**154	12.4	4.4	283	**77	6.2	2.2	141				
WRESTLING - PROFESSIONAL		6023	**180	7.2	3.0	95	**117	9.4	1.9	124	**63	5.1	1.0	66				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
	TOTAL U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	5500	100.0	6.2	100	2348	100.0	2.7	100	3152	100.0	3.6	100				
FEMALE HOMEMAKERS	80986	4596	83.6	5.7	91	1979	84.3	2.4	92	2618	83.1	3.2	91				
EMPLOYED MOTHERS	18702	1472	26.8	7.9	127	*623	26.5	3.3	126	848	26.9	4.5	127				
18 - 24	14726	1275	23.2	8.7	139	*611	26.0	4.1	156	*664	21.1	4.5	127				
25 - 34	20202	1617	29.4	8.0	129	536	22.8	2.7	100	1081	34.3	5.4	150				
35 - 44	14781	921	16.7	6.2	100	*406	17.3	2.7	103	*515	16.3	3.5	98				
45 - 54	11449	571	10.4	5.0	80	*221	9.4	1.9	73	*350	11.1	3.1	86				
55 - 64	11846	*500	9.1	4.2	68	**203	8.6	1.7	65	**297	9.4	2.5	70				
65 OR OLDER	15459	616	11.2	4.0	64	*372	15.8	2.4	91	*244	7.7	1.6	44				
18 - 34	34928	2892	52.6	8.3	133	1147	48.9	3.3	124	1745	55.4	5.0	140				
18 - 49	55154	4118	74.9	7.5	120	1640	69.8	3.0	112	2479	78.6	4.5	126				
25 - 54	46433	3109	56.5	6.7	108	1163	49.5	2.5	94	1946	61.7	4.2	118				
35 - 49	20226	1226	22.3	6.1	97	*493	21.0	2.4	92	733	23.3	3.6	102				
50 OR OLDER	33310	1382	25.1	4.1	67	708	30.2	2.1	80	673	21.4	2.0	57				
GRADUATED COLLEGE	12110	1244	22.6	10.3	165	*484	20.6	4.0	151	761	24.1	6.3	176				
ATTENDED COLLEGE	15309	1391	25.3	9.1	146	*455	19.4	3.0	112	936	29.7	6.1	172				
GRADUATED HIGH SCHOOL	36912	1918	34.9	5.2	84	956	40.7	2.6	98	961	30.5	2.6	73				
DID NOT GRADUATE HIGH SCHOOL	24134	948	17.2	3.9	63	*454	19.3	1.9	71	*494	15.7	2.0	57				
EMPLOYED FULL-TIME	35457	3057	55.6	8.6	139	1301	55.4	3.7	138	1756	55.7	5.0	139				
EMPLOYED PART-TIME	8514	*611	11.1	7.2	115	**175	7.5	2.1	77	*437	13.9	5.1	144				
NOT EMPLOYED	44494	1832	33.3	4.1	66	873	37.2	2.0	74	959	30.4	2.2	60				
PROFESSIONAL/MANAGER	10811	1055	19.2	9.8	157	*425	18.1	3.9	148	*630	20.0	5.8	164				
TECH/CLERICAL/SALES	19640	1856	33.7	9.5	152	623	26.5	3.2	120	1233	39.1	6.3	176				
PRECISION/CRAFT	1023	**54	1.0	5.3	85	**37	1.6	3.6	136	**17	0.5	1.7	47				
OTHER EMPLOYED	12498	702	12.8	5.6	90	*390	16.6	3.1	118	**313	9.9	2.5	70				
SINGLE	15995	1501	27.3	9.4	151	*627	26.7	3.9	148	874	27.7	5.5	153				
MARRIED	51689	2846	51.7	5.5	89	1083	46.1	2.1	79	1763	55.9	3.4	96				
DIVORCED/SEPARATED/WIDOWED	20780	1154	21.0	5.6	89	639	27.2	3.1	116	515	16.3	2.5	70				
PARENTS	33922	2158	39.2	6.4	102	872	37.1	2.6	97	1286	40.8	3.8	106				
WHITE	76422	4928	89.6	6.4	104	2072	88.2	2.7	102	2857	90.6	3.7	105				
BLACK	10066	481	8.7	4.8	77	*255	10.9	2.5	95	**226	7.2	2.2	63				
OTHER	1976	**91	1.7	4.6	74	**21	0.9	1.1	40	**70	2.2	3.5	99				
NORTHEAST-CENSUS	19803	1485	27.0	7.5	121	696	29.6	3.5	132	790	25.1	4.0	112				
NORTH CENTRAL	22181	947	17.2	4.3	69	*257	10.9	1.2	44	690	21.9	3.1	87				
SOUTH	30082	1376	25.0	4.6	74	654	27.9	2.2	82	723	22.9	2.4	67				
WEST	16398	1692	30.8	10.3	166	742	31.6	4.5	170	950	30.1	5.8	163				
NORTHEAST-MKTG.	20163	1643	29.9	8.1	131	837	35.6	4.2	156	806	25.6	4.0	112				
EAST CENTRAL	13054	488	8.9	3.7	60	**156	6.6	1.2	45	*332	10.5	2.5	71				
WEST CENTRAL	14993	713	13.0	4.8	76	**170	7.2	1.1	43	*543	17.2	3.6	102				
SOUTH	25785	1123	20.4	4.4	70	*474	20.2	1.8	69	650	20.6	2.5	71				
PACIFIC	14470	1533	27.9	10.6	170	*711	30.3	4.9	185	822	26.1	5.7	159				
COUNTY SIZE A	36705	2804	51.0	7.6	123	1381	58.8	3.8	142	1423	45.1	3.9	109				
COUNTY SIZE B	26819	1631	29.7	6.1	98	689	29.3	2.6	97	942	29.9	3.5	99				
COUNTY SIZE C	13597	738	13.4	5.4	87	**178	7.6	1.3	49	*560	17.8	4.1	116				
COUNTY SIZE D	11344	*326	5.9	2.9	46	**100	4.3	0.9	33	**227	7.2	2.0	56				
METRO CENTRAL CITY	26825	1753	31.9	6.5	105	982	41.8	3.7	138	771	24.5	2.9	81				
METRO SUBURBAN	39912	2810	51.1	7.0	113	1085	46.2	2.7	102	1726	54.8	4.3	121				
NON METRO	21728	937	17.0	4.3	69	**282	12.0	1.3	49	*655	20.8	3.0	85				
TOP 5 ADI'S	20847	1718	31.2	8.2	133	872	37.1	4.2	158	845	26.8	4.1	114				
TOP 10 ADI'S	28719	2238	40.7	7.8	125	1154	49.1	4.0	151	1084	34.4	3.8	106				
TOP 20 ADI'S	40904	3287	59.8	8.0	129	1530	65.2	3.7	141	1757	55.7	4.3	121				
HSHLD INC. $50,000 OR MORE	7931	*903	16.4	11.4	183	**394	16.8	5.0	187	*509	16.1	6.4	180				
$40,000 OR MORE	15233	1602	29.1	10.5	169	*685	29.2	4.5	169	917	29.1	6.0	169				
$30,000 OR MORE	28333	2502	45.5	8.8	142	943	40.2	3.3	125	1559	49.5	5.5	154				
$25,000 OR MORE	36417	3154	57.3	8.7	139	1139	48.5	3.1	118	2015	63.9	5.5	155				
$20,000 - $24,999	9943	*581	10.6	5.8	94	**271	11.5	2.7	103	*310	9.8	3.1	88				
$15,000 - $19,999	9211	585	10.6	6.4	102	*319	13.6	3.5	130	*266	8.4	2.9	81				
$10,000 - $14,999	13477	571	10.4	4.2	68	*330	14.1	2.4	92	**241	7.6	1.8	50				
UNDER $10,000	19418	609	11.1	3.1	50	*289	12.3	1.5	56	*320	10.2	1.6	46				
HOUSEHOLD OF 1 PERSON	11987	718	13.1	6.0	96	316	13.5	2.6	99	402	12.8	3.4	94				
2 PEOPLE	27046	1660	30.2	6.1	99	780	33.2	2.9	109	880	27.9	3.3	91				
3 OR 4 PEOPLE	34251	2236	40.7	6.5	105	942	40.1	2.8	104	1294	41.1	3.8	106				
5 OR MORE PEOPLE	15180	*886	16.1	5.8	94	**310	13.2	2.0	77	**576	18.3	3.8	106				
NO CHILD IN HSHLD	49819	3059	55.6	6.1	99	1400	59.6	2.8	106	1659	52.6	3.3	93				
CHILD(REN) UNDER 2 YRS	6045	**379	6.9	6.3	101	**85	3.6	1.4	53	**294	9.3	4.9	136				
2 - 5 YEARS	15233	889	16.2	5.8	94	*270	11.5	1.8	67	*618	19.6	4.1	114				
6 - 11 YEARS	16260	975	17.7	6.0	96	*438	18.7	2.7	101	*537	17.0	3.3	93				
12 - 17 YEARS	19173	1203	21.9	6.3	101	*545	23.2	2.8	107	*658	20.9	3.4	96				
RESIDENCE OWNED	61371	4022	73.1	6.6	105	1624	69.2	2.6	100	2398	76.1	3.9	110				
VALUE: $50,000 OR MORE	35355	3013	54.8	8.5	137	1272	54.2	3.6	136	1741	55.2	4.9	138				
VALUE: UNDER $50,000	26016	1009	18.3	3.9	62	*352	15.0	1.4	51	*657	20.8	2.5	71				

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS (FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES		88464	5500	100.0	6.2	100	2348	100.0	2.7	100	3152	100.0	3.6	100				
MAGAZINES	QUINTILE 1	17988	1491	27.1	8.3	133	653	27.8	3.6	137	838	26.6	4.7	131				
	QUINTILE 2	19446	1568	28.5	8.1	130	*637	27.1	3.3	123	931	29.5	4.8	134				
	QUINTILE 3	14626	870	15.8	5.9	96	*390	16.6	2.7	100	*480	15.2	3.3	92				
	QUINTILE 4	16014	797	14.5	5.0	80	*300	12.8	1.9	71	*497	15.8	3.1	87				
	QUINTILE 5	20389	775	14.1	3.8	61	*368	15.7	1.8	68	*407	12.9	2.0	56				
NEWSPAPERS	QUINTILE 1	13830	1235	22.5	8.9	144	*591	25.2	4.3	161	644	20.4	4.7	131				
	QUINTILE 2	26350	1879	34.2	7.1	115	811	34.5	3.1	116	1068	33.9	4.1	114				
	QUINTILE 3	12415	704	12.8	5.7	91	*303	12.9	2.4	92	*402	12.8	3.2	91				
	QUINTILE 4	21911	1081	19.7	4.9	79	*386	16.4	1.8	66	695	22.0	3.2	89				
	QUINTILE 5	13960	601	10.9	4.3	69	*258	11.0	1.8	70	*343	10.9	2.5	69				
OUTDOOR	QUINTILE 1	16810	1544	28.1	9.2	148	*591	25.2	3.5	132	953	30.2	5.7	159				
	QUINTILE 2	17101	1041	18.9	6.1	98	*467	19.9	2.7	103	*574	18.2	3.4	94				
	QUINTILE 3	17579	1209	22.0	6.9	111	*424	18.1	2.4	91	785	24.9	4.5	125				
	QUINTILE 4	18343	850	15.5	4.6	75	*458	19.5	2.5	94	*392	12.4	2.1	60				
	QUINTILE 5	18631	856	15.6	4.6	74	*408	17.4	2.2	83	*448	14.2	2.4	67				
RADIO-DRIVE	QUINTILE 1	17390	1019	18.5	5.9	94	*438	18.7	2.5	95	*581	18.4	3.3	94				
TIME	QUINTILE 2	16591	991	18.0	6.0	96	*339	14.4	2.0	77	653	20.7	3.9	110				
	QUINTILE 3	16910	1137	20.7	6.7	108	*465	19.8	2.7	104	*673	21.4	4.0	112				
	QUINTILE 4	18002	1167	21.2	6.5	104	*599	25.5	3.3	125	568	18.0	3.2	89				
	QUINTILE 5	19572	1185	21.5	6.1	97	*507	21.6	2.6	98	*678	21.5	3.5	97				
RADIO-MID-	TERCILE 1	23248	1216	22.1	5.2	84	525	22.4	2.3	85	690	21.9	3.0	83				
DAY	TERCILE 2	23667	1470	26.7	6.2	100	667	28.4	2.8	106	803	25.5	3.4	95				
	TERCILE 3	41549	2815	51.2	6.8	109	1156	49.2	2.8	105	1659	52.6	4.0	112				
RADIO-TOTAL	QUINTILE 1	17786	1072	19.5	6.0	97	*455	19.4	2.6	96	617	19.6	3.5	97				
	QUINTILE 2	17316	946	17.2	5.5	88	*367	15.6	2.1	80	*580	18.4	3.3	94				
	QUINTILE 3	18428	1179	21.4	6.4	103	*487	20.7	2.6	100	692	22.0	3.8	105				
	QUINTILE 4	17669	1390	25.3	7.9	127	*655	27.9	3.7	140	735	23.3	4.2	117				
	QUINTILE 5	17265	913	16.6	5.3	85	*385	16.4	2.2	84	*528	16.8	3.1	86				
TV-PRIME	QUINTILE 1	17416	1035	18.8	5.9	96	*481	20.5	2.8	104	*553	17.5	3.2	89				
TIME	QUINTILE 2	17413	884	16.1	5.1	82	*317	13.5	1.8	69	*566	18.0	3.3	91				
	QUINTILE 3	17943	1211	22.0	6.7	109	*528	22.5	2.9	111	682	21.6	3.8	107				
	QUINTILE 4	18442	1493	27.1	8.1	130	*597	25.4	3.2	122	896	28.4	4.9	136				
	QUINTILE 5	17250	879	16.0	5.1	82	*425	18.1	2.5	93	*454	14.4	2.6	74				
TV-DAYTIME	TERCILE 1	29966	1625	29.5	5.4	87	626	26.7	2.1	79	999	31.7	3.3	94				
	TERCILE 2	29480	1833	33.3	6.2	100	732	31.2	2.5	94	1101	34.9	3.7	105				
	TERCILE 3	29018	2042	37.1	7.0	113	991	42.2	3.4	129	1052	33.4	3.6	102				
TV-TOTAL	QUINTILE 1	17740	1013	18.4	5.7	92	*428	18.2	2.4	91	*585	18.6	3.3	93				
	QUINTILE 2	17674	846	15.4	4.8	77	*307	13.1	1.7	65	*539	17.1	3.0	86				
	QUINTILE 3	17730	1189	21.6	6.7	108	*593	25.3	3.3	126	596	18.9	3.4	94				
	QUINTILE 4	17563	1285	23.4	7.3	118	*479	20.4	2.7	103	806	25.6	4.6	129				
	QUINTILE 5	17757	1167	21.2	6.6	106	*541	23.0	3.0	115	626	19.9	3.5	99				
MAGAZINES-NEWSPAPERS: DUAL		23278	2061	37.5	8.9	142	927	39.5	4.0	150	1134	36.0	4.9	137				
MAGAZINE IMPERATIVE		21634	1359	24.7	6.3	101	*487	20.7	2.3	85	871	27.6	4.0	113				
NEWSPAPER IMPERATIVE		23455	1386	25.2	5.9	95	620	26.4	2.6	100	766	24.3	3.3	92				
MAGAZINES-OUTDOOR: DUAL		17482	1646	29.9	9.4	151	588	25.0	3.4	127	1058	33.6	6.1	170				
MAGAZINE IMPERATIVE		28830	1894	34.4	6.6	106	912	38.8	3.2	119	983	31.2	3.4	96				
OUTDOOR IMPERATIVE		26119	1496	27.2	5.7	92	649	27.6	2.5	94	846	26.8	3.2	91				
MAGAZINES-RADIO: DUAL		20162	1214	22.1	6.0	97	*480	20.4	2.4	90	734	23.3	3.6	102				
MAGAZINE IMPERATIVE		26292	2337	42.5	8.9	143	1069	45.5	4.1	153	1268	40.2	4.8	135				
RADIO IMPERATIVE		25308	1230	22.4	4.9	78	498	21.2	2.0	74	732	23.2	2.9	81				
MAGAZINES-TELEVISION: DUAL		17312	1229	22.3	7.1	114	*497	21.2	2.9	108	732	23.2	4.2	119				
MAGAZINE IMPERATIVE		29099	2519	45.8	8.7	139	1073	45.7	3.7	139	1446	45.9	5.0	139				
TELEVISION IMPERATIVE		27505	1005	18.3	3.7	59	443	18.9	1.6	61	562	17.8	2.0	57				
NEWSPAPERS-OUTDOOR: DUAL		18628	1620	29.5	8.7	140	642	27.3	3.4	130	978	31.0	5.3	147				
NEWSPAPER IMPERATIVE		29178	1849	33.6	6.3	102	916	39.0	3.1	118	933	29.6	3.2	90				
OUTDOOR IMPERATIVE		25260	1531	27.8	6.1	97	613	26.1	2.4	91	919	29.2	3.6	102				
NEWSPAPERS-RADIO: DUAL		19246	1320	24.0	6.9	110	576	24.5	3.0	113	744	23.6	3.9	108				
NEWSPAPER IMPERATIVE		28155	2233	40.6	7.9	128	1016	43.3	3.6	136	1217	38.6	4.3	121				
RADIO IMPERATIVE		25308	1129	20.5	4.5	72	*427	18.2	1.7	64	702	22.3	2.8	78				
NEWSPAPERS-TELEVISION: DUAL		18615	1241	22.6	6.7	107	508	21.6	2.7	103	733	23.3	3.9	111				
NEWSPAPER IMPERATIVE		29207	2383	43.3	8.2	131	1093	46.6	3.7	141	1290	40.9	4.4	124				
TELEVISION IMPERATIVE		25472	1149	20.9	4.5	73	477	20.3	1.9	71	672	21.3	2.6	74				
OUTDOOR-RADIO: DUAL		17292	1232	22.4	7.1	115	483	20.6	2.8	105	749	23.8	4.3	122				
OUTDOOR IMPERATIVE		26915	2077	37.8	7.7	124	821	35.0	3.1	115	1256	39.8	4.7	131				
RADIO IMPERATIVE		28938	1471	26.7	5.1	82	631	26.9	2.2	82	840	26.6	2.9	81				
OUTDOOR-TELEVISION: DUAL		16112	1074	19.5	6.7	107	*455	19.4	2.8	106	619	19.6	3.8	108				
OUTDOOR IMPERATIVE		28228	2248	40.9	8.0	128	896	38.2	3.2	120	1352	42.9	4.8	134				
TELEVISION IMPERATIVE		30024	1495	27.2	5.0	80	647	27.6	2.2	81	849	26.9	2.8	79				
RADIO-TELEVISION: DUAL		17803	989	18.0	5.6	89	*425	18.1	2.4	90	564	17.9	3.2	89				
RADIO IMPERATIVE		28338	1779	32.3	6.3	101	730	31.1	2.6	97	1049	33.3	3.7	104				
TELEVISION IMPERATIVE		28445	1650	30.0	5.8	93	736	31.3	2.6	97	914	29.0	3.2	90				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
	U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	5500	100.0	6.2	100	2348	100.0	2.7	100	3152	100.0	3.6	100				
ATLANTIC MONTHLY	415	**13	0.2	3.1	50	**4	0.2	1.0	36	**10	0.3	2.4	68				
BARRON'S	522	**83	1.5	15.9	256	**32	1.4	6.1	231	**50	1.6	9.6	269				
BETTER HOMES & GARDENS	17429	1327	24.1	7.6	122	537	22.9	3.1	116	790	25.1	4.5	127				
BON APPETIT	2772	433	7.9	15.6	251	*182	7.8	6.6	247	**251	8.0	9.1	254				
BUSINESS WEEK	1469	**91	1.7	6.2	100	**34	1.4	2.3	87	**57	1.8	3.9	109				
CAR AND DRIVER	397	**85	1.5	21.4	344	**19	0.8	4.8	180	**66	2.1	16.6	467				
CBS MAGAZINE NETWORK (GROSS)	1633	*167	3.0	10.2	164	**79	3.4	4.8	182	**88	2.8	5.4	151				
CHANGING TIMES	1554	**89	1.6	5.7	92	**23	1.0	1.5	56	**67	2.1	4.3	121				
COLONIAL HOMES	1304	*119	2.2	9.1	147	**46	2.0	3.5	133	**73	2.3	5.6	157				
CONDE NAST MAG. PKG. (GROSS)	17858	1668	30.3	9.3	150	786	33.5	4.4	166	882	28.0	4.9	139				
CONSUMERS DIGEST	1406	**162	2.9	11.5	185	**121	5.2	8.6	324	**41	1.3	2.9	82				
COSMOPOLITAN	8815	891	16.2	10.1	163	412	17.5	4.7	176	479	15.2	5.4	153				
COUNTRY LIVING	2636	*238	4.3	9.0	145	**80	3.4	3.0	114	**158	5.0	6.0	168				
CUISINE	1554	*209	3.8	13.4	216	**70	3.0	4.5	170	**139	4.4	8.9	251				
CYCLE WORLD	469	**30	0.5	6.4	103	**23	1.0	4.9	185	**7	0.2	1.5	42				
DCI:CREATIVE IDEAS FOR LIV	2631	*242	4.4	9.2	148	**91	3.9	3.5	130	**151	4.8	5.7	161				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	558	10.1	7.9	127	*229	9.8	3.2	122	329	10.4	4.7	131				
DISCOVER	998	**115	2.1	11.5	185	**75	3.2	7.5	283	**40	1.3	4.0	112				
EBONY	4289	231	4.2	5.4	87	*126	5.4	2.9	111	*105	3.3	2.4	69				
ESQUIRE	1176	**69	1.3	5.9	94	**51	2.2	4.3	163	**17	0.5	1.4	41				
ESSENCE	2392	*140	2.5	5.9	94	**70	3.0	2.9	110	**70	2.2	2.9	82				
FAMILY CIRCLE	17209	1370	24.9	8.0	128	567	24.1	3.3	124	803	25.5	4.7	131				
THE FAMILY HANDYMAN	1184	**102	1.9	8.6	139	**59	2.5	5.0	188	**43	1.4	3.6	102				
FAMILY WEEKLY	12391	758	13.8	6.1	98	*381	16.2	3.1	116	377	12.0	3.0	85				
FIELD & STREAM	2438	**184	3.3	7.5	121	**69	2.9	2.8	107	**115	3.6	4.7	132				
FOOD & WINE	614	**82	1.5	13.4	215	**50	2.1	8.1	307	**31	1.0	5.0	142				
FORBES	813	**40	0.7	4.9	79	**29	1.2	3.6	134	**11	0.3	1.4	38				
FORTUNE	1083	**96	1.7	8.9	143	**51	2.2	4.7	177	**45	1.4	4.2	117				
GENTLEMEN'S QUARTERLY	1197	**158	2.9	13.2	212	**59	2.5	4.9	186	**99	3.1	8.3	232				
GLAMOUR	6625	686	12.5	10.4	167	*295	12.6	4.5	168	*391	12.4	5.9	166				
GOLF DIGEST	707	**68	1.2	9.6	155	**30	1.3	4.2	160	**38	1.2	5.4	151				
GOLF DIGEST/TENNIS (GROSS)	1316	**111	2.0	8.4	136	**46	2.0	3.5	132	**65	2.1	4.9	139				
GOLF MAGAZINE	469	**70	1.3	14.9	240	**26	1.1	5.5	209	**44	1.4	9.4	263				
GOLF MAGAZINE/SKI (GROSS)	1060	**112	2.0	10.6	170	**67	2.9	6.3	238	**45	1.4	4.2	119				
GOOD HOUSEKEEPING	17784	1063	19.3	6.0	96	433	18.4	2.4	92	630	20.0	3.5	99				
HARPER'S BAZAAR	2931	*279	5.1	9.5	153	**147	6.3	5.0	189	**132	4.2	4.5	126				
HEALTH	2199	*159	2.9	7.2	116	**95	4.0	4.3	163	**64	2.0	2.9	82				
HEARST MAG CORP. BUY (GROSS)	49148	3767	68.5	7.7	123	1597	68.0	3.2	122	2170	68.8	4.4	124				
HEARST MAN POWER (GROSS)	2113	**76	1.4	3.6	58	**32	1.4	1.5	57	**44	1.4	2.1	58				
HEARST WOMAN POWER (GROSS)	35062	2584	47.0	7.4	119	1097	46.7	3.1	118	1486	47.1	4.2	119				
HOUSE BEAUTIFUL	3865	386	7.0	10.0	161	**140	6.0	3.6	136	*246	7.8	6.4	179				
INC.	315	**19	0.3	6.0	97	**11	0.5	3.5	132	**8	0.3	2.5	71				
JET	3690	*244	4.4	6.6	106	**90	3.8	2.4	92	*153	4.9	4.1	116				
LADIES' HOME JOURNAL	12930	883	16.1	6.8	110	370	15.8	2.9	108	514	16.3	4.0	112				
LHJ FAMILY GRP COMBO(GROSS)	18161	1249	22.7	6.9	111	565	24.1	3.1	117	684	21.7	3.8	106				
LIFE	5065	523	9.5	10.3	166	**167	7.1	3.3	124	357	11.3	7.0	198				
L.A. TIMES HOME MAGAZINE	1310	*232	4.2	17.7	285	**101	4.3	7.7	290	**131	4.2	10.0	281				
MADEMOISELLE	3759	*329	6.0	8.8	141	**139	5.9	3.7	139	*190	6.0	5.1	142				
MC CALL'S	14658	1035	18.8	7.1	114	346	14.7	2.4	89	689	21.9	4.7	132				
MC CALL'S/WRK MOTHER (GROSS)	15857	1136	20.7	7.2	115	388	16.5	2.4	92	748	23.7	4.7	132				
MECHANIX ILLUSTRATED	809	**102	1.9	12.6	203	**64	2.7	7.9	298	**39	1.2	4.8	135				
METROPOLITAN HOME	1009	**102	1.9	10.1	163	**61	2.6	6.0	228	**41	1.3	4.1	114				
MONEY	1707	*177	3.2	10.4	167	**118	5.0	6.9	260	**59	1.9	3.5	97				
MOTHER EARTH NEWS	1123	**87	1.6	7.7	125	**61	2.6	5.4	205	**25	0.8	2.2	62				
MS.	932	**58	1.1	6.2	100	**15	0.6	1.6	61	**43	1.4	4.6	129				
NATIONAL ENQUIRER	11971	632	11.5	5.3	85	*312	13.3	2.6	98	*320	10.2	2.7	75				
NATIONAL GEOGRAPHIC	10503	765	13.9	7.3	117	*302	12.9	2.9	108	462	14.7	4.4	123				
NATIONAL SUNDAY MAGAZINE PKG	54325	3909	71.1	7.2	116	1751	74.6	3.2	121	2158	68.5	4.0	111				
NATURAL HISTORY	626	**19	0.3	3.0	49	**15	0.6	2.4	90	**4	0.1	0.6	18				
NEW WOMAN	1992	*242	4.4	12.1	195	**88	3.7	4.4	166	**154	4.9	7.7	217				
NEW YORK INCLUDING CUE	547	**33	0.6	6.0	97	**20	0.9	3.7	138	**14	0.4	2.6	72				
THE NEW YORKER	1380	*155	2.8	11.2	181	**109	4.6	7.9	298	**45	1.4	3.3	92				
NEWSWEEK	6925	620	11.3	9.0	144	*306	13.0	4.4	166	315	10.0	4.5	128				
THE N.Y. TIMES DAILY EDITION	1363	**164	3.0	12.0	194	**91	3.9	6.7	252	**72	2.3	5.3	148				
THE N.Y. TIMES MAGAZINE	2333	*288	5.2	12.3	199	**164	7.0	7.0	265	**124	3.9	5.3	149				
OMNI	872	**74	1.3	8.5	136	**37	1.6	4.2	160	**37	1.2	4.2	119				
ON CABLE	1298	**65	1.2	5.0	81	**17	0.7	1.3	49	**48	1.5	3.7	104				
1001 HOME IDEAS	3032	*206	3.7	6.8	109	**100	4.3	3.3	124	**106	3.4	3.5	98				
ORGANIC GARDENING	1680	**130	2.4	7.7	124	**47	2.0	2.8	105	**83	2.6	4.9	139				
OUTDOOR LIFE	960	**79	1.4	8.2	132	**33	1.4	3.4	130	**46	1.5	4.8	134				
PARADE MAGAZINE	26755	2109	38.3	7.9	127	883	37.6	3.3	124	1227	38.9	4.6	129				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	5500	100.0	6.2	100	2348	100.0	2.7	100	3152	100.0	3.6	100				
PARENTS	4173	*322	5.9	7.7	124	**81	3.4	1.9	73	*241	7.6	5.8	162				
PENTHOUSE	973	**61	1.1	6.3	101	**28	1.2	2.9	108	**32	1.0	3.3	92				
PEOPLE	13479	1119	20.3	8.3	134	403	17.2	3.0	113	717	22.7	5.3	149				
PLAYBOY	2183	*178	3.2	8.2	131	**57	2.4	2.6	98	**121	3.8	5.5	156				
POPULAR HOT RODDING	388	**22	0.4	5.7	91	**0	0.0	0.0	0	**22	0.7	5.7	159				
POPULAR MECHANICS	1037	**18	0.3	1.7	28	**4	0.2	0.4	15	**14	0.4	1.4	38				
POPULAR SCIENCE	920	**86	1.6	9.3	150	**27	1.1	2.9	111	**59	1.9	6.4	180				
PREVENTION	4071	*259	4.7	6.4	102	**122	5.2	3.0	113	*137	4.3	3.4	94				
PSYCHOLOGY TODAY	1940	*189	3.4	9.7	157	**36	1.5	1.9	70	*153	4.9	7.9	221				
READER'S DIGEST	24031	1482	26.9	6.2	99	714	30.4	3.0	112	769	24.4	3.2	90				
REDBOOK	8464	630	11.5	7.4	120	*252	10.7	3.0	112	377	12.0	4.5	125				
ROAD & TRACK	429	**62	1.1	14.5	232	**19	0.8	4.4	167	**43	1.4	10.0	281				
ROLLING STONE	1355	**144	2.6	10.6	171	**72	3.1	5.3	200	**72	2.3	5.3	149				
RUNNER'S WORLD	329	**13	0.2	4.0	64	**2	0.1	0.6	23	**11	0.3	3.3	94				
SATURDAY EVENING POST	1268	**103	1.9	8.1	131	**86	3.7	6.8	256	**17	0.5	1.3	38				
SCIENCE 84	702	**42	0.8	6.0	96	**8	0.3	1.1	43	**34	1.1	4.8	136				
SCIENCE DIGEST	553	**13	0.2	2.4	38	**7	0.3	1.3	48	**6	0.2	1.1	30				
SCIENTIFIC AMERICAN	615	**57	1.0	9.3	149	**33	1.4	5.4	202	**23	0.7	3.7	105				
SELF	2683	*202	3.7	7.5	121	**110	4.7	4.1	154	**92	2.9	3.4	96				
SEVENTEEN	3309	*197	3.6	6.0	96	**80	3.4	2.4	91	**117	3.7	3.5	99				
SKI	591	**42	0.8	7.1	114	**41	1.7	6.9	261	**2	0.1	0.3	9				
SMITHSONIAN	3039	*346	6.3	11.4	183	**172	7.3	5.7	213	*174	5.5	5.7	161				
SOAP OPERA DIGEST	3683	*228	4.1	6.2	100	**65	2.8	1.8	66	*163	5.2	4.4	124				
SOUTHERN LIVING	4434	*315	5.7	7.1	114	**138	5.9	3.1	117	*177	5.6	4.0	112				
SPORT	701	**123	2.2	17.5	282	**86	3.7	12.3	462	**38	1.2	5.4	152				
THE SPORTING NEWS	518	**21	0.4	4.1	65	**15	0.6	2.9	109	**6	0.2	1.2	33				
SPORTS AFIELD	523	**45	0.8	8.6	138	**21	0.9	4.0	151	**24	0.8	4.6	129				
SPORTS ILLUSTRATED	3325	*351	6.4	10.6	170	**131	5.6	3.9	148	*220	7.0	6.6	186				
STAR	8567	449	8.2	5.2	84	*177	7.5	2.1	78	*272	8.6	3.2	89				
SUNDAY	27630	2068	37.6	7.5	120	988	42.1	3.6	135	1080	34.3	3.9	110				
SUNSET	2219	*310	5.6	14.0	225	**128	5.5	5.8	217	**182	5.8	8.2	230				
TV GUIDE	24258	1476	26.8	6.1	98	657	28.0	2.7	102	819	26.0	3.4	95				
TENNIS	609	**43	0.8	7.1	114	**16	0.7	2.6	99	**27	0.9	4.4	124				
TIME	9929	889	16.2	9.0	144	423	18.0	4.3	161	466	14.8	4.7	132				
TOWN & COUNTRY	1062	**83	1.5	7.8	126	**55	2.3	5.2	195	**27	0.9	2.5	71				
TRAVEL & LEISURE	1051	*136	2.5	12.9	208	**70	3.0	6.7	251	**66	2.1	6.3	176				
TRUE STORY	3946	**127	2.3	3.2	52	**94	4.0	2.4	90	**33	1.0	0.8	23				
U.S.NEWS & WORLD REPORT	3782	272	4.9	7.2	116	**131	5.6	3.5	131	*141	4.5	3.7	105				
USA TODAY	1874	**117	2.1	6.2	100	**38	1.6	2.0	76	**79	2.5	4.2	118				
US	2213	*207	3.8	9.4	150	**95	4.0	4.3	162	**112	3.6	5.1	142				
VOGUE	4792	451	8.2	9.4	151	*242	10.3	5.1	190	*209	6.6	4.4	122				
WALL STREET JOURNAL	2045	*164	3.0	8.0	129	**59	2.5	2.9	109	**105	3.3	5.1	144				
WEIGHT WATCHERS	2364	*202	3.7	8.5	137	**122	5.2	5.2	194	**80	2.5	3.4	95				
WOMAN'S DAY	15182	1042	18.9	6.9	110	442	18.8	2.9	110	599	19.0	3.9	111				
WORKING MOTHER	1198	**101	1.8	8.4	136	**42	1.8	3.5	132	**60	1.9	5.0	141				
WORKING WOMAN	1523	**110	2.0	7.2	116	**42	1.8	2.8	104	**69	2.2	4.5	127				
WORLD TENNIS	*183	**36	0.7	19.7	316	**16	0.7	8.7	329	**19	0.6	10.4	291				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*357	6.5	12.9	207	**156	6.6	5.6	212	*201	6.4	7.2	203				
BLAIR INSERTS	47909	3632	66.0	7.6	122	1625	69.2	3.4	128	2007	63.7	4.2	118				
DAILY NEWSPAPERS																	
READ ANY	56731	3752	68.2	6.6	106	1645	70.1	2.9	109	2107	66.8	3.7	104				
READ ONE	47696	2958	53.8	6.2	100	1299	55.3	2.7	103	1660	52.7	3.5	98				
READ TWO OR MORE	9034	794	14.4	8.8	141	346	14.7	3.8	144	447	14.2	4.9	139				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	4190	76.2	7.3	117	1852	78.9	3.2	121	2338	74.2	4.0	114				
READ ONE	50513	3430	62.4	6.8	109	1501	63.9	3.0	112	1929	61.2	3.8	107				
READ TWO OR MORE	7219	760	13.8	10.5	169	*351	14.9	4.9	183	409	13.0	5.7	159				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	33.19				31.92				34.11							
30 DAY REACH	78184	4981	90.6	6.4	102	2102	89.5	2.7	101	2879	91.3	3.7	103				
50 SHWG - 30 DAY AV FREQ	14.80	17.23				16.76				17.57							
30 DAY REACH	74239	4832	87.9	6.5	105	2017	85.9	2.7	102	2815	89.3	3.8	106				
25 SHWG - 30 DAY AV FREQ	8.05	9.15				8.98				9.26							
30 DAY REACH	68254	4565	83.0	6.7	108	1889	80.5	2.8	104	2677	84.9	3.9	110				
CABLE TV: HOME WIRED	35215	2478	45.1	7.0	113	825	35.1	2.3	88	1653	52.4	4.7	132				
HOME NOT WIRED	53250	3022	54.9	5.7	91	1523	64.9	2.9	108	1499	47.6	2.8	79				
HAVE PAY CABLE	17885	1488	27.1	8.3	134	*416	17.7	2.3	88	1072	34.0	6.0	168				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS TWO OR MORE				LIGHT USERS ONE OR LESS							
		U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES		88464	5500	100.0	6.2	100	2348	100.0	2.7	100	3152	100.0	3.6	100				
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47994	3068	55.8	6.4	103	1282	54.6	2.7	101	1786	56.7	3.7	104				
10:00 AM - 3:00 PM		33674	1915	34.8	5.7	91	866	36.9	2.6	97	1049	33.3	3.1	87				
3:00 PM - 7:00 PM		34431	2291	41.7	6.7	107	885	37.7	2.6	97	1406	44.6	4.1	115				
7:00 PM - MIDNIGHT		17761	1086	19.7	6.1	98	407	17.3	2.3	86	679	21.5	3.8	107				
MIDNIGHT - 6:00 AM		10087	662	12.0	6.6	106	291	12.4	2.9	109	371	11.8	3.7	103				
6:00 AM - MIDNIGHT		64318	4008	72.9	6.2	100	1651	70.3	2.6	97	2357	74.8	3.7	103				
ENTIRE DAY		65181	4130	75.1	6.3	102	1715	73.0	2.6	99	2415	76.6	3.7	104				
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		17411	1018	18.5	5.8	94	315	13.4	1.8	68	703	22.3	4.0	113				
ALL NEWS		2520	*160	2.9	6.3	102	**66	2.8	2.6	99	**94	3.0	3.7	105				
AOR/PROGRESSIVE		4419	481	8.7	10.9	175	*178	7.6	4.0	152	*303	9.6	6.9	192				
BEAUTIFUL MUSIC		6119	371	6.7	6.1	98	*131	5.6	2.1	81	*240	7.6	3.9	110				
BLACK		2623	*141	2.6	5.4	86	**69	2.9	2.6	99	**72	2.3	2.7	77				
CLASSICAL		1553	**130	2.4	8.4	135	**75	3.2	4.8	182	**56	1.8	3.6	101				
CHR/ROCK		11282	852	15.5	7.6	121	340	14.5	3.0	114	512	16.2	4.5	127				
COUNTRY		13343	713	13.0	5.3	86	*329	14.0	2.5	93	384	12.2	2.9	81				
GOLDEN OLDIES		1299	**99	1.8	7.6	123	**28	1.2	2.2	81	**70	2.2	5.4	151				
MOR/NOSTALGIA		5241	344	6.3	6.6	106	*187	8.0	3.6	134	*157	5.0	3.0	84				
NEWS/TALK		4165	*231	4.2	5.5	89	**89	3.8	2.1	81	*142	4.5	3.4	96				
RELIGIOUS		3324	*182	3.3	5.5	88	**93	4.0	2.8	105	**89	2.8	2.7	75				
SOFT ROCK		609	**53	1.0	8.7	140	**23	1.0	3.8	142	**31	1.0	5.1	143				
URBAN CONTEMPORARY		1853	*153	2.8	8.3	133	*113	4.8	6.1	230	**40	1.3	2.2	61				
WIRED NETWORKS:																		
ABC CONTEMPORARY		3724	*180	3.3	4.8	78	*127	5.4	3.4	128	**54	1.7	1.5	41				
ABC DIRECTION		2488	**114	2.1	4.6	74	**85	3.6	3.4	129	**28	0.9	1.1	32				
ABC ENTERTAINMENT		5129	*324	5.9	6.3	102	**167	7.1	3.3	123	**158	5.0	3.1	86				
ABC FM		2498	*106	1.9	4.2	68	**47	2.0	1.9	71	**59	1.9	2.4	66				
ABC INFORMATION		5721	302	5.5	5.3	85	**102	4.3	1.8	67	*200	6.3	3.5	98				
ABC ROCK		2021	*147	2.7	7.3	117	**64	2.7	3.2	119	**82	2.6	4.1	114				
CBS		4756	*224	4.1	4.7	76	**66	2.8	1.4	52	*157	5.0	3.3	93				
MUTUAL		5272	299	5.4	5.7	91	**102	4.3	1.9	73	*197	6.3	3.7	105				
NBC		4964	249	4.5	5.0	81	**85	3.6	1.7	65	*164	5.2	3.3	93				
RADIORADIO		2218	*193	3.5	8.7	140	**50	2.1	2.3	85	**143	4.5	6.4	181				
RKO ONE		2565	*222	4.0	8.7	139	**82	3.5	3.2	120	**140	4.4	5.5	153				
RKO TWO		3640	*258	4.7	7.1	114	**128	5.5	3.5	132	*130	4.1	3.6	100				
THE SOURCE		2467	*253	4.6	10.3	165	**126	5.4	5.1	192	**127	4.0	5.1	144				
NON-WIRED : BLAIR		9466	606	11.0	6.4	103	*232	9.9	2.5	92	374	11.9	4.0	111				
INTERNET		13616	1038	18.9	7.6	123	430	18.3	3.2	119	609	19.3	4.5	126				
KATZ RADIO GROUP		16998	1118	20.3	6.6	106	428	18.2	2.5	95	691	21.9	4.1	114				
SUPERNET		11622	626	11.4	5.4	87	301	12.8	2.6	98	326	10.3	2.8	79				
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		9425	676	12.3	7.2	115	296	12.6	3.1	118	380	12.1	4.0	113				
WKDAY 9:00 AM - 1:00 PM		13304	776	14.1	5.8	94	335	14.3	2.5	95	440	14.0	3.3	93				
WKDAY 1:00 PM - 4:30 PM		17591	1003	18.2	5.7	92	402	17.1	2.3	86	601	19.1	3.4	96				
WKDAY 4:30 PM - 7:30 PM		24418	1509	27.4	6.2	99	714	30.4	2.9	110	794	25.2	3.3	91				
WKDAY 7:30 PM - 8:00 PM		34400	1900	34.5	5.5	89	887	37.8	2.6	97	1012	32.1	2.9	83				
WKDAY 11:00 PM - 11:30 PM		26120	1392	25.3	5.3	86	572	24.4	2.2	83	820	26.0	3.1	88				
WKDAY 11:30 PM - 1:00 AM		8402	454	8.3	5.4	87	206	8.8	2.5	92	248	7.9	3.0	83				
M-SAT 8-11 PM+SUN 7-11 PM		36828	2252	40.9	6.1	98	960	40.9	2.6	98	1293	41.0	3.5	99				
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	451	8.2	6.2	100	221	9.4	3.1	115	229	7.3	3.2	89				
ANOTHER WORLD	N	4924	251	4.6	5.1	82	*80	3.4	1.6	61	*171	5.4	3.5	97				
AS THE WORLD TURNS	C	5966	311	5.7	5.2	84	*119	5.1	2.0	75	*191	6.1	3.2	90				
CAPITOL	C	3672	198	3.6	5.4	87	*73	3.1	2.0	75	*125	4.0	3.4	96				
CBS MORN. NEWS 1	C	1590	*64	1.2	4.0	65	**35	1.5	2.2	83	**29	0.9	1.8	51				
CBS MORN. NEWS 2	C	1298	*84	1.5	6.5	104	**38	1.6	2.9	110	**46	1.5	3.5	99				
DAYS OF OUR LIVES	N	6389	426	7.7	6.7	107	*173	7.4	2.7	102	253	8.0	4.0	111				
FACTS OF LIFE - DAYTIME	N	2526	120	2.2	4.8	76	*64	2.7	2.5	95	**55	1.7	2.2	61				
FAMILY FEUD	A	3427	179	3.3	5.2	84	*58	2.5	1.7	64	*121	3.8	3.5	99				
GENERAL HOSPITAL	A	6870	421	7.7	6.1	99	155	6.6	2.3	85	265	8.4	3.9	108				
GOOD MORNING, AMERICA-730	A	3767	264	4.8	7.0	113	*86	3.7	2.3	86	178	5.6	4.7	133				
GOOD MORNING, AMERICA-830	A	3076	260	4.7	8.5	136	*84	3.6	2.7	103	*175	5.6	5.7	160				
GUIDING LIGHT	C	5789	284	5.2	4.9	79	*114	4.9	2.0	74	*170	5.4	2.9	82				
ONE LIFE TO LIVE	A	4918	266	4.8	5.4	87	128	5.5	2.6	98	138	4.4	2.8	79				
PRESS YOUR LUCK	C	2367	*99	1.8	4.2	67	**51	2.2	2.2	81	**48	1.5	2.0	57				
PRICE IS RIGHT 1	C	4727	175	3.2	3.7	60	*73	3.1	1.5	58	*102	3.2	2.2	61				
PRICE IS RIGHT 2	C	5511	205	3.7	3.7	60	*87	3.7	1.6	59	*118	3.7	2.1	60				
RYAN'S HOPE	A	3479	261	4.7	7.5	121	*149	6.3	4.3	161	*112	3.6	3.2	90				
SALE OF THE CENTURY	N	2823	141	2.6	5.0	80	*87	3.7	3.1	116	*54	1.7	1.9	54				
SEARCH FOR TOMORROW	N	2525	*155	2.8	6.1	99	**25	1.1	1.0	37	**129	4.1	5.1	143				
TODAY SHOW 1	N	2979	225	4.1	7.6	121	*87	3.7	2.9	110	*138	4.4	4.6	130				
TODAY SHOW 2	N	2792	183	3.3	6.6	105	*84	3.6	3.0	113	*99	3.1	3.5	100				
$25,000 PYRAMID	C	2899	*130	2.4	4.5	72	*85	3.6	2.9	110	**45	1.4	1.6	44				
WHEEL OF FORTUNE	N	4689	229	4.2	4.9	79	*120	5.1	2.6	96	*109	3.5	2.3	65				
YOUNG AND THE RESTLESS	C	6231	204	3.7	3.3	53	*55	2.3	0.9	33	*149	4.7	2.4	67				
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1972	*103	1.9	5.2	84	**36	1.5	1.8	69	**67	2.1	3.4	95				
NBA PLAYOFF GAME -1	C	1246	**68	1.2	5.5	88	**20	0.9	1.6	60	**48	1.5	3.9	108				
NBC MAJOR LEAGUE PRE-GAME	N	1140	**85	1.5	7.5	120	**32	1.4	2.8	106	**53	1.7	4.6	130				
SPORTSWORLD - SUN	N	1328	**83	1.5	6.3	101	**25	1.1	1.9	71	**58	1.8	4.4	123				
SUNDAY MORNING	C	1645	*145	2.6	8.8	142	**60	2.6	3.6	137	**85	2.7	5.2	145				

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REDUCED CALORIE/"LIGHT" DOMESTIC DINNER/TABLE WINE: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	5500	100.0	6.2	100	2348	100.0	2.7	100	3152	100.0	3.6	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	1493	27.1	5.3	86	727	31.0	2.6	98	766	24.3	2.7	77				
NETWORK AFFILIATES - LATE		21966	1130	20.5	5.1	83	468	19.9	2.1	80	662	21.0	3.0	85				
INDEPENDENTS - LATE		2247	243	4.4	10.8	174	*123	5.2	5.5	206	*120	3.8	5.3	150				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	642	11.7	5.6	90	222	9.5	1.9	73	420	13.3	3.6	102				
ABC MONDAY NIGHT MOVIE	A	6879	363	6.6	5.3	85	*122	5.2	1.8	67	241	7.6	3.5	98				
ABC SUNDAY NIGHT MOVIE	A	13690	795	14.5	5.8	93	373	15.9	2.7	103	421	13.4	3.1	86				
ABC WORLD NEWS TONIGHT	A	6589	298	5.4	4.5	73	162	6.9	2.5	93	136	4.3	2.1	58				
AFTERMASH	C	6391	*422	7.7	6.6	106	**188	8.0	2.9	111	*233	7.4	3.6	102				
ALICE	C	10273	655	11.9	6.4	103	*241	10.3	2.3	88	414	13.1	4.0	113				
AMERICAN PARADE	C	7130	332	6.0	4.7	75	*147	6.3	2.1	78	*184	5.8	2.6	72				
BENSON	A	11665	656	11.9	5.6	90	325	13.8	2.8	105	331	10.5	2.8	80				
BLUE THUNDER	A	5442	257	4.7	4.7	76	**111	4.7	2.0	77	*146	4.6	2.7	75				
CAGNEY & LACEY	C	10565	452	8.2	4.3	69	*144	6.1	1.4	51	308	9.8	2.9	82				
CBS EVENING NEWS-DEAN	C	3668	*262	4.8	7.1	115	**173	7.4	4.7	178	**90	2.9	2.5	69				
CBS EVENING NEWS-RATHER	C	7561	493	9.0	6.5	105	200	8.5	2.6	100	293	9.3	3.9	109				
CBS SAT. NEWS-SCHIEFFER	C	3948	251	4.6	6.4	102	*141	6.0	3.6	135	*109	3.5	2.8	77				
CBS SATURDAY NIGHT MOVIE	C	5966	387	7.0	6.5	104	191	8.1	3.2	121	196	6.2	3.3	92				
CBS WEDNESDAY NIGHT MOVIE	C	6529	299	5.4	4.6	74	*151	6.4	2.3	87	148	4.7	2.3	64				
CHEERS	N	9842	708	12.9	7.2	116	316	13.5	3.2	121	392	12.4	4.0	112				
DALLAS	C	23935	1216	22.1	5.1	82	545	23.2	2.3	86	671	21.3	2.8	79				
DIFF'RENT STROKES	N	7574	429	7.8	5.7	91	*136	5.8	1.8	68	*293	9.3	3.9	109				
DOUBLE TROUBLE	N	7786	434	7.9	5.6	90	*206	8.8	2.6	100	*228	7.2	2.9	82				
DUCK FACTORY	N	6290	365	6.6	5.8	93	*185	7.9	2.9	111	*179	5.7	2.8	80				
DUKES OF HAZZARD	C	6402	301	5.5	4.7	76	*145	6.2	2.3	85	*156	4.9	2.4	68				
DYNASTY	A	21955	1245	22.6	5.7	91	501	21.3	2.3	86	744	23.6	3.4	95				
FACTS OF LIFE	N	8898	591	10.7	6.6	107	347	14.8	3.9	147	*245	7.8	2.8	77				
FALCON CREST	C	21877	1042	18.9	4.8	77	393	16.7	1.8	68	649	20.6	3.0	83				
FALL GUY	A	10045	455	8.3	4.5	73	*162	6.9	1.6	61	293	9.3	2.9	82				
FAMILY TIES	N	8922	446	8.1	5.0	80	*193	8.2	2.2	82	*253	8.0	2.8	80				
FANTASY ISLAND	A	8288	489	8.9	5.9	95	234	10.0	2.8	106	256	8.1	3.1	87				
FOULUPS,BLEEPS & BLUNDERS	A	9891	516	9.4	5.2	84	*253	10.8	2.6	96	*264	8.4	2.7	75				
FOUR SEASONS	C	5429	*392	7.1	7.2	116	**181	7.7	3.3	126	*211	6.7	3.9	109				
GIMME A BREAK	N	9646	465	8.5	4.8	78	*206	8.8	2.1	80	260	8.2	2.7	76				
HART TO HART	A	9983	575	10.5	5.8	93	261	11.1	2.6	99	314	10.0	3.1	88				
HILL STREET BLUES	N	9688	599	10.9	6.2	99	*203	8.6	2.1	79	396	12.6	4.1	115				
HOTEL	A	15435	878	16.0	5.7	91	340	14.5	2.2	83	538	17.1	3.5	98				
JEFFERSONS	C	10031	558	10.1	5.6	89	241	10.3	2.4	91	318	10.1	3.2	89				
JENNIFER SLEPT HERE	N	6376	384	7.0	6.0	97	*150	6.4	2.4	89	*234	7.4	3.7	103				
KATE & ALLIE	C	9951	471	8.6	4.7	76	*182	7.8	1.8	69	289	9.2	2.9	82				
KNIGHT RIDER	N	7908	403	7.3	5.1	82	*166	7.1	2.1	79	*236	7.5	3.0	84				
LOVE BOAT	A	13226	673	12.2	5.1	82	365	15.5	2.8	104	308	9.8	2.3	65				
MAGNUM PI	C	12105	625	11.4	5.2	83	303	12.9	2.5	94	322	10.2	2.7	75				
MAMA'S FAMILY	N	6364	381	6.9	6.0	96	*126	5.4	2.0	75	*254	8.1	4.0	112				
MASTER, THE	N	3955	260	4.7	6.6	106	**86	3.7	2.2	82	*174	5.5	4.4	123				
MATT HOUSTON	A	6903	390	7.1	5.6	91	*168	7.2	2.4	92	*222	7.0	3.2	90				
NBC MONDAY NIGHT MOVIE	N	13443	788	14.3	5.9	94	333	14.2	2.5	93	455	14.4	3.4	95				
NBC NIGHTLY NEWS	N	5585	292	5.3	5.2	84	112	4.8	2.0	76	180	5.7	3.2	90				
NBC NIGHTLY NEWS-SAT	N	3688	*248	4.5	6.7	108	**100	4.3	2.7	102	**148	4.7	4.0	113				
NBC NIGHTLY NEWS-SUN	N	3310	*200	3.6	6.0	97	**84	3.6	2.5	96	**116	3.7	3.5	98				
NBC SUNDAY NIGHT MOVIE	N	9238	570	10.4	6.2	99	*237	10.1	2.6	97	*333	10.6	3.6	101				
NEWHART	C	9876	451	8.2	4.6	73	*158	6.7	1.6	60	293	9.3	3.0	83				
ONE DAY AT A TIME	C	7954	435	7.9	5.5	88	*198	8.4	2.5	94	*237	7.5	3.0	84				
PEOPLE ARE FUNNY	N	5182	356	6.5	6.9	110	**114	4.9	2.2	83	*241	7.6	4.7	131				
REAL PEOPLE	N	9674	647	11.8	6.7	108	356	15.2	3.7	139	290	9.2	3.0	84				
REMINGTON STEELE	N	8511	355	6.5	4.2	67	*136	5.8	1.6	60	*219	6.9	2.6	72				
RIPLEY'S BELIEVE IT - NOT	A	5656	274	5.0	4.8	78	*136	5.8	2.4	91	*138	4.4	2.4	68				
RIPTIDE	N	7718	333	6.1	4.3	69	**115	4.9	1.5	56	*218	6.9	2.8	79				
SCARECROW & MRS. KING	C	11058	502	9.1	4.5	73	*174	7.4	1.6	59	328	10.4	3.0	83				
SIMON & SIMON	C	11615	611	11.1	5.3	85	264	11.2	2.3	86	347	11.0	3.0	84				
60 MINUTES	C	14326	906	16.5	6.3	102	428	18.2	3.0	113	477	15.1	3.3	93				
ST. ELSEWHERE	N	7670	476	8.7	6.2	100	*199	8.5	2.6	98	277	8.8	3.6	101				
THREE'S COMPANY	A	12068	720	13.1	6.0	96	*269	11.5	2.2	84	451	14.3	3.7	105				
T.J. HOOKER	A	9735	518	9.4	5.3	86	284	12.1	2.9	110	*234	7.4	2.4	67				
TONIGHT SHOW	N	2531	165	3.0	6.5	105	82	3.5	3.2	122	82	2.6	3.2	91				
TRAPPER JOHN, M.D.	C	10374	530	9.6	5.1	82	*168	7.2	1.6	61	362	11.5	3.5	98				
TV BLOOPERS & PRAC. JOKES	N	9795	482	8.8	4.9	79	*181	7.7	1.8	70	301	9.5	3.1	86				
20/20	A	10009	510	9.3	5.1	82	*245	10.4	2.4	92	265	8.4	2.6	74				
WEBSTER	A	11934	760	13.8	6.4	102	324	13.8	2.7	102	437	13.9	3.7	103				
WORLD NEWS - SUN	A	3291	*135	2.5	4.1	66	**55	2.3	1.7	63	**80	2.5	2.4	68				
YELLOW ROSE	N	5196	253	4.6	4.9	78	**71	3.0	1.4	51	*181	5.7	3.5	98				
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	527	9.6	5.5	89	**193	8.2	2.0	76	*334	10.6	3.5	98				
BASKETBALL - COLLEGE GAMES		4414	*305	5.5	6.9	111	**102	4.3	2.3	87	**204	6.5	4.6	130				
BASKETBALL - PRO GAMES		3876	**162	2.9	4.2	67	**76	3.2	2.0	74	**86	2.7	2.2	62				
BOWLING		4056	**195	3.5	4.8	77	**93	4.0	2.3	86	**102	3.2	2.5	71				
BOXING		4154	**248	4.5	6.0	96	**114	4.9	2.7	103	**134	4.3	3.2	91				
FOOTBALL - COLLEGE GAMES		6754	*285	5.2	4.2	68	**84	3.6	1.2	47	**202	6.4	3.0	84				
FOOTBALL - PRO GAMES		12364	555	10.1	4.5	72	**136	5.8	1.1	41	*420	13.3	3.4	95				
GOLF		3615	*249	4.5	6.9	111	**102	4.3	2.8	106	**147	4.7	4.1	114				
POST-SEASON COLL. FOOTBALL		5296	*362	6.6	6.8	110	**59	2.5	1.1	42	*302	9.6	5.7	160				
POST-SEASON PRO FOOTBALL		6693	*355	6.5	5.3	85	**132	5.6	2.0	74	**223	7.1	3.3	94				
TENNIS		3281	*223	4.1	6.8	109	**94	4.0	2.9	108	**128	4.1	3.9	109				
WRESTLING - PROFESSIONAL		3672	**158	2.9	4.3	69	**63	2.7	1.7	65	**95	3.0	2.6	73				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES (EXCLUDING VERMOUTH)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-18

2A. DO YOU YOURSELF DRINK THEM?

	'000	%	UNWEIGHTED
YES	31912	19.0	3898
NO	135815	81.0	15212

IF YOU DO

2B. WHAT KINDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
FRENCH RED	5923	3.5	667	.4	3827	2.3	1429	.9	761
FRENCH ROSE	3790	2.3	846	.5	2097	1.3	847	.5	463
FRENCH WHITE	6815	4.1	1148	.7	3888	2.3	1779	1.1	920
GERMAN WHITE	9343	5.6	2709	1.6	4920	2.9	1714	1.0	1192
ITALIAN RED	8755	5.2	2262	1.3	4571	2.7	1922	1.1	1051
ITALIAN ROSE	5720	3.4	1274	.8	3046	1.8	1400	.8	693
ITALIAN WHITE	7271	4.3	1453	.9	4103	2.4	1716	1.0	918
PORTUGUESE RED	1442	.9	115	.1	732	.4	595	.4	173
PORTUGUESE ROSE	3396	2.0	683	.4	1928	1.1	784	.5	401
PORTUGUESE WHITE	1441	.9	181	.1	851	.5	410	.2	172
SPANISH RED	1749	1.0	157	.1	1067	.6	525	.3	193
SPANISH WHITE	1343	.8	211	.1	745	.4	387	.2	156
OTHER	3577	2.1	1834	1.1	1100	.7	643	.4	447
DO NOT KNOW	2526	1.5							259

2C. WHO DECIDES WHICH BRANDS OF IMPORTED DINNER/TABLE WINES YOU DRINK? (MARK AS MANY AS APPLY)

	'000	%	UNWEIGHTED
YOURSELF	21837	13.0	2738
YOUR HUSBAND/WIFE	10182	6.1	1159
LIQUOR DEALER	1395	.8	180
OTHER MALE	3323	2.0	365
OTHER FEMALE	2393	1.4	243
DO NOT KNOW	3146	1.9	383

2D. WHICH BRANDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
ALEXIS LICHINE	635	.4	34	*	348	.2	253	.2	89
B & G	1489	.9	195	.1	835	.5	459	.3	208
BELLAGIO	650	.4	76	*	392	.2	182	.1	92
BLACK TOWER	3159	1.9	231	.1	1842	1.1	1086	.6	346
BLUE NUN	7428	4.4	708	.4	4303	2.6	2418	1.4	906
BOLLA	4625	2.8	398	.2	2990	1.8	1237	.7	610
BROLIO	718	.4	58	*	502	.3	158	.1	96
BURATI	643	.4	47	*	416	.2	180	.1	71
CARTIER	419	.2	10	*	291	.2	118	.1	63
CELLA	4416	2.6	680	.4	2545	1.5	1191	.7	502
COSTA DEL SOL	737	.4	85	.1	545	.3	108	.1	93
CRIBARI	1333	.8	80	*	835	.5	419	.2	172
FOLONARI	2087	1.2	69	*	1444	.9	574	.3	280
FRATELLI	550	.3	40	*	386	.2	124	.1	67
FUKI	269	.2	6	*	138	.1	125	.1	39
GIACOBOZZI	2478	1.5	188	.1	1567	.9	723	.4	316
JULIUS KAYSER	877	.5	87	.1	637	.4	154	.1	111
LANCERS	5111	3.0	358	.2	2782	1.7	1971	1.2	600
MARTINI & ROSSI BIANCO DE COSTOZA	1432	.9	94	.1	939	.6	400	.2	193
MARTINI & ROSSI GROVESE ROMANA	800	.5	44	*	579	.3	177	.1	109
MATEUS	5686	3.4	523	.3	3051	1.8	2112	1.3	661
NECTAROSE	358	.2	16	*	268	.2	73	*	53
PARTAGER	654	.4	32	*	354	.2	267	.2	75
PERE PATRIARCH	181	.1			170	.1	11	*	33
RICASOLI	401	.2	62	*	288	.2	51	*	53
RIUNITE	12026	7.2	3825	2.3	5944	3.5	2256	1.3	1387
RUFFINO	1224	.7	40	*	628	.4	555	.3	164
TYTELL	262	.2	43	*	185	.1	34	*	27
VILLA BANFI	538	.3	8	*	248	.1	282	.2	72
WAN FU	162	.1	6	*	82	*	74	*	25
ZONIN	327	.2	5	*	155	.1	167	.1	58
OTHER BRANDS	10388	6.2	4361	2.6	4537	2.7	1490	.9	1274
DO NOT KNOW	946	.6							120

IMPORTED DINNER/TABLE WINES (EXCLUDING VERMOUTH) (CONTINUED)

BASE = ADULTS (167727)

IF YOU DO

2E. ABOUT HOW MANY DRINKS OR GLASSES OF IMPORTED DINNER/TABLE WINE DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
14 OR MORE	H	557	.3	69
11 - 13	H	308	.2	41
8 - 10	H	404	.2	59
7	H	751	.4	102
5 - 6	H	1616	1.0	217
3 - 4	H	4054	2.4	532
2	M	4146	2.5	556
1	M	4108	2.4	518
NONE	L	15969	9.5	1804

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
14 OR MORE	1743	1.0	224
11 - 13	1031	.6	140
8 - 10	2198	1.3	266
7	1189	.7	166
5 - 6	3085	1.8	401
3 - 4	5685	3.4	721
2	5535	3.3	664
1	3622	2.2	408
NONE	7824	4.7	908

IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	31912	100.0	19.0	100	7689	100.0	4.6	100	8254	100.0	4.9	100	15969	100.0	9.5	100
MALES	79263	14018	43.9	17.7	93	3576	46.5	4.5	98	3693	44.7	4.7	95	6750	42.3	8.5	89
FEMALES	88464	17894	56.1	20.2	106	4114	53.5	4.7	101	4561	55.3	5.2	105	9219	57.7	10.4	109
18 - 24	28671	5312	16.6	18.5	97	1268	16.5	4.4	96	1293	15.7	4.5	92	2751	17.2	9.6	101
25 - 34	39536	9462	29.7	23.9	126	1823	23.7	4.6	101	2507	30.4	6.3	129	5132	32.1	13.0	136
35 - 44	28978	6468	20.3	22.3	117	1431	18.6	4.9	108	1673	20.3	5.8	117	3364	21.1	11.6	122
45 - 54	22345	4429	13.9	19.8	104	1108	14.4	5.0	108	1209	14.6	5.4	110	2111	13.2	9.4	99
55 - 64	22224	3613	11.3	16.3	85	1159	15.1	5.2	114	837	10.1	3.8	77	1618	10.1	7.3	76
65 OR OLDER	25973	2629	8.2	10.1	53	901	11.7	3.5	76	735	8.9	2.8	58	993	6.2	3.8	40
18 - 34	68207	14774	46.3	21.7	114	3091	40.2	4.5	99	3800	46.0	5.6	113	7883	49.4	11.6	121
18 - 49	108058	23517	73.7	21.8	114	5182	67.4	4.8	105	6065	73.5	5.6	114	12271	76.8	11.4	119
25 - 54	90859	20358	63.8	22.4	118	4362	56.7	4.8	105	5389	65.3	5.9	121	10607	66.4	11.7	123
35 - 49	39851	8743	27.4	21.9	115	2091	27.2	5.2	114	2265	27.4	5.7	115	4388	27.5	11.0	116
50 OR OLDER	59669	8395	26.3	14.1	74	2508	32.6	4.2	92	2189	26.5	3.7	75	3698	23.2	6.2	65
GRADUATED COLLEGE	28091	9113	28.6	32.4	171	1930	25.1	6.9	150	2579	31.2	9.2	187	4604	28.8	16.4	172
ATTENDED COLLEGE	28938	7530	23.6	26.0	137	1597	20.8	5.5	120	1862	22.6	6.4	131	4070	25.5	14.1	148
GRADUATED HIGH SCHOOL	65503	10886	34.1	16.6	87	2867	37.3	4.4	95	2629	31.9	4.0	82	5390	33.8	8.2	86
DID NOT GRADUATE HIGH SCHOOL	45195	4383	13.7	9.7	51	1295	16.8	2.9	63	1183	14.3	2.6	53	1905	11.9	4.2	44
EMPLOYED MALES	56429	11482	36.0	20.3	107	2824	36.7	5.0	109	2854	34.6	5.1	103	5804	36.3	10.3	108
EMPLOYED FEMALES	43971	11284	35.4	25.7	135	2541	33.0	5.8	126	3051	37.0	6.9	141	5692	35.6	12.9	136
EMPLOYED FULL-TIME	87773	19813	62.1	22.6	119	4785	62.2	5.5	119	5024	60.9	5.7	116	10004	62.6	11.4	120
EMPLOYED PART-TIME	12627	2953	9.3	23.4	123	580	7.5	4.6	100	880	10.7	7.0	142	1493	9.3	11.8	124
NOT EMPLOYED	67327	9145	28.7	13.6	71	2324	30.2	3.5	75	2349	28.5	3.5	71	4473	28.0	6.6	70
PROFESSIONAL/MANAGER	25845	8566	26.8	33.1	174	1865	24.3	7.2	157	2399	29.1	9.3	189	4302	26.9	16.6	175
TECH/CLERICAL/SALES	30895	7437	23.3	24.1	127	1519	19.8	4.9	107	1925	23.3	6.2	127	3993	25.0	12.9	136
PRECISION/CRAFT	12629	2044	6.4	16.2	85	608	7.9	4.8	105	538	6.5	4.3	87	898	5.6	7.1	75
OTHER EMPLOYED	31031	4719	14.8	15.2	80	1373	17.9	4.4	97	1042	12.6	3.4	68	2304	14.4	7.4	78
SINGLE	35557	7399	23.2	20.8	109	1825	23.7	5.1	112	1901	23.0	5.3	109	3674	23.0	10.3	109
MARRIED	103585	19970	62.6	19.3	101	4708	61.2	4.5	99	4949	60.0	4.8	97	10313	64.6	10.0	105
DIVORCED/SEPARATED/WIDOWED	28585	4543	14.2	15.9	84	1157	15.0	4.0	88	1404	17.0	4.9	100	1982	12.4	6.9	73
PARENTS	59295	12210	38.3	20.6	108	2464	32.0	4.2	91	3088	37.4	5.2	106	6658	41.7	11.2	118
WHITE	146081	28727	90.0	19.7	103	6592	85.7	4.5	98	7435	90.1	5.1	103	14699	92.0	10.1	106
BLACK	17974	2534	7.9	14.1	74	1000	13.0	5.6	121	628	7.6	3.5	71	905	5.7	5.0	53
OTHER	3672	*651	2.0	17.7	93	**97	1.3	2.6	58	**190	2.3	5.2	105	**364	2.3	9.9	104
NORTHEAST-CENSUS	37005	10010	31.4	27.1	142	2917	37.9	7.9	172	2471	29.9	6.7	136	4623	28.9	12.5	131
NORTH CENTRAL	42642	7340	23.0	17.2	90	1402	18.2	3.3	72	2057	24.9	4.8	98	3881	24.3	9.1	96
SOUTH	56777	7959	24.9	14.0	74	2216	28.8	3.9	85	2133	25.8	3.8	76	3610	22.6	6.4	67
WEST	31303	6603	20.7	21.1	111	1154	15.0	3.7	80	1593	19.3	5.1	103	3856	24.1	12.3	129
NORTHEAST-MKTG.	38125	10765	33.7	28.2	148	3532	45.9	9.3	202	2762	33.5	7.2	147	4471	28.0	11.7	123
EAST CENTRAL	24794	4024	12.6	16.2	85	854	11.1	3.4	75	1113	13.5	4.5	91	2058	12.9	8.3	87
WEST CENTRAL	28511	5512	17.3	19.3	102	1005	13.1	3.5	77	1450	17.6	5.1	103	3058	19.1	10.7	113
SOUTH	48953	5981	18.7	12.2	64	1385	18.0	2.8	62	1558	18.9	3.2	65	3038	19.0	6.2	65
PACIFIC	27344	5630	17.6	20.6	108	913	11.9	3.3	73	1372	16.6	5.0	102	3345	20.9	12.2	128
COUNTY SIZE A	69301	16119	50.5	23.3	122	4191	54.5	6.0	132	4307	52.2	6.2	126	7621	47.7	11.0	116
COUNTY SIZE B	50633	9299	29.1	18.4	97	2046	26.6	4.0	88	2332	28.3	4.6	94	4921	30.8	9.7	102
COUNTY SIZE C	26259	4527	14.2	17.2	91	940	12.2	3.6	78	1228	14.9	4.7	95	2358	14.8	9.0	94
COUNTY SIZE D	21534	1967	6.2	9.1	48	513	6.7	2.4	52	*386	4.7	1.8	36	1068	6.7	5.0	52
METRO CENTRAL CITY	50014	10928	34.2	21.8	115	2843	37.0	5.7	124	2973	36.0	5.9	121	5112	32.0	10.2	107
METRO SUBURBAN	76832	15265	47.8	19.9	104	3318	43.2	4.3	94	3944	47.8	5.1	104	8002	50.1	10.4	109
NON METRO	40881	5719	17.9	14.0	74	1528	19.9	3.7	82	1337	16.2	3.3	66	2855	17.9	7.0	73
TOP 5 ADI'S	39550	9591	30.1	24.3	127	2603	33.9	6.6	144	2594	31.4	6.6	133	4395	27.5	11.1	117
TOP 10 ADI'S	54877	13127	41.1	23.9	126	3766	49.0	6.9	150	3674	44.5	6.7	136	5688	35.6	10.4	109
TOP 20 ADI'S	77516	17465	54.7	22.5	118	4756	61.9	6.1	134	4538	55.0	5.9	119	8172	51.2	10.5	111
HSHLD INC. $50,000 OR MORE	17257	5330	16.7	30.9	162	1338	17.4	7.8	169	1184	14.3	6.9	139	2809	17.6	16.3	171
$40,000 OR MORE	33235	9642	30.2	29.0	152	2433	31.6	7.3	160	2260	27.4	6.8	138	4949	31.0	14.9	156
$30,000 OR MORE	59693	15796	49.5	26.5	139	3758	48.9	6.3	137	3938	47.7	6.6	134	8100	50.7	13.6	143
$25,000 OR MORE	76275	19723	61.8	25.9	136	4617	60.0	6.1	132	5065	61.4	6.6	135	10041	62.9	13.2	138
$20,000 - $24,999	18607	3442	10.8	18.5	97	694	9.0	3.7	81	862	10.4	4.6	94	1886	11.8	10.1	106
$15,000 - $19,999	17175	2749	8.6	16.0	84	710	9.2	4.1	90	550	6.7	3.2	65	1488	9.3	8.7	91
$10,000 - $14,999	24569	3117	9.8	12.7	67	835	10.9	3.4	74	984	11.9	4.0	81	1298	8.1	5.3	55
UNDER $10,000	31101	2881	9.0	9.3	49	834	10.8	2.7	58	792	9.6	2.5	52	1255	7.9	4.0	42
HOUSEHOLD OF 1 PERSON	19441	3518	11.0	18.1	95	1068	13.9	5.5	120	954	11.6	4.9	100	1496	9.4	7.7	81
2 PEOPLE	51803	9892	31.0	19.1	100	2397	31.2	4.6	101	2654	32.2	5.1	104	4842	30.3	9.3	98
3 OR 4 PEOPLE	66933	13153	41.2	19.7	103	2906	37.8	4.3	95	3446	41.7	5.1	105	6801	42.9	10.2	107
5 OR MORE PEOPLE	29550	5348	16.8	18.1	95	1318	17.1	4.5	97	1200	14.5	4.1	83	2831	17.7	9.6	101
NO CHILD IN HSHLD	96587	17641	55.3	18.3	96	4773	62.1	4.9	108	4616	55.9	4.8	97	8251	51.7	8.5	90
CHILD(REN) UNDER 2 YRS	10844	1923	6.0	17.7	93	*332	4.3	3.1	67	*430	5.2	4.0	81	1161	7.3	10.7	112
2 - 5 YEARS	26358	5361	16.8	20.3	107	1047	13.6	4.0	87	1389	16.8	5.3	107	2925	18.3	11.1	117
6 - 11 YEARS	30453	6005	18.8	19.7	104	1349	17.5	4.4	97	1426	17.3	4.7	95	3231	20.2	10.6	111
12 - 17 YEARS	36575	6924	21.7	18.9	99	1538	20.0	4.2	92	1755	21.3	4.8	98	3630	22.7	9.9	104
RESIDENCE OWNED	117770	22135	69.4	18.8	99	5197	67.6	4.4	96	5849	70.9	5.0	101	11089	69.4	9.4	99
VALUE: $50,000 OR MORE	70166	16761	52.5	23.9	126	4079	53.0	5.8	127	4381	53.1	6.2	127	8301	52.0	11.8	124
VALUE: UNDER $50,000	47604	5374	16.8	11.3	59	1118	14.5	2.3	51	1469	17.8	3.1	63	2788	17.5	5.9	62

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	31912	100.0	19.0	100	7689	100.0	4.6	100	8254	100.0	4.9	100	15969	100.0	9.5	100
MAGAZINES	QUINTILE 1	34022	9097	28.5	26.7	141	1850	24.1	5.4	119	2341	28.4	6.9	140	4906	30.7	14.4	151
	QUINTILE 2	34800	8459	26.5	24.3	128	2323	30.2	6.7	146	2241	27.2	6.4	131	3894	24.4	11.2	118
	QUINTILE 3	30514	5496	17.2	18.0	95	1171	15.2	3.8	84	1490	18.1	4.9	99	2836	17.8	9.3	98
	QUINTILE 4	33324	4613	14.5	13.8	73	1002	13.0	3.0	66	1030	12.5	3.1	63	2582	16.2	7.7	81
	QUINTILE 5	35066	4246	13.3	12.1	64	1344	17.5	3.8	84	1152	14.0	3.3	67	1750	11.0	5.0	52
NEWSPAPERS	QUINTILE 1	29107	7769	24.3	26.7	140	1995	25.9	6.9	150	2111	25.6	7.3	147	3664	22.9	12.6	132
	QUINTILE 2	49095	10002	31.3	20.4	107	2230	29.0	4.5	99	2684	32.5	5.5	111	5088	31.9	10.4	109
	QUINTILE 3	23107	4166	13.1	18.0	95	1098	14.3	4.8	104	982	11.9	4.2	86	2086	13.1	9.0	95
	QUINTILE 4	33556	6112	19.2	18.2	96	1453	18.9	4.3	94	1468	17.8	4.4	89	3191	20.0	9.5	100
	QUINTILE 5	32863	3862	12.1	11.8	62	915	11.9	2.8	61	1008	12.2	3.1	62	1940	12.1	5.9	62
OUTDOOR	QUINTILE 1	33431	7422	23.3	22.2	117	1616	21.0	4.8	105	1737	21.0	5.2	106	4069	25.5	12.2	128
	QUINTILE 2	33478	6997	21.9	20.9	110	1533	19.9	4.6	100	1998	24.2	6.0	121	3466	21.7	10.4	109
	QUINTILE 3	33574	6421	20.1	19.1	101	1621	21.1	4.8	105	1611	19.5	4.8	98	3188	20.0	9.5	100
	QUINTILE 4	33935	5868	18.4	17.3	91	1464	19.0	4.3	94	1389	16.8	4.1	83	3015	18.9	8.9	93
	QUINTILE 5	33310	5204	16.3	15.6	82	1455	18.9	4.4	95	1519	18.4	4.6	93	2231	14.0	6.7	70
RADIO-DRIVE	QUINTILE 1	33136	6536	20.5	19.7	104	1300	16.9	3.9	86	1798	21.8	5.4	110	3438	21.5	10.4	109
TIME	QUINTILE 2	31658	6458	20.2	20.4	107	1510	19.6	4.8	104	1743	21.1	5.5	112	3204	20.1	10.1	106
	QUINTILE 3	32541	6648	20.8	20.4	107	1592	20.7	4.9	107	1527	18.5	4.7	95	3528	22.1	10.8	114
	QUINTILE 4	34247	6876	21.5	20.1	106	1790	23.3	5.2	114	1935	23.4	5.7	115	3152	19.7	9.2	97
	QUINTILE 5	36144	5395	16.9	14.9	78	1497	19.5	4.1	90	1250	15.1	3.5	70	2648	16.6	7.3	77
RADIO-MID-	TERCILE 1	45037	8816	27.6	19.6	103	2018	26.2	4.5	98	2307	28.0	5.1	104	4491	28.1	10.0	105
DAY	TERCILE 2	44819	8847	27.7	19.7	104	2134	27.8	4.8	104	2214	26.8	4.9	100	4499	28.2	10.0	105
	TERCILE 3	77872	14248	44.6	18.3	96	3537	46.0	4.5	99	3732	45.2	4.8	97	6979	43.7	9.0	94
RADIO-TOTAL	QUINTILE 1	33763	6842	21.4	20.3	107	1419	18.5	4.2	92	1784	21.6	5.3	107	3639	22.8	10.8	113
	QUINTILE 2	33240	6382	20.0	19.2	101	1683	21.9	5.1	110	1780	21.6	5.4	109	2919	18.3	8.8	92
	QUINTILE 3	33408	7061	22.1	21.1	111	1672	21.7	5.0	109	1755	21.3	5.3	107	3634	22.8	10.9	114
	QUINTILE 4	34792	6916	21.7	19.9	104	1647	21.4	4.7	103	1740	21.1	5.0	102	3530	22.1	10.1	107
	QUINTILE 5	32524	4710	14.8	14.5	76	1268	16.5	3.9	85	1195	14.5	3.7	75	2246	14.1	6.9	73
TV-PRIME	QUINTILE 1	33090	5950	18.6	18.0	95	1602	20.8	4.8	106	1602	19.4	4.8	98	2746	17.2	8.3	87
TIME	QUINTILE 2	33357	6188	19.4	18.6	98	1527	19.9	4.6	100	1424	17.3	4.3	87	3236	20.3	9.7	102
	QUINTILE 3	33980	6712	21.0	19.8	104	1467	19.1	4.3	94	1592	19.3	4.7	95	3653	22.9	10.8	113
	QUINTILE 4	33854	6887	21.6	20.3	107	1628	21.2	4.8	105	1821	22.1	5.4	109	3438	21.5	10.2	107
	QUINTILE 5	33444	6175	19.4	18.5	97	1465	19.1	4.4	96	1815	22.0	5.4	110	2895	18.1	8.7	91
TV-DAYTIME	TERCILE 1	49121	7372	23.1	15.0	79	1807	23.5	3.7	80	1822	22.1	3.7	75	3743	23.4	7.6	80
	TERCILE 2	48823	9325	29.2	19.1	100	2210	28.7	4.5	99	2353	28.5	4.8	98	4762	29.8	9.8	102
	TERCILE 3	69782	15215	47.7	21.8	115	3673	47.8	5.3	115	4078	49.4	5.8	119	7464	46.7	10.7	112
TV-TOTAL	QUINTILE 1	33584	5071	15.9	15.1	79	1285	16.7	3.8	83	1386	16.8	4.1	84	2400	15.0	7.1	75
	QUINTILE 2	33441	5809	18.2	17.4	91	1336	17.4	4.0	87	1464	17.7	4.4	89	3009	18.8	9.0	95
	QUINTILE 3	33505	6681	20.9	19.9	105	1850	24.1	5.5	120	1601	19.4	4.8	97	3230	20.2	9.6	101
	QUINTILE 4	33466	7450	23.3	22.3	117	1571	20.4	4.7	102	1830	22.2	5.5	111	4049	25.4	12.1	127
	QUINTILE 5	33731	6900	21.6	20.5	108	1648	21.4	4.9	107	1972	23.9	5.8	119	3280	20.5	9.7	102
MAGAZINES-NEWSPAPERS: DUAL		44503	11827	37.1	26.6	140	2776	36.1	6.2	136	3262	39.5	7.3	149	5789	36.3	13.0	137
MAGAZINE IMPERATIVE		39363	8208	25.7	20.9	110	1900	24.7	4.8	105	1916	23.2	4.9	99	4392	27.5	11.2	117
NEWSPAPER IMPERATIVE		46441	7673	24.0	16.5	87	1902	24.7	4.1	89	2047	24.8	4.4	90	3725	23.3	8.0	84
MAGAZINES-OUTDOOR: DUAL		33726	8875	27.8	26.3	138	1842	24.0	5.5	119	2412	29.2	7.2	145	4621	28.9	13.7	144
MAGAZINE IMPERATIVE		52846	11748	36.8	22.2	117	2971	38.6	5.6	123	3067	37.2	5.8	118	5710	35.8	10.8	113
OUTDOOR IMPERATIVE		52140	8158	25.6	15.6	82	1954	25.4	3.7	82	2038	24.7	3.9	79	4166	26.1	8.0	84
MAGAZINES-RADIO: DUAL		37081	9048	28.4	24.4	128	2160	28.1	5.8	127	2380	28.8	6.4	130	4508	28.2	12.2	128
MAGAZINE IMPERATIVE		49747	11770	36.9	23.7	124	2794	36.3	5.6	123	3015	36.5	6.1	123	5961	37.3	12.0	126
RADIO IMPERATIVE		49208	7515	23.5	15.3	80	1754	22.8	3.6	78	2015	24.4	4.1	83	3746	23.5	7.6	80
MAGAZINES-TELEVISION: DUAL		33103	7018	22.0	21.2	111	1698	22.1	5.1	112	1871	22.7	5.7	115	3449	21.6	10.4	109
MAGAZINE IMPERATIVE		54575	14253	44.7	26.1	137	3295	42.9	6.0	132	3662	44.4	6.7	136	7296	45.7	13.4	140
TELEVISION IMPERATIVE		53249	6773	21.2	12.7	67	1768	23.0	3.3	72	1690	20.5	3.2	64	3316	20.8	6.2	65
NEWSPAPERS-OUTDOOR: DUAL		36255	8529	26.7	23.5	124	1800	23.4	5.0	108	2300	27.9	6.3	129	4430	27.7	12.2	128
NEWSPAPER IMPERATIVE		55591	11313	35.5	20.4	107	3066	39.9	5.5	120	2904	35.2	5.2	106	5343	33.5	9.6	101
OUTDOOR IMPERATIVE		48319	8583	26.9	17.8	93	1951	25.4	4.0	88	2056	24.9	4.3	86	4576	28.7	9.5	99
NEWSPAPERS-RADIO: DUAL		37242	8580	26.9	23.0	121	2042	26.6	5.5	120	2441	29.6	6.6	133	4097	25.7	11.0	116
NEWSPAPER IMPERATIVE		54423	11646	36.5	21.4	112	2867	37.3	5.3	115	2907	35.2	5.3	109	5873	36.8	10.8	113
RADIO IMPERATIVE		46650	7745	24.3	16.6	87	1780	23.1	3.8	83	1923	23.3	4.1	84	4043	25.3	8.7	91
NEWSPAPERS-TELEVISION: DUAL		35974	6739	21.1	18.7	98	1756	22.8	4.9	106	1697	20.6	4.7	96	3286	20.6	9.1	96
NEWSPAPER IMPERATIVE		56095	13855	43.4	24.7	130	3220	41.9	5.7	125	3759	45.5	6.7	136	6876	43.1	12.3	129
TELEVISION IMPERATIVE		47170	6792	21.3	14.4	76	1708	22.2	3.6	79	1617	19.6	3.4	70	3467	21.7	7.4	77
OUTDOOR-RADIO: DUAL		33748	7366	23.1	21.8	115	1731	22.5	5.1	112	1947	23.6	5.8	117	3688	23.1	10.9	115
OUTDOOR IMPERATIVE		52785	10409	32.6	19.7	104	2324	30.2	4.4	96	2572	31.2	4.9	99	5512	34.5	10.4	110
RADIO IMPERATIVE		52882	9960	31.2	18.8	99	2460	32.0	4.7	101	2611	31.6	4.9	100	4889	30.6	9.2	97
OUTDOOR-TELEVISION: DUAL		32030	6208	19.5	19.4	102	1296	16.9	4.0	88	1679	20.3	5.2	107	3234	20.3	10.1	106
OUTDOOR IMPERATIVE		54626	12347	38.7	22.6	119	2830	36.8	5.2	113	3084	37.4	5.6	115	6433	40.3	11.8	124
TELEVISION IMPERATIVE		54874	8421	26.4	15.3	81	2321	30.2	4.2	92	2122	25.7	3.9	79	3978	24.9	7.2	76
RADIO-TELEVISION: DUAL		33386	5767	18.1	17.3	91	1413	18.4	4.2	92	1486	18.0	4.5	90	2868	18.0	8.6	90
RADIO IMPERATIVE		53810	11827	37.1	22.0	116	2736	35.6	5.1	111	3233	39.2	6.0	122	5858	36.7	10.9	114
TELEVISION IMPERATIVE		54023	9093	28.5	16.8	88	2279	29.6	4.2	92	2201	26.7	4.1	83	4613	28.9	8.5	90

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	31912	100.0	19.0	100	7689	100.0	4.6	100	8254	100.0	4.9	100	15969	100.0	9.5	100
ATLANTIC MONTHLY	867	265	0.8	30.6	161	**52	0.7	6.0	131	**72	0.9	8.3	169	**141	0.9	16.3	171
BARRON'S	1580	528	1.7	33.4	176	**90	1.2	5.7	124	*150	1.8	9.5	193	*287	1.8	18.2	191
BETTER HOMES & GARDENS	22203	5219	16.4	23.5	124	1039	13.5	4.7	102	1372	16.6	6.2	126	2808	17.6	12.6	133
BON APPETIT	3810	1495	4.7	39.2	206	488	6.3	12.8	279	447	5.4	11.7	238	561	3.5	14.7	155
BUSINESS WEEK	4663	1304	4.1	28.0	147	262	3.4	5.6	123	411	5.0	8.8	179	631	4.0	13.5	142
CAR AND DRIVER	3102	884	2.8	28.5	150	*195	2.5	6.3	137	371	4.5	12.0	243	319	2.0	10.3	108
CBS MAGAZINE NETWORK (GROSS)	7311	2107	6.6	28.8	151	361	4.7	4.9	108	763	9.2	10.4	212	984	6.2	13.5	141
CHANGING TIMES	3400	897	2.8	26.4	139	*188	2.4	5.5	121	*255	3.1	7.5	152	454	2.8	13.4	140
COLONIAL HOMES	1796	540	1.7	30.1	158	*131	1.7	7.3	159	*153	1.9	8.5	173	*257	1.6	14.3	150
CONDE NAST MAG. PKG. (GROSS)	19924	5676	17.8	28.5	150	1159	15.1	5.8	127	1322	16.0	6.6	135	3196	20.0	16.0	168
CONSUMERS DIGEST	3125	673	2.1	21.5	113	**90	1.2	2.9	63	213	2.6	6.8	139	370	2.3	11.8	124
COSMOPOLITAN	10577	2921	9.2	27.6	145	755	9.8	7.1	156	666	8.1	6.3	128	1500	9.4	14.2	149
COUNTRY LIVING	3746	1033	3.2	27.6	145	*178	2.3	4.8	104	313	3.8	8.4	170	543	3.4	14.5	152
CUISINE	2214	858	2.7	38.8	204	*223	2.9	10.1	220	247	3.0	11.2	227	388	2.4	17.5	184
CYCLE WORLD	2394	492	1.5	20.6	108	**74	1.0	3.1	67	*165	2.0	6.9	140	*253	1.6	10.6	111
DCI:CREATIVE IDEAS FOR LIV	3068	575	1.8	18.7	99	**78	1.0	2.5	55	*195	2.4	6.4	129	302	1.9	9.8	103
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1883	5.9	19.7	104	363	4.7	3.8	83	602	7.3	6.3	128	918	5.7	9.6	101
DISCOVER	2277	647	2.0	28.4	149	*150	2.0	6.6	144	*162	2.0	7.1	145	335	2.1	14.7	155
EBONY	7187	1193	3.7	16.6	87	456	5.9	6.3	138	281	3.4	3.9	79	456	2.9	6.3	67
ESQUIRE	2560	597	1.9	23.3	123	*134	1.7	5.2	114	169	2.0	6.6	134	295	1.8	11.5	121
ESSENCE	3242	515	1.6	15.9	83	*176	2.3	5.4	118	*146	1.8	4.5	92	194	1.2	6.0	63
FAMILY CIRCLE	19639	4327	13.6	22.0	116	1017	13.2	5.2	113	1066	12.9	5.4	110	2244	14.1	11.4	120
THE FAMILY HANDYMAN	3540	809	2.5	22.9	120	*192	2.5	5.4	118	214	2.6	6.0	123	404	2.5	11.4	120
FAMILY WEEKLY	23924	4258	13.3	17.8	94	854	11.1	3.6	78	1184	14.3	4.9	101	2220	13.9	9.3	97
FIELD & STREAM	9883	1583	5.0	16.0	84	239	3.1	2.4	53	424	5.1	4.3	87	921	5.8	9.3	98
FOOD & WINE	1030	389	1.2	37.8	199	*75	1.0	7.3	159	*101	1.2	9.8	199	*213	1.3	20.7	217
FORBES	2679	984	3.1	36.7	193	200	2.6	7.5	163	244	3.0	9.1	185	540	3.4	20.2	212
FORTUNE	2931	1176	3.7	40.1	211	303	3.9	10.3	226	312	3.8	10.6	216	562	3.5	19.2	201
GENTLEMEN'S QUARTERLY	3481	1101	3.5	31.6	166	*232	3.0	6.7	145	216	2.6	6.2	126	653	4.1	18.8	197
GLAMOUR	7163	1935	6.1	27.0	142	425	5.5	5.9	129	368	4.5	5.1	104	1142	7.2	15.9	167
GOLF DIGEST	2355	615	1.9	26.1	137	*174	2.3	7.4	161	*204	2.5	8.7	176	237	1.5	10.1	106
GOLF DIGEST/TENNIS (GROSS)	3610	1018	3.2	28.2	148	225	2.9	6.2	136	307	3.7	8.5	173	486	3.0	13.5	141
GOLF MAGAZINE	2046	610	1.9	29.8	157	**143	1.9	7.0	152	*183	2.2	8.9	182	284	1.8	13.9	146
GOLF MAGAZINE/SKI (GROSS)	3547	1048	3.3	29.5	155	*221	2.9	6.2	136	365	4.4	10.3	209	461	2.9	13.0	137
GOOD HOUSEKEEPING	20353	4502	14.1	22.1	116	965	12.6	4.7	103	1091	13.2	5.4	109	2447	15.3	12.0	126
HARPER'S BAZAAR	3362	1077	3.4	32.0	168	*160	2.1	4.8	104	314	3.8	9.3	190	603	3.8	17.9	188
HEALTH	2987	674	2.1	22.6	119	**131	1.7	4.4	96	*193	2.3	6.5	131	350	2.2	11.7	123
HEARST MAG CORP. BUY (GROSS)	67928	16939	53.1	24.9	131	3430	44.6	5.0	110	4186	50.7	6.2	125	9323	58.4	13.7	144
HEARST MAN POWER (GROSS)	11282	2261	7.1	20.0	105	446	5.8	4.0	86	514	6.2	4.6	93	1301	8.1	11.5	121
HEARST WOMAN POWER (GROSS)	40514	9929	31.1	24.5	129	2161	28.1	5.3	116	2269	27.5	5.6	114	5499	34.4	13.6	143
HOUSE BEAUTIFUL	4885	1362	4.3	27.9	147	280	3.6	5.7	125	410	5.0	8.4	171	672	4.2	13.8	144
INC.	1308	435	1.4	33.3	175	**100	1.3	7.6	167	*128	1.6	9.8	199	*206	1.3	15.7	165
JET	6498	1023	3.2	15.7	83	427	5.6	6.6	143	265	3.2	4.1	83	331	2.1	5.1	54
LADIES' HOME JOURNAL	14797	3447	10.8	23.3	122	668	8.7	4.5	98	947	11.5	6.4	130	1833	11.5	12.4	130
LHJ FAMILY GRP COMBO(GROSS)	21743	5096	16.0	23.4	123	990	12.9	4.6	99	1314	15.9	6.0	123	2792	17.5	12.8	135
LIFE	9881	2740	8.6	27.7	146	673	8.8	6.8	149	732	8.9	7.4	151	1335	8.4	13.5	142
L.A. TIMES HOME MAGAZINE	2775	904	2.8	32.6	171	*126	1.6	4.5	99	230	2.8	8.3	168	548	3.4	19.7	207
MADEMOISELLE	4219	1123	3.5	26.6	140	*191	2.5	4.5	99	316	3.8	7.5	152	616	3.9	14.6	153
MC CALL'S	16422	3741	11.7	22.8	120	728	9.5	4.4	97	1019	12.3	6.2	126	1995	12.5	12.1	128
MC CALL'S/WRK MOTHER (GROSS)	17919	4059	12.7	22.7	119	770	10.0	4.3	94	1094	13.3	6.1	124	2195	13.7	12.2	129
MECHANIX ILLUSTRATED	4433	901	2.8	20.3	107	*231	3.0	5.2	114	298	3.6	6.7	137	372	2.3	8.4	88
METROPOLITAN HOME	1504	617	1.9	41.0	216	**59	0.8	3.9	86	*198	2.4	13.2	268	360	2.3	23.9	251
MONEY	4723	1502	4.7	31.8	167	238	3.1	5.0	110	469	5.7	9.9	202	795	5.0	16.8	177
MOTHER EARTH NEWS	2325	585	1.8	25.2	132	**97	1.3	4.2	91	*169	2.0	7.3	148	318	2.0	13.7	144
MS.	1189	442	1.4	37.2	195	**63	0.8	5.3	116	*164	2.0	13.8	280	*215	1.3	18.1	190
NATIONAL ENQUIRER	18892	3016	9.5	16.0	84	671	8.7	3.6	77	913	11.1	4.8	98	1433	9.0	7.6	80
NATIONAL GEOGRAPHIC	22129	6245	19.6	28.2	148	1348	17.5	6.1	133	1634	19.8	7.4	150	3263	20.4	14.7	155
NATIONAL SUNDAY MAGAZINE PKG	103750	22484	70.5	21.7	114	5294	68.9	5.1	111	5963	72.2	5.7	117	11227	70.3	10.8	114
NATURAL HISTORY	1379	440	1.4	31.9	168	**56	0.7	4.1	89	*169	2.0	12.3	249	*215	1.3	15.6	164
NEW WOMAN	2289	658	2.1	28.7	151	*98	1.3	4.3	93	*192	2.3	8.4	170	368	2.3	16.1	169
NEW YORK INCLUDING CUE	1088	380	1.2	34.9	184	*124	1.6	11.4	249	*90	1.1	8.3	168	*165	1.0	15.2	159
THE NEW YORKER	2459	1049	3.3	42.7	224	328	4.3	13.3	291	278	3.4	11.3	230	443	2.8	18.0	189
NEWSWEEK	16527	4638	14.5	28.1	147	992	12.9	6.0	131	1176	14.2	7.1	145	2470	15.5	14.9	157
THE N.Y. TIMES DAILY EDITION	2739	1280	4.0	46.7	246	481	6.3	17.6	383	265	3.2	9.7	197	535	3.4	19.5	205
THE N.Y. TIMES MAGAZINE	4443	2019	6.3	45.4	239	789	10.3	17.8	387	458	5.5	10.3	209	772	4.8	17.4	183
OMNI	2799	879	2.8	31.4	165	**75	1.0	2.7	58	*209	2.5	7.5	152	595	3.7	21.3	223
ON CABLE	2209	533	1.7	24.1	127	**90	1.2	4.1	89	*178	2.2	8.1	164	*265	1.7	12.0	126
1001 HOME IDEAS	3959	974	3.1	24.6	129	*191	2.5	4.8	105	*175	2.1	4.4	90	609	3.8	15.4	162
ORGANIC GARDENING	3111	629	2.0	20.2	106	**124	1.6	4.0	87	*134	1.6	4.3	88	371	2.3	11.9	125
OUTDOOR LIFE	5024	781	2.4	15.5	82	*123	1.6	2.4	53	*252	3.1	5.0	102	406	2.5	8.1	85
PARADE MAGAZINE	51292	11665	36.6	22.7	120	3081	40.1	6.0	131	2986	36.2	5.8	118	5598	35.1	10.9	115

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	31912	100.0	19.0	100	7689	100.0	4.6	100	8254	100.0	4.9	100	15969	100.0	9.5	100
PARENTS	5298	1526	4.8	28.8	151	*181	2.4	3.4	75	414	5.0	7.8	159	931	5.8	17.6	185
PENTHOUSE	5129	1346	4.2	26.2	138	267	3.5	5.2	114	363	4.4	7.1	144	717	4.5	14.0	147
PEOPLE	21070	5380	16.9	25.5	134	1058	13.8	5.0	110	1537	18.6	7.3	148	2784	17.4	13.2	139
PLAYBOY	10562	2480	7.8	23.5	123	511	6.6	4.8	106	761	9.2	7.2	146	1208	7.6	11.4	120
POPULAR HOT RODDING	2498	385	1.2	15.4	81	**66	0.9	2.6	58	**155	1.9	6.2	126	*164	1.0	6.6	69
POPULAR MECHANICS	5887	1163	3.6	19.8	104	236	3.1	4.0	87	303	3.7	5.1	105	624	3.9	10.6	111
POPULAR SCIENCE	4317	1068	3.3	24.7	130	*222	2.9	5.1	112	280	3.4	6.5	132	565	3.5	13.1	137
PREVENTION	5792	1357	4.3	23.4	123	298	3.9	5.1	112	443	5.4	7.6	155	616	3.9	10.6	112
PSYCHOLOGY TODAY	3284	1048	3.3	31.9	168	*163	2.1	5.0	108	330	4.0	10.0	204	555	3.5	16.9	178
READER'S DIGEST	40046	8124	25.5	20.3	107	1788	23.3	4.5	97	2186	26.5	5.5	111	4150	26.0	10.4	109
REDBOOK	9584	2506	7.9	26.1	137	441	5.7	4.6	100	512	6.2	5.3	109	1553	9.7	16.2	170
ROAD & TRACK	2590	873	2.7	33.7	177	*185	2.4	7.1	156	*275	3.3	10.6	216	414	2.6	16.0	168
ROLLING STONE	3302	1150	3.6	34.8	183	*128	1.7	3.9	85	*368	4.5	11.1	226	654	4.1	19.8	208
RUNNER'S WORLD	1229	263	0.8	21.4	112	**42	0.5	3.4	75	**54	0.7	4.4	89	*166	1.0	13.5	142
SATURDAY EVENING POST	2110	509	1.6	24.1	127	**62	0.8	2.9	64	*203	2.5	9.6	196	244	1.5	11.6	121
SCIENCE 84	1543	448	1.4	29.0	153	**48	0.6	3.1	68	*163	2.0	10.6	215	*238	1.5	15.4	162
SCIENCE DIGEST	1747	379	1.2	21.7	114	**58	0.8	3.3	72	**88	1.1	5.0	102	*233	1.5	13.3	140
SCIENTIFIC AMERICAN	1994	704	2.2	35.3	186	*195	2.5	9.8	213	*195	2.4	9.8	199	314	2.0	15.7	165
SELF	3119	988	3.1	31.7	166	*165	2.1	5.3	115	*220	2.7	7.1	143	603	3.8	19.3	203
SEVENTEEN	3923	878	2.8	22.4	118	**115	1.5	2.9	64	*252	3.1	6.4	131	511	3.2	13.0	137
SKI	1501	438	1.4	29.2	153	**78	1.0	5.2	113	*183	2.2	12.2	248	*177	1.1	11.8	124
SMITHSONIAN	5976	2221	7.0	37.2	195	632	8.2	10.6	231	622	7.5	10.4	212	968	6.1	16.2	170
SOAP OPERA DIGEST	4228	636	2.0	15.0	79	*142	1.8	3.4	73	*246	3.0	5.8	118	248	1.6	5.9	62
SOUTHERN LIVING	6488	1309	4.1	20.2	106	286	3.7	4.4	96	407	4.9	6.3	127	616	3.9	9.5	100
SPORT	3500	761	2.4	21.7	114	*241	3.1	6.9	150	*181	2.2	5.2	105	339	2.1	9.7	102
THE SPORTING NEWS	2456	583	1.8	23.7	125	**97	1.3	3.9	86	*159	1.9	6.5	132	*327	2.0	13.3	140
SPORTS AFIELD	3648	719	2.3	19.7	104	*152	2.0	4.2	91	*122	1.5	3.3	68	445	2.8	12.2	128
SPORTS ILLUSTRATED	14484	3536	11.1	24.4	128	855	11.1	5.9	129	981	11.9	6.8	138	1700	10.6	11.7	123
STAR	12661	1981	6.2	15.6	82	632	8.2	5.0	109	518	6.3	4.1	83	831	5.2	6.6	69
SUNDAY	52799	12426	38.9	23.5	124	3073	40.0	5.8	127	3294	39.9	6.2	127	6059	37.9	11.5	121
SUNSET	3513	1039	3.3	29.6	155	*193	2.5	5.5	120	*177	2.1	5.0	102	668	4.2	19.0	200
TV GUIDE	42766	7799	24.4	18.2	96	1709	22.2	4.0	87	2080	25.2	4.9	99	4011	25.1	9.4	99
TENNIS	1254	403	1.3	32.1	169	**51	0.7	4.1	89	**103	1.2	8.2	167	*249	1.6	19.9	209
TIME	22054	6475	20.3	29.4	154	1664	21.6	7.5	165	1565	19.0	7.1	144	3246	20.3	14.7	155
TOWN & COUNTRY	1555	526	1.6	33.8	178	**44	0.6	2.8	62	*167	2.0	10.7	218	315	2.0	20.3	213
TRAVEL & LEISURE	2173	733	2.3	33.7	177	*130	1.7	6.0	131	209	2.5	9.6	195	394	2.5	18.1	190
TRUE STORY	4636	682	2.1	14.7	77	*152	2.0	3.3	72	*212	2.6	4.6	93	318	2.0	6.9	72
U.S.NEWS & WORLD REPORT	10353	2595	8.1	25.1	132	685	8.9	6.6	144	786	9.5	7.6	154	1124	7.0	10.9	114
USA TODAY	4994	1473	4.6	29.5	155	355	4.6	7.1	155	387	4.7	7.7	157	731	4.6	14.6	154
US	3528	873	2.7	24.7	130	**83	1.1	2.4	51	*220	2.7	6.2	127	570	3.6	16.2	170
VOGUE	5424	1630	5.1	30.1	158	378	4.9	7.0	152	417	5.1	7.7	156	836	5.2	15.4	162
WALL STREET JOURNAL	6292	2145	6.7	34.1	179	560	7.3	8.9	194	618	7.5	9.8	200	967	6.1	15.4	161
WEIGHT WATCHERS	2762	564	1.8	20.4	107	*145	1.9	5.2	115	*181	2.2	6.6	133	238	1.5	8.6	91
WOMAN'S DAY	16320	3565	11.2	21.8	115	898	11.7	5.5	120	834	10.1	5.1	104	1833	11.5	11.2	118
WORKING MOTHER	1496	318	1.0	21.3	112	**42	0.5	2.8	61	**75	0.9	5.0	102	*201	1.3	13.4	141
WORKING WOMAN	1851	633	2.0	34.2	180	*140	1.8	7.6	165	*113	1.4	6.1	124	381	2.4	20.6	216
WORLD TENNIS	580	*230	0.7	39.7	208	**48	0.6	8.3	181	**67	0.8	11.6	235	**115	0.7	19.8	208
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3276	10.3	26.4	139	700	9.1	5.6	123	1120	13.6	9.0	183	1456	9.1	11.7	123
BLAIR INSERTS	91671	21142	66.3	23.1	121	5176	67.3	5.6	123	5542	67.1	6.0	123	10424	65.3	11.4	119
DAILY NEWSPAPERS																	
READ ANY	109190	22392	70.2	20.5	108	5388	70.1	4.9	108	5877	71.2	5.4	109	11126	69.7	10.2	107
READ ONE	89587	17345	54.4	19.4	102	4163	54.1	4.6	101	4553	55.2	5.1	103	8628	54.0	9.6	101
READ TWO OR MORE	19602	5048	15.8	25.8	135	1225	15.9	6.2	136	1324	16.0	6.8	137	2498	15.6	12.7	134
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	24117	75.6	22.0	116	5786	75.3	5.3	115	6326	76.6	5.8	117	12005	75.2	10.9	115
READ ONE	95074	19878	62.3	20.9	110	4728	61.5	5.0	108	5239	63.5	5.5	112	9911	62.1	10.4	109
READ TWO OR MORE	14588	4239	13.3	29.1	153	1058	13.8	7.3	158	1087	13.2	7.5	151	2094	13.1	14.4	151
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.57				31.34				30.25				32.33			
30 DAY REACH	149706	29276	91.7	19.6	103	6936	90.2	4.6	101	7409	89.8	4.9	101	14932	93.5	10.0	105
50 SHWG - 30 DAY AV FREQ	15.16	16.49				16.57				15.80				16.79			
30 DAY REACH	142406	28086	88.0	19.7	104	6582	85.6	4.6	101	7102	86.0	5.0	101	14401	90.2	10.1	106
25 SHWG - 30 DAY AV FREQ	8.23	8.90				8.92				8.61				9.03			
30 DAY REACH	131152	26000	81.5	19.8	104	6104	79.4	4.7	102	6523	79.0	5.0	101	13373	83.7	10.2	107
CABLE TV: HOME WIRED	66879	13794	43.2	20.6	108	2960	38.5	4.4	97	3475	42.1	5.2	106	7359	46.1	11.0	116
HOME NOT WIRED	100848	18118	56.8	18.0	94	4730	61.5	4.7	102	4779	57.9	4.7	96	8610	53.9	8.5	90
HAVE PAY CABLE	35024	8453	26.5	24.1	127	1791	23.3	5.1	112	2008	24.3	5.7	117	4654	29.1	13.3	140

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	31912	100.0	19.0	100	7689	100.0	4.6	100	8254	100.0	4.9	100	15969	100.0	9.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	19563	61.3	20.5	108	4549	59.2	4.8	104	5062	61.3	5.3	108	9952	62.3	10.4	109
10:00 AM - 3:00 PM	63599	12510	39.2	19.7	103	2864	37.2	4.5	98	3273	39.7	5.1	105	6373	39.9	10.0	105
3:00 PM - 7:00 PM	72097	15183	47.6	21.1	111	3247	42.2	4.5	98	4049	49.1	5.6	114	7887	49.4	10.9	115
7:00 PM - MIDNIGHT	36670	7211	22.6	19.7	103	1639	21.3	4.5	97	1935	23.4	5.3	107	3638	22.8	9.9	104
MIDNIGHT - 6:00 AM	21908	4622	14.5	21.1	111	1124	14.6	5.1	112	1263	15.3	5.8	117	2235	14.0	10.2	107
6:00 AM - MIDNIGHT	127571	25609	80.2	20.1	106	5998	78.0	4.7	103	6647	80.5	5.2	106	12964	81.2	10.2	107
ENTIRE DAY	129239	25960	81.3	20.1	106	6101	79.3	4.7	103	6752	81.8	5.2	106	13108	82.1	10.1	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7364	23.1	21.7	114	1750	22.8	5.1	112	1955	23.7	5.7	117	3660	22.9	10.8	113
ALL NEWS	6062	1619	5.1	26.7	140	462	6.0	7.6	166	466	5.6	7.7	156	691	4.3	11.4	120
AOR/PROGRESSIVE	11884	2500	7.8	21.0	111	471	6.1	4.0	86	669	8.1	5.6	114	1360	8.5	11.4	120
BEAUTIFUL MUSIC	11180	2531	7.9	22.6	119	633	8.2	5.7	124	651	7.9	5.8	118	1248	7.8	11.2	117
BLACK	4538	750	2.4	16.5	87	*260	3.4	5.7	125	*181	2.2	4.0	81	310	1.9	6.8	72
CLASSICAL	3857	1069	3.3	27.7	146	263	3.4	6.8	149	254	3.1	6.6	134	552	3.5	14.3	150
CHR/ROCK	21946	5333	16.7	24.3	128	1126	14.6	5.1	112	1373	16.6	6.3	127	2835	17.8	12.9	136
COUNTRY	27262	4431	13.9	16.3	85	868	11.3	3.2	69	1151	13.9	4.2	86	2412	15.1	8.8	93
GOLDEN OLDIES	3339	690	2.2	20.7	109	*178	2.3	5.3	116	*191	2.3	5.7	116	322	2.0	9.6	101
MOR/NOSTALGIA	10346	2008	6.3	19.4	102	453	5.9	4.4	96	499	6.0	4.8	98	1056	6.6	10.2	107
NEWS/TALK	8929	2044	6.4	22.9	120	447	5.8	5.0	109	585	7.1	6.6	133	1012	6.3	11.3	119
RELIGIOUS	5488	878	2.8	16.0	84	*223	2.9	4.1	89	*211	2.6	3.8	78	444	2.8	8.1	85
SOFT ROCK	1232	246	0.8	20.0	105	**39	0.5	3.2	69	**76	0.9	6.2	125	*132	0.8	10.7	113
URBAN CONTEMPORARY	3184	707	2.2	22.2	117	305	4.0	9.6	209	*202	2.4	6.3	129	200	1.3	6.3	66
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1482	4.6	21.4	113	448	5.8	6.5	141	331	4.0	4.8	97	702	4.4	10.2	107
ABC DIRECTION	5212	1249	3.9	24.0	126	327	4.3	6.3	137	321	3.9	6.2	125	601	3.8	11.5	121
ABC ENTERTAINMENT	10385	1767	5.5	17.0	89	450	5.9	4.3	95	474	5.7	4.6	93	843	5.3	8.1	85
ABC FM	4762	860	2.7	18.1	95	*221	2.9	4.6	101	*304	3.7	6.4	130	334	2.1	7.0	74
ABC INFORMATION	11339	2338	7.3	20.6	108	511	6.6	4.5	98	679	8.2	6.0	122	1148	7.2	10.1	106
ABC ROCK	4878	1155	3.6	23.7	124	271	3.5	5.6	121	409	5.0	8.4	170	474	3.0	9.7	102
CBS	10709	2229	7.0	20.8	109	571	7.4	5.3	116	645	7.8	6.0	122	1013	6.3	9.5	99
MUTUAL	10251	2025	6.3	19.8	104	404	5.3	3.9	86	596	7.2	5.8	118	1024	6.4	10.0	105
NBC	12243	2379	7.5	19.4	102	630	8.2	5.1	112	525	6.4	4.3	87	1225	7.7	10.0	105
RADIORADIO	4606	962	3.0	20.9	110	216	2.8	4.7	102	312	3.8	6.8	138	434	2.7	9.4	99
RKO ONE	5148	1120	3.5	21.8	114	300	3.9	5.8	127	215	2.6	4.2	85	605	3.8	11.8	123
RKO TWO	7313	1315	4.1	18.0	95	272	3.5	3.7	81	328	4.0	4.5	91	715	4.5	9.8	103
THE SOURCE	5981	1051	3.3	17.6	92	267	3.5	4.5	97	*265	3.2	4.4	90	519	3.3	8.7	91
NON-WIRED : BLAIR	19329	3936	12.3	20.4	107	922	12.0	4.8	104	928	11.2	4.8	98	2086	13.1	10.8	113
INTERNET	27139	6366	19.9	23.5	123	1315	17.1	4.8	106	1733	21.0	6.4	130	3318	20.8	12.2	128
KATZ RADIO GROUP	36319	7944	24.9	21.9	115	1901	24.7	5.2	114	1978	24.0	5.4	111	4066	25.5	11.2	118
SUPERNET	22361	4294	13.5	19.2	101	950	12.4	4.2	93	1215	14.7	5.4	110	2129	13.3	9.5	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2487	7.8	17.1	90	606	7.9	4.2	91	668	8.1	4.6	93	1213	7.6	8.3	88
WKDAY 9:00 AM - 1:00 PM	18688	2876	9.0	15.4	81	760	9.9	4.1	89	697	8.4	3.7	76	1419	8.9	7.6	80
WKDAY 1:00 PM - 4:30 PM	24061	3686	11.6	15.3	81	844	11.0	3.5	77	960	11.6	4.0	81	1882	11.8	7.8	82
WKDAY 4:30 PM - 7:30 PM	44079	7485	23.5	17.0	89	1787	23.2	4.1	88	1959	23.7	4.4	90	3739	23.4	8.5	89
WKDAY 7:30 PM - 8:00 PM	61979	10754	33.7	17.4	91	2735	35.6	4.4	96	2809	34.0	4.5	92	5211	32.6	8.4	88
WKDAY 11:00 PM - 11:30 PM	49084	8998	28.2	18.3	96	2241	29.1	4.6	100	2328	28.2	4.7	96	4428	27.7	9.0	95
WKDAY 11:30 PM - 1:00 AM	16560	3095	9.7	18.7	98	744	9.7	4.5	98	759	9.2	4.6	93	1591	10.0	9.6	101
M-SAT 8-11 PM+SUN 7-11 PM	66967	12561	39.4	18.8	99	3099	40.3	4.6	101	3188	38.6	4.8	97	6274	39.3	9.4	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1699	5.3	18.3	96	457	5.9	4.9	108	390	4.7	4.2	86	852	5.3	9.2	97
ANOTHER WORLD N	6138	729	2.3	11.9	62	186	2.4	3.0	66	193	2.3	3.1	64	350	2.2	5.7	60
AS THE WORLD TURNS C	7707	1072	3.4	13.9	73	213	2.8	2.8	60	323	3.9	4.2	85	536	3.4	7.0	73
CAPITOL C	4688	764	2.4	16.3	86	185	2.4	3.9	86	253	3.1	5.4	110	326	2.0	7.0	73
CBS MORN. NEWS 1 C	2792	435	1.4	15.6	82	109	1.4	3.9	85	*94	1.1	3.4	68	232	1.5	8.3	87
CBS MORN. NEWS 2 C	2071	353	1.1	17.0	90	100	1.3	4.8	105	90	1.1	4.3	88	164	1.0	7.9	83
DAYS OF OUR LIVES N	8018	1125	3.5	14.0	74	243	3.2	3.0	66	295	3.6	3.7	75	588	3.7	7.3	77
FACTS OF LIFE - DAYTIME N	3487	487	1.5	14.0	73	189	2.5	5.4	118	99	1.2	2.8	58	199	1.2	5.7	60
FAMILY FEUD A	4817	670	2.1	13.9	73	188	2.4	3.9	85	168	2.0	3.5	71	314	2.0	6.5	68
GENERAL HOSPITAL A	8333	1295	4.1	15.5	82	274	3.6	3.3	72	288	3.5	3.5	70	734	4.6	8.8	93
GOOD MORNING, AMERICA-730 A	5472	860	2.7	15.7	83	186	2.4	3.4	74	308	3.7	5.6	114	366	2.3	6.7	70
GOOD MORNING, AMERICA-830 A	3965	707	2.2	17.8	94	119	1.5	3.0	65	182	2.2	4.6	93	405	2.5	10.2	107
GUIDING LIGHT C	7542	1132	3.5	15.0	79	255	3.3	3.4	74	356	4.3	4.7	96	521	3.3	6.9	73
ONE LIFE TO LIVE A	6018	939	2.9	15.6	82	197	2.6	3.3	71	224	2.7	3.7	76	519	3.3	8.6	91
PRESS YOUR LUCK C	3589	515	1.6	14.3	75	149	1.9	4.2	91	136	1.6	3.8	77	231	1.4	6.4	68
PRICE IS RIGHT 1 C	7418	928	2.9	12.5	66	196	2.5	2.6	58	266	3.2	3.6	73	465	2.9	6.3	66
PRICE IS RIGHT 2 C	8276	957	3.0	11.6	61	197	2.6	2.4	52	300	3.6	3.6	74	461	2.9	5.6	59
RYAN'S HOPE A	4358	908	2.8	20.8	110	299	3.9	6.9	150	194	2.4	4.5	90	415	2.6	9.5	100
SALE OF THE CENTURY N	3749	529	1.7	14.1	74	138	1.8	3.7	80	176	2.1	4.7	95	215	1.3	5.7	60
SEARCH FOR TOMORROW N	2884	476	1.5	16.5	87	*91	1.2	3.2	69	*104	1.3	3.6	73	282	1.8	9.8	103
TODAY SHOW 1 N	4869	1062	3.3	21.8	115	274	3.6	5.6	123	279	3.4	5.7	116	510	3.2	10.5	110
TODAY SHOW 2 N	4135	629	2.0	15.2	80	201	2.6	4.9	106	120	1.5	2.9	59	308	1.9	7.4	78
$25,000 PYRAMID C	4361	697	2.2	16.0	84	169	2.2	3.9	85	168	2.0	3.9	78	361	2.3	8.3	87
WHEEL OF FORTUNE N	6187	812	2.5	13.1	69	227	3.0	3.7	80	186	2.3	3.0	61	399	2.5	6.4	68
YOUNG AND THE RESTLESS C	8186	1035	3.2	12.6	66	194	2.5	2.4	52	300	3.6	3.7	74	541	3.4	6.6	69
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	810	2.5	17.1	90	195	2.5	4.1	90	288	3.5	6.1	124	328	2.1	6.9	73
NBA PLAYOFF GAME -1 C	5127	910	2.9	17.7	93	204	2.7	4.0	87	276	3.3	5.4	109	429	2.7	8.4	88
NBC MAJOR LEAGUE PRE-GAME N	3945	518	1.6	13.1	69	*182	2.4	4.6	101	*103	1.2	2.6	53	*234	1.5	5.9	62
SPORTSWORLD - SUN N	3370	651	2.0	19.3	102	*126	1.6	3.7	82	209	2.5	6.2	126	316	2.0	9.4	98
SUNDAY MORNING C	4200	788	2.5	18.8	99	262	3.4	6.2	136	187	2.3	4.5	90	338	2.1	8.0	85

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(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	31912	100.0	19.0	100	7689	100.0	4.6	100	8254	100.0	4.9	100	15969	100.0	9.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	8605	27.0	16.5	86	2010	26.1	3.8	84	2236	27.1	4.3	87	4358	27.3	8.3	88
NETWORK AFFILIATES - LATE		39164	7003	21.9	17.9	94	1724	22.4	4.4	96	1768	21.4	4.5	92	3511	22.0	9.0	94
INDEPENDENTS - LATE		5133	1176	3.7	22.9	120	325	4.2	6.3	138	293	3.5	5.7	116	559	3.5	10.9	114
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3869	12.1	17.0	89	858	11.2	3.8	82	1094	13.3	4.8	97	1917	12.0	8.4	88
ABC MONDAY NIGHT MOVIE	A	11258	2081	6.5	18.5	97	495	6.4	4.4	96	539	6.5	4.8	97	1047	6.6	9.3	98
ABC SUNDAY NIGHT MOVIE	A	23600	4336	13.6	18.4	97	1157	15.0	4.9	107	1062	12.9	4.5	91	2117	13.3	9.0	94
ABC WORLD NEWS TONIGHT	A	12801	2162	6.8	16.9	89	476	6.2	3.7	81	594	7.2	4.6	94	1092	6.8	8.5	90
AFTERMASH	C	10966	1729	5.4	15.8	83	276	3.6	2.5	55	407	4.9	3.7	75	1045	6.5	9.5	100
ALICE	C	17050	2923	9.2	17.1	90	635	8.3	3.7	81	834	10.1	4.9	99	1454	9.1	8.5	90
AMERICAN PARADE	C	11998	2171	6.8	18.1	95	506	6.6	4.2	92	497	6.0	4.1	84	1168	7.3	9.7	102
BENSON	A	19258	3448	10.8	17.9	94	1026	13.3	5.3	116	783	9.5	4.1	83	1639	10.3	8.5	89
BLUE THUNDER	A	11478	1867	5.9	16.3	85	417	5.4	3.6	79	508	6.2	4.4	90	942	5.9	8.2	86
CAGNEY & LACEY	C	18263	3476	10.9	19.0	100	822	10.7	4.5	98	788	9.5	4.3	88	1865	11.7	10.2	107
CBS EVENING NEWS-DEAN	C	7733	1340	4.2	17.3	91	286	3.7	3.7	81	339	4.1	4.4	89	716	4.5	9.3	97
CBS EVENING NEWS-RATHER	C	15653	2864	9.0	18.3	96	586	7.6	3.7	82	731	8.9	4.7	95	1548	9.7	9.9	104
CBS SAT. NEWS-SCHIEFFER	C	8744	1432	4.5	16.4	86	305	4.0	3.5	76	349	4.2	4.0	81	778	4.9	8.9	93
CBS SATURDAY NIGHT MOVIE	C	12000	2249	7.0	18.7	99	572	7.4	4.8	104	551	6.7	4.6	93	1126	7.1	9.4	99
CBS WEDNESDAY NIGHT MOVIE	C	11522	2086	6.5	18.1	95	571	7.4	5.0	108	448	5.4	3.9	79	1067	6.7	9.3	97
CHEERS	N	16818	4038	12.7	24.0	126	968	12.6	5.8	126	990	12.0	5.9	120	2080	13.0	12.4	130
DALLAS	C	37510	6435	20.2	17.2	90	1673	21.8	4.5	97	1560	18.9	4.2	85	3202	20.1	8.5	90
DIFF'RENT STROKES	N	11258	1688	5.3	15.0	79	385	5.0	3.4	75	514	6.2	4.6	93	789	4.9	7.0	74
DOUBLE TROUBLE	N	12248	2276	7.1	18.6	98	619	8.1	5.1	110	647	7.8	5.3	107	1010	6.3	8.2	87
DUCK FACTORY	N	11100	2537	7.9	22.9	120	529	6.9	4.8	104	545	6.6	4.9	100	1464	9.2	13.2	139
DUKES OF HAZZARD	C	12353	1836	5.8	14.9	78	355	4.6	2.9	63	571	6.9	4.6	94	910	5.7	7.4	77
DYNASTY	A	33279	5934	18.6	17.8	94	1352	17.6	4.1	89	1592	19.3	4.8	97	2990	18.7	9.0	94
FACTS OF LIFE	N	13410	2361	7.4	17.6	93	691	9.0	5.2	112	577	7.0	4.3	87	1093	6.8	8.2	86
FALCON CREST	C	31093	5710	17.9	18.4	97	1534	20.0	4.9	108	1446	17.5	4.7	95	2729	17.1	8.8	92
FALL GUY	A	18649	3183	10.0	17.1	90	664	8.6	3.6	78	972	11.8	5.2	106	1547	9.7	8.3	87
FAMILY TIES	N	13101	2312	7.2	17.6	93	562	7.3	4.3	94	558	6.8	4.3	87	1192	7.5	9.1	96
FANTASY ISLAND	A	13069	2437	7.6	18.6	98	624	8.1	4.8	104	741	9.0	5.7	115	1072	6.7	8.2	86
FOULUPS,BLEEPS & BLUNDERS	A	16588	2918	9.1	17.6	92	770	10.0	4.6	101	717	8.7	4.3	88	1430	9.0	8.6	91
FOUR SEASONS	C	9302	1566	4.9	16.8	88	313	4.1	3.4	73	360	4.4	3.9	79	893	5.6	9.6	101
GIMME A BREAK	N	13955	2035	6.4	14.6	77	543	7.1	3.9	85	528	6.4	3.8	77	964	6.0	6.9	73
HART TO HART	A	15735	2805	8.8	17.8	94	703	9.1	4.5	97	752	9.1	4.8	97	1350	8.5	8.6	90
HILL STREET BLUES	N	18257	4066	12.7	22.3	117	1008	13.1	5.5	120	977	11.8	5.4	109	2081	13.0	11.4	120
HOTEL	A	24236	4173	13.1	17.2	90	1097	14.3	4.5	99	1146	13.9	4.7	96	1930	12.1	8.0	84
JEFFERSONS	C	17010	2828	8.9	16.6	87	650	8.5	3.8	83	838	10.2	4.9	100	1341	8.4	7.9	83
JENNIFER SLEPT HERE	N	9397	1561	4.9	16.6	87	394	5.1	4.2	91	450	5.5	4.8	97	716	4.5	7.6	80
KATE & ALLIE	C	16762	3278	10.3	19.6	103	742	9.7	4.4	97	715	8.7	4.3	87	1821	11.4	10.9	114
KNIGHT RIDER	N	13164	2531	7.9	19.2	101	644	8.4	4.9	107	743	9.0	5.6	115	1143	7.2	8.7	91
LOVE BOAT	A	20400	3504	11.0	17.2	90	997	13.0	4.9	107	937	11.4	4.6	93	1571	9.8	7.7	81
MAGNUM PI	C	22543	4115	12.9	18.3	96	878	11.4	3.9	85	1011	12.2	4.5	91	2226	13.9	9.9	104
MAMA'S FAMILY	N	9852	1721	5.4	17.5	92	399	5.2	4.0	88	483	5.9	4.9	100	839	5.3	8.5	89
MASTER, THE	N	8082	1494	4.7	18.5	97	268	3.5	3.3	72	429	5.2	5.3	108	798	5.0	9.9	104
MATT HOUSTON	A	12881	2312	7.2	17.9	94	384	5.0	3.0	65	686	8.3	5.3	108	1242	7.8	9.6	101
NBC MONDAY NIGHT MOVIE	N	23889	4921	15.4	20.6	108	1121	14.6	4.7	102	1168	14.2	4.9	99	2632	16.5	11.0	116
NBC NIGHTLY NEWS	N	11156	1807	5.7	16.2	85	455	5.9	4.1	89	383	4.6	3.4	70	969	6.1	8.7	91
NBC NIGHTLY NEWS-SAT	N	7363	1162	3.6	15.8	83	284	3.7	3.9	84	293	3.5	4.0	81	585	3.7	7.9	83
NBC NIGHTLY NEWS-SUN	N	6214	1141	3.6	18.4	97	268	3.5	4.3	94	277	3.4	4.5	91	596	3.7	9.6	101
NBC SUNDAY NIGHT MOVIE	N	17590	3851	12.1	21.9	115	947	12.3	5.4	117	840	10.2	4.8	97	2063	12.9	11.7	123
NEWHART	C	16740	3199	10.0	19.1	100	762	9.9	4.6	99	773	9.4	4.6	94	1665	10.4	9.9	104
ONE DAY AT A TIME	C	11820	2071	6.5	17.5	92	514	6.7	4.3	95	513	6.2	4.3	88	1044	6.5	8.8	93
PEOPLE ARE FUNNY	N	9138	1546	4.8	16.9	89	398	5.2	4.4	95	394	4.8	4.3	88	754	4.7	8.3	87
REAL PEOPLE	N	15979	2391	7.5	15.0	79	559	7.3	3.5	76	607	7.4	3.8	77	1225	7.7	7.7	81
REMINGTON STEELE	N	14395	2811	8.8	19.5	103	717	9.3	5.0	109	709	8.6	4.9	100	1385	8.7	9.6	101
RIPLEY'S BELIEVE IT - NOT	A	11362	2211	6.9	19.5	102	399	5.2	3.5	77	634	7.7	5.6	113	1178	7.4	10.4	109
RIPTIDE	N	13920	2365	7.4	17.0	89	491	6.4	3.5	77	667	8.1	4.8	97	1207	7.6	8.7	91
SCARECROW & MRS. KING	C	17571	3323	10.4	18.9	99	848	11.0	4.8	105	740	9.0	4.2	86	1734	10.9	9.9	104
SIMON & SIMON	C	20208	3486	10.9	17.3	91	767	10.0	3.8	83	877	10.6	4.3	88	1843	11.5	9.1	96
60 MINUTES	C	27668	5352	16.8	19.3	102	1299	16.9	4.7	102	1369	16.6	4.9	101	2685	16.8	9.7	102
ST. ELSEWHERE	N	13699	2947	9.2	21.5	113	715	9.3	5.2	114	623	7.5	4.5	92	1609	10.1	11.7	123
THREE'S COMPANY	A	20632	3667	11.5	17.8	93	1077	14.0	5.2	114	931	11.3	4.5	92	1659	10.4	8.0	84
T.J. HOOKER	A	17136	2829	8.9	16.5	87	642	8.3	3.7	82	775	9.4	4.5	92	1412	8.8	8.2	87
TONIGHT SHOW	N	4963	1008	3.2	20.3	107	187	2.4	3.8	82	204	2.5	4.1	84	616	3.9	12.4	130
TRAPPER JOHN, M.D.	C	16332	2716	8.5	16.6	87	714	9.3	4.4	95	684	8.3	4.2	85	1318	8.3	8.1	85
TV BLOOPERS & PRAC. JOKES	N	18881	3228	10.1	17.1	90	689	9.0	3.6	80	797	9.7	4.2	86	1743	10.9	9.2	97
20/20	A	18315	3172	9.9	17.3	91	759	9.9	4.1	90	817	9.9	4.5	91	1596	10.0	8.7	92
WEBSTER	A	18722	3436	10.8	18.4	96	1027	13.4	5.5	120	819	9.9	4.4	89	1589	10.0	8.5	89
WORLD NEWS - SUN	A	5327	848	2.7	15.9	84	*190	2.5	3.6	78	241	2.9	4.5	92	418	2.6	7.8	82
YELLOW ROSE	N	8370	1246	3.9	14.9	78	207	2.7	2.5	54	373	4.5	4.5	91	666	4.2	8.0	84
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4709	14.8	18.2	96	1077	14.0	4.2	91	1252	15.2	4.8	98	2379	14.9	9.2	97
BASKETBALL - COLLEGE GAMES		14468	2887	9.0	20.0	105	631	8.2	4.4	95	874	10.6	6.0	123	1383	8.7	9.6	100
BASKETBALL - PRO GAMES		12124	2226	7.0	18.4	97	587	7.6	4.8	106	497	6.0	4.1	83	1142	7.2	9.4	99
BOWLING		9412	1266	4.0	13.5	71	*309	4.0	3.3	72	*383	4.6	4.1	83	574	3.6	6.1	64
BOXING		15409	3087	9.7	20.0	105	870	11.3	5.6	123	775	9.4	5.0	102	1441	9.0	9.4	98
FOOTBALL - COLLEGE GAMES		21400	4272	13.4	20.0	105	1065	13.9	5.0	109	1047	12.7	4.9	99	2160	13.5	10.1	106
FOOTBALL - PRO GAMES		35944	7855	24.6	21.9	115	1716	22.3	4.8	104	1977	24.0	5.5	112	4162	26.1	11.6	122
GOLF		9759	2539	8.0	26.0	137	655	8.5	6.7	146	573	6.9	5.9	119	1311	8.2	13.4	141
POST-SEASON COLL. FOOTBALL		18123	3958	12.4	21.8	115	940	12.2	5.2	113	906	11.0	5.0	102	2113	13.2	11.7	122
POST-SEASON PRO FOOTBALL		22091	5038	15.8	22.8	120	1052	13.7	4.8	104	1171	14.2	5.3	108	2816	17.6	12.7	134
TENNIS		6764	1822	5.7	26.9	142	403	5.2	6.0	130	419	5.1	6.2	126	1001	6.3	14.8	155
WRESTLING - PROFESSIONAL		9695	1245	3.9	12.8	67	*339	4.4	3.5	76	*268	3.2	2.8	56	639	4.0	6.6	69

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE - TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	14018	100.0	17.7	100	3576	100.0	4.5	100	3693	100.0	4.7	100	6750	100.0	8.5	100
HOUSEHOLD HEADS	66405	11890	84.8	17.9	101	3107	86.9	4.7	104	3177	86.0	4.8	103	5607	83.1	8.4	99
18 - 24	13945	2379	17.0	17.1	96	582	16.3	4.2	93	*667	18.1	4.8	103	1131	16.8	8.1	95
25 - 34	19334	4050	28.9	20.9	118	786	22.0	4.1	90	1085	29.4	5.6	120	2179	32.3	11.3	132
35 - 44	14196	2881	20.6	20.3	115	655	18.3	4.6	102	651	17.6	4.6	98	1576	23.3	11.1	130
45 - 54	10896	2246	16.0	20.6	117	655	18.3	6.0	133	618	16.7	5.7	122	973	14.4	8.9	105
55 - 64	10378	1491	10.6	14.4	81	501	14.0	4.8	107	352	9.5	3.4	73	639	9.5	6.2	72
65 OR OLDER	10514	972	6.9	9.2	52	398	11.1	3.8	84	321	8.7	3.1	66	*253	3.7	2.4	28
18 - 34	33279	6428	45.9	19.3	109	1368	38.3	4.1	91	1751	47.4	5.3	113	3310	49.0	9.9	117
18 - 49	52904	10424	74.4	19.7	111	2429	67.9	4.6	102	2710	73.4	5.1	110	5286	78.3	10.0	117
25 - 54	44426	9176	65.5	20.7	117	2096	58.6	4.7	105	2354	63.7	5.3	114	4727	70.0	10.6	125
35 - 49	19625	3996	28.5	20.4	115	1061	29.7	5.4	120	959	26.0	4.9	105	1976	29.3	10.1	118
50 OR OLDER	26359	3594	25.6	13.6	77	1147	32.1	4.4	96	983	26.6	3.7	80	1464	21.7	5.6	65
GRADUATED COLLEGE	15982	4730	33.7	29.6	167	1111	31.1	7.0	154	1401	37.9	8.8	188	2219	32.9	13.9	163
ATTENDED COLLEGE	13629	3298	23.5	24.2	137	831	23.2	6.1	135	780	21.1	5.7	123	1687	25.0	12.4	145
GRADUATED HIGH SCHOOL	28591	4121	29.4	14.4	81	1036	29.0	3.6	80	1022	27.7	3.6	77	2062	30.5	7.2	85
DID NOT GRADUATE HIGH SCHOOL	21061	1869	13.3	8.9	50	597	16.7	2.8	63	*489	13.2	2.3	50	782	11.6	3.7	44
EMPLOYED FULL-TIME	52316	10632	75.8	20.3	115	2607	72.9	5.0	110	2636	71.4	5.0	108	5390	79.9	10.3	121
EMPLOYED PART-TIME	4113	850	6.1	20.7	117	**218	6.1	5.3	117	**218	5.9	5.3	114	*414	6.1	10.1	118
NOT EMPLOYED	22834	2536	18.1	11.1	63	751	21.0	3.3	73	839	22.7	3.7	79	946	14.0	4.1	49
PROFESSIONAL/MANAGER	15034	4486	32.0	29.8	169	1073	30.0	7.1	158	1278	34.6	8.5	182	2135	31.6	14.2	167
TECH/CLERICAL/SALES	11255	2464	17.6	21.9	124	420	11.7	3.7	83	600	16.2	5.3	114	1444	21.4	12.8	151
PRECISION/CRAFT	11607	1764	12.6	15.2	86	537	15.0	4.6	103	444	12.0	3.8	82	783	11.6	6.7	79
OTHER EMPLOYED	18534	2769	19.8	14.9	84	795	22.2	4.3	95	532	14.4	2.9	62	1442	21.4	7.8	91
SINGLE	19562	3665	26.1	18.7	106	942	26.3	4.8	107	985	26.7	5.0	108	1739	25.8	8.9	104
MARRIED	51896	9054	64.6	17.4	99	2268	63.4	4.4	97	2297	62.2	4.4	95	4488	66.5	8.6	102
DIVORCED/SEPARATED/WIDOWED	7804	1299	9.3	16.6	94	*365	10.2	4.7	104	411	11.1	5.3	113	523	7.7	6.7	79
PARENTS	25372	4646	33.1	18.3	104	1020	28.5	4.0	89	1173	31.8	4.6	99	2453	36.3	9.7	114
WHITE	69658	12549	89.5	18.0	102	3031	84.8	4.4	96	3334	90.3	4.8	103	6184	91.6	8.9	104
BLACK	7909	1198	8.5	15.1	86	494	13.8	6.2	138	*261	7.1	3.3	71	443	6.6	5.6	66
OTHER	1696	*271	1.9	16.0	90	**51	1.4	3.0	67	**97	2.6	5.7	123	**123	1.8	7.3	85
NORTHEAST-CENSUS	17202	4504	32.1	26.2	148	1383	38.7	8.0	178	1123	30.4	6.5	140	1999	29.6	11.6	136
NORTH CENTRAL	20461	3303	23.6	16.1	91	744	20.8	3.6	81	1013	27.4	5.0	106	1546	22.9	7.6	89
SOUTH	26695	3403	24.3	12.7	72	910	25.4	3.4	76	889	24.1	3.3	71	1603	23.7	6.0	71
WEST	14906	2808	20.0	18.8	107	538	15.0	3.6	80	668	18.1	4.5	96	1602	23.7	10.7	126
NORTHEAST-MKTG.	17962	4682	33.4	26.1	147	1585	44.3	8.8	196	1192	32.3	6.6	142	1906	28.2	10.6	125
EAST CENTRAL	11741	1824	13.0	15.5	88	437	12.2	3.7	82	559	15.1	4.8	102	828	12.3	7.1	83
WEST CENTRAL	13518	2495	17.8	18.5	104	*474	13.3	3.5	78	727	19.7	5.4	115	1294	19.2	9.6	112
SOUTH	23168	2626	18.7	11.3	64	600	16.8	2.6	57	637	17.2	2.7	59	1389	20.6	6.0	70
PACIFIC	12874	2391	17.1	18.6	105	480	13.4	3.7	83	578	15.7	4.5	96	1333	19.7	10.4	122
COUNTY SIZE A	32596	7163	51.1	22.0	124	2041	57.1	6.3	139	1924	52.1	5.9	127	3198	47.4	9.8	115
COUNTY SIZE B	23814	4097	29.2	17.2	97	895	25.0	3.8	83	1062	28.8	4.5	96	2140	31.7	9.0	106
COUNTY SIZE C	12663	1995	14.2	15.8	89	*386	10.8	3.0	68	*557	15.1	4.4	94	1052	15.6	8.3	98
COUNTY SIZE D	10190	763	5.4	7.5	42	*253	7.1	2.5	55	**149	4.0	1.5	31	*360	5.3	3.5	41
METRO CENTRAL CITY	23190	4844	34.6	20.9	118	1395	39.0	6.0	133	1262	34.2	5.4	117	2186	32.4	9.4	111
METRO SUBURBAN	36920	6780	48.4	18.4	104	1513	42.3	4.1	91	1808	49.0	4.9	105	3460	51.3	9.4	110
NON METRO	19152	2394	17.1	12.5	71	668	18.7	3.5	77	*623	16.9	3.3	70	1104	16.4	5.8	68
TOP 5 ADI'S	18703	4306	30.7	23.0	130	1340	37.5	7.2	159	1109	30.0	5.9	127	1857	27.5	9.9	117
TOP 10 ADI'S	26158	6043	43.1	23.1	131	1915	53.6	7.3	162	1612	43.7	6.2	132	2517	37.3	9.6	113
TOP 20 ADI'S	36612	7858	56.1	21.5	121	2294	64.1	6.3	139	1985	53.8	5.4	116	3579	53.0	9.8	115
HSHLD INC. $50,000 OR MORE	9326	2600	18.5	27.9	158	617	17.3	6.6	147	642	17.4	6.9	148	1341	19.9	14.4	169
$40,000 OR MORE	18002	4557	32.5	25.3	143	1079	30.2	6.0	133	1177	31.9	6.5	140	2301	34.1	12.8	150
$30,000 OR MORE	31361	7397	52.8	23.6	133	1675	46.8	5.3	118	1958	53.0	6.2	134	3765	55.8	12.0	141
$25,000 OR MORE	39858	9076	64.7	22.8	129	2119	59.3	5.3	118	2427	65.7	6.1	131	4530	67.1	11.4	133
$20,000 - $24,999	8664	1339	9.6	15.5	87	*389	10.9	4.5	100	*291	7.9	3.4	72	660	9.8	7.6	89
$15,000 - $19,999	7964	1196	8.5	15.0	85	*341	9.5	4.3	95	*222	6.0	2.8	60	633	9.4	7.9	93
$10,000 - $14,999	11093	1251	8.9	11.3	64	422	11.8	3.8	84	*419	11.3	3.8	81	410	6.1	3.7	43
UNDER $10,000	11683	1156	8.2	9.9	56	*306	8.6	2.6	58	*334	9.0	2.9	61	*517	7.7	4.4	52
HOUSEHOLD OF 1 PERSON	7453	1476	10.5	19.8	112	521	14.6	7.0	155	391	10.6	5.2	113	564	8.4	7.6	89
2 PEOPLE	24757	4430	31.6	17.9	101	1096	30.6	4.4	98	1255	34.0	5.1	109	2079	30.8	8.4	99
3 OR 4 PEOPLE	32682	5809	41.4	17.8	101	1381	38.6	4.2	94	1502	40.7	4.6	99	2926	43.3	9.0	105
5 OR MORE PEOPLE	14370	2304	16.4	16.0	91	*577	16.1	4.0	89	*545	14.8	3.8	81	1181	17.5	8.2	97
NO CHILD IN HSHLD	46768	8353	59.6	17.9	101	2318	64.8	5.0	110	2144	58.1	4.6	98	3892	57.7	8.3	98
CHILD(REN) UNDER 2 YRS	4799	761	5.4	15.9	90	**84	2.3	1.8	39	**201	5.4	4.2	90	*476	7.1	9.9	116
2 - 5 YEARS	11125	2018	14.4	18.1	103	*330	9.2	3.0	66	539	14.6	4.8	104	1149	17.0	10.3	121
6 - 11 YEARS	14193	2458	17.5	17.3	98	648	18.1	4.6	101	605	16.4	4.3	91	1205	17.9	8.5	100
12 - 17 YEARS	17402	2814	20.1	16.2	91	756	21.1	4.3	96	810	21.9	4.7	100	1248	18.5	7.2	84
RESIDENCE OWNED	56398	9692	69.1	17.2	97	2368	66.2	4.2	93	2651	71.8	4.7	101	4673	69.2	8.3	97
VALUE: $50,000 OR MORE	34811	7368	52.6	21.2	120	1857	51.9	5.3	118	2024	54.8	5.8	125	3487	51.7	10.0	118
VALUE: UNDER $50,000	21587	2324	16.6	10.8	61	*511	14.3	2.4	52	627	17.0	2.9	62	1186	17.6	5.5	65

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES		79263	14018	100.0	17.7	100	3576	100.0	4.5	100	3693	100.0	4.7	100	6750	100.0	8.5	100
MAGAZINES	QUINTILE 1	16033	4265	30.4	26.6	150	819	22.9	5.1	113	1076	29.1	6.7	144	2370	35.1	14.8	174
	QUINTILE 2	15354	3457	24.7	22.5	127	1007	28.2	6.6	145	892	24.2	5.8	125	1558	23.1	10.1	119
	QUINTILE 3	15888	2436	17.4	15.3	87	691	19.3	4.3	96	796	21.6	5.0	108	950	14.1	6.0	70
	QUINTILE 4	17310	2354	16.8	13.6	77	554	15.5	3.2	71	519	14.1	3.0	64	1281	19.0	7.4	87
	QUINTILE 5	14677	1506	10.7	10.3	58	506	14.1	3.4	76	*409	11.1	2.8	60	591	8.8	4.0	47
NEWSPAPERS	QUINTILE 1	15277	4032	28.8	26.4	149	1032	28.9	6.8	150	1071	29.0	7.0	150	1929	28.6	12.6	148
	QUINTILE 2	22745	4279	30.5	18.8	106	1087	30.4	4.8	106	1144	31.0	5.0	108	2049	30.4	9.0	106
	QUINTILE 3	10692	1664	11.9	15.6	88	537	15.0	5.0	111	*333	9.0	3.1	67	795	11.8	7.4	87
	QUINTILE 4	11646	1929	13.8	16.6	94	397	11.1	3.4	76	531	14.4	4.6	98	1000	14.8	8.6	101
	QUINTILE 5	18903	2114	15.1	11.2	63	524	14.7	2.8	61	613	16.6	3.2	70	977	14.5	5.2	61
OUTDOOR	QUINTILE 1	16620	3207	22.9	19.3	109	758	21.2	4.6	101	757	20.5	4.6	98	1692	25.1	10.2	120
	QUINTILE 2	16377	3195	22.8	19.5	110	663	18.5	4.0	90	888	24.0	5.4	116	1643	24.3	10.0	118
	QUINTILE 3	15995	2785	19.9	17.4	98	813	22.7	5.1	113	772	20.9	4.8	104	1200	17.8	7.5	88
	QUINTILE 4	15592	2540	18.1	16.3	92	645	18.0	4.1	92	517	14.0	3.3	71	1379	20.4	8.8	104
	QUINTILE 5	14679	2291	16.3	15.6	88	697	19.5	4.7	105	759	20.6	5.2	111	836	12.4	5.7	67
RADIO-DRIVE TIME	QUINTILE 1	15746	2854	20.4	18.1	102	613	17.1	3.9	86	739	20.0	4.7	101	1503	22.3	9.5	112
	QUINTILE 2	15067	2689	19.2	17.8	101	640	17.9	4.2	94	762	20.6	5.1	109	1287	19.1	8.5	100
	QUINTILE 3	15631	3029	21.6	19.4	110	732	20.5	4.7	104	711	19.3	4.5	98	1586	23.5	10.1	119
	QUINTILE 4	16245	3288	23.5	20.2	114	862	24.1	5.3	118	900	24.4	5.5	119	1527	22.6	9.4	110
	QUINTILE 5	16573	2157	15.4	13.0	74	729	20.4	4.4	97	581	15.7	3.5	75	847	12.5	5.1	60
RADIO-MID-DAY	TERCILE 1	21788	4100	29.2	18.8	106	1016	28.4	4.7	103	1190	32.2	5.5	117	1895	28.1	8.7	102
	TERCILE 2	21151	3392	24.2	16.0	91	892	24.9	4.2	93	857	23.2	4.1	87	1643	24.3	7.8	91
	TERCILE 3	36323	6526	46.6	18.0	102	1668	46.6	4.6	102	1646	44.6	4.5	97	3212	47.6	8.8	104
RADIO-TOTAL	QUINTILE 1	15977	3173	22.6	19.9	112	722	20.2	4.5	100	822	22.3	5.1	110	1629	24.1	10.2	120
	QUINTILE 2	15923	2711	19.3	17.0	96	681	19.0	4.3	95	695	18.8	4.4	94	1335	19.8	8.4	98
	QUINTILE 3	14980	2920	20.8	19.5	110	726	20.3	4.8	107	787	21.3	5.3	113	1408	20.9	9.4	110
	QUINTILE 4	17123	3036	21.7	17.7	100	805	22.5	4.7	104	797	21.6	4.7	100	1434	21.2	8.4	98
	QUINTILE 5	15260	2177	15.5	14.3	81	642	18.0	4.2	93	592	16.0	3.9	83	944	14.0	6.2	73
TV-PRIME TIME	QUINTILE 1	15674	2642	18.8	16.9	95	694	19.4	4.4	98	776	21.0	5.0	106	1172	17.4	7.5	88
	QUINTILE 2	15944	2834	20.2	17.8	101	794	22.2	5.0	110	652	17.7	4.1	88	1388	20.6	8.7	102
	QUINTILE 3	16037	2920	20.8	18.2	103	615	17.2	3.8	85	652	17.7	4.1	87	1654	24.5	10.3	121
	QUINTILE 4	15412	2889	20.6	18.7	106	832	23.3	5.4	120	825	22.3	5.4	115	1232	18.3	8.0	94
	QUINTILE 5	16194	2733	19.5	16.9	95	642	18.0	4.0	88	788	21.3	4.9	104	1303	19.3	8.0	94
TV-DAYTIME	TERCILE 1	19156	2555	18.2	13.3	75	727	20.3	3.8	84	661	17.9	3.5	74	1166	17.3	6.1	71
	TERCILE 2	19343	3258	23.2	16.8	95	911	25.5	4.7	104	802	21.7	4.1	89	1545	22.9	8.0	94
	TERCILE 3	40764	8205	58.5	20.1	114	1938	54.2	4.8	105	2229	60.4	5.5	117	4038	59.8	9.9	116
TV-TOTAL	QUINTILE 1	15844	2450	17.5	15.5	87	694	19.4	4.4	97	697	18.9	4.4	94	1059	15.7	6.7	78
	QUINTILE 2	15767	2634	18.8	16.7	94	681	19.0	4.3	96	597	16.2	3.8	81	1356	20.1	8.6	101
	QUINTILE 3	15775	2742	19.6	17.4	98	857	24.0	5.4	120	712	19.3	4.5	97	1173	17.4	7.4	87
	QUINTILE 4	15903	3366	24.0	21.2	120	671	18.8	4.2	94	883	23.9	5.6	119	1813	26.9	11.4	134
	QUINTILE 5	15974	2825	20.2	17.7	100	672	18.8	4.2	93	804	21.8	5.0	108	1349	20.0	8.4	99
MAGAZINES-NEWSPAPERS: DUAL		21225	5522	39.4	26.0	147	1405	39.3	6.6	147	1427	38.6	6.7	144	2690	39.9	12.7	149
MAGAZINE IMPERATIVE		17728	3170	22.6	17.9	101	721	20.2	4.1	90	846	22.9	4.8	102	1604	23.8	9.0	106
NEWSPAPER IMPERATIVE		22987	3501	25.0	15.2	86	981	27.4	4.3	95	936	25.3	4.1	87	1584	23.5	6.9	81
MAGAZINES-OUTDOOR: DUAL		16244	3930	28.0	24.2	137	746	20.9	4.6	102	1112	30.1	6.8	147	2072	30.7	12.8	150
MAGAZINE IMPERATIVE		24016	5152	36.8	21.5	121	1458	40.8	6.1	135	1363	36.9	5.7	122	2330	34.5	9.7	114
OUTDOOR IMPERATIVE		26020	3673	26.2	14.1	80	1039	29.1	4.0	89	902	24.4	3.5	74	1732	25.7	6.7	78
MAGAZINES-RADIO: DUAL		16918	3885	27.7	23.0	130	941	26.3	5.6	123	964	26.1	5.7	122	1981	29.3	11.7	137
MAGAZINE IMPERATIVE		23456	5155	36.8	22.0	124	1310	36.6	5.6	124	1397	37.8	6.0	128	2448	36.3	10.4	123
RADIO IMPERATIVE		23900	3368	24.0	14.1	80	825	23.1	3.5	77	934	25.3	3.9	84	1608	23.8	6.7	79
MAGAZINES-TELEVISION: DUAL		15791	3425	24.4	21.7	123	934	26.1	5.9	131	893	24.2	5.7	121	1599	23.7	10.1	119
MAGAZINE IMPERATIVE		25476	5930	42.3	23.3	132	1357	37.9	5.3	118	1583	42.9	6.2	133	2990	44.3	11.7	138
TELEVISION IMPERATIVE		25744	3030	21.6	11.8	67	921	25.8	3.6	79	750	20.3	2.9	63	1358	20.1	5.3	62
NEWSPAPERS-OUTDOOR: DUAL		17628	3829	27.3	21.7	123	842	23.5	4.8	106	1094	29.6	6.2	133	1893	28.0	10.7	126
NEWSPAPER IMPERATIVE		26414	5221	37.2	19.8	112	1558	43.6	5.9	131	1256	34.0	4.8	102	2408	35.7	9.1	107
OUTDOOR IMPERATIVE		23059	3561	25.4	15.4	87	836	23.4	3.6	80	834	22.6	3.6	78	1892	28.0	8.2	96
NEWSPAPERS-RADIO: DUAL		17996	4038	28.8	22.4	127	988	27.6	5.5	122	1047	28.4	5.8	125	2003	29.7	11.1	131
NEWSPAPER IMPERATIVE		26269	5260	37.5	20.0	113	1501	42.0	5.7	127	1327	35.9	5.1	108	2432	36.0	9.3	109
RADIO IMPERATIVE		21342	3080	22.0	14.4	82	655	18.3	3.1	68	839	22.7	3.9	84	1586	23.5	7.4	87
NEWSPAPERS-TELEVISION: DUAL		17359	3150	22.5	18.1	103	905	25.3	5.2	116	770	20.9	4.4	95	1475	21.9	8.5	100
NEWSPAPER IMPERATIVE		26889	6266	44.7	23.3	132	1556	43.5	5.8	128	1670	45.2	6.2	133	3040	45.0	11.3	133
TELEVISION IMPERATIVE		21698	2867	20.5	13.2	75	758	21.2	3.5	77	710	19.2	3.3	70	1399	20.7	6.4	76
OUTDOOR-RADIO: DUAL		16456	3197	22.8	19.4	110	752	21.0	4.6	101	828	22.4	5.0	108	1616	23.9	9.8	115
OUTDOOR IMPERATIVE		25870	4653	33.2	18.0	102	1139	31.9	4.4	98	1181	32.0	4.6	98	2334	34.6	9.0	106
RADIO IMPERATIVE		23943	4278	30.5	17.9	101	1125	31.5	4.7	104	1133	30.7	4.7	102	2020	29.9	8.4	99
OUTDOOR-TELEVISION: DUAL		15918	2871	20.5	18.0	102	663	18.5	4.2	92	793	21.5	5.0	107	1416	21.0	8.9	104
OUTDOOR IMPERATIVE		26398	5307	37.9	20.1	114	1216	34.0	4.6	102	1347	36.5	5.1	110	2745	40.7	10.4	122
TELEVISION IMPERATIVE		24851	3667	26.2	14.8	83	1184	33.1	4.8	106	939	25.4	3.8	81	1544	22.9	6.2	73
RADIO-TELEVISION: DUAL		15584	2580	18.4	16.6	94	663	18.5	4.3	94	654	17.7	4.2	90	1262	18.7	8.1	95
RADIO IMPERATIVE		25472	5049	36.0	19.8	112	1182	33.1	4.6	103	1369	37.1	5.4	115	2499	37.0	9.8	115
TELEVISION IMPERATIVE		25578	4096	29.2	16.0	91	1187	33.2	4.6	103	1067	28.9	4.2	90	1842	27.3	7.2	85

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE - TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	14018	100.0	17.7	100	3576	100.0	4.5	100	3693	100.0	4.7	100	6750	100.0	8.5	100
ATLANTIC MONTHLY	452	*144	1.0	31.9	180	**26	0.7	5.8	127	**40	1.1	8.8	190	**78	1.2	17.3	203
BARRON'S	1058	303	2.2	28.6	162	**54	1.5	5.1	113	*93	2.5	8.8	189	*156	2.3	14.7	173
BETTER HOMES & GARDENS	4773	1112	7.9	23.3	132	230	6.4	4.8	107	241	6.5	5.0	108	641	9.5	13.4	158
BON APPETIT	1037	458	3.3	44.2	250	*142	4.0	13.7	304	*152	4.1	14.7	315	*164	2.4	15.8	186
BUSINESS WEEK	3193	813	5.8	25.5	144	211	5.9	6.6	146	211	5.7	6.6	142	392	5.8	12.3	144
CAR AND DRIVER	2705	786	5.6	29.1	164	*186	5.2	6.9	152	*297	8.0	11.0	236	303	4.5	11.2	132
CBS MAGAZINE NETWORK (GROSS)	5678	1593	11.4	28.1	159	286	8.0	5.0	112	548	14.8	9.7	207	759	11.2	13.4	157
CHANGING TIMES	1847	496	3.5	26.9	152	*95	2.7	5.1	114	**129	3.5	7.0	150	272	4.0	14.7	173
COLONIAL HOMES	492	*150	1.1	30.5	172	**29	0.8	5.9	131	**62	1.7	12.6	270	**59	0.9	12.0	141
CONDE NAST MAG. PKG. (GROSS)	2066	542	3.9	26.2	148	*94	2.6	4.5	101	**122	3.3	5.9	127	*326	4.8	15.8	185
CONSUMERS DIGEST	1719	399	2.8	23.2	131	**34	1.0	2.0	44	*101	2.7	5.9	126	*264	3.9	15.4	180
COSMOPOLITAN	1762	468	3.3	26.6	150	**94	2.6	5.3	118	**97	2.6	5.5	118	*277	4.1	15.7	185
COUNTRY LIVING	1110	*203	1.4	18.3	103	**39	1.1	3.5	78	**67	1.8	6.0	130	**97	1.4	8.7	103
CUISINE	660	268	1.9	40.6	230	**64	1.8	9.7	215	*82	2.2	12.4	267	*122	1.8	18.5	217
CYCLE WORLD	1924	348	2.5	18.1	102	**57	1.6	3.0	66	**119	3.2	6.2	133	*172	2.5	8.9	105
DCI:CREATIVE IDEAS FOR LIV	437	**112	0.8	25.6	145	**15	0.4	3.4	76	**22	0.6	5.0	108	**75	1.1	17.2	202
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	529	3.8	21.2	120	**77	2.2	3.1	69	*140	3.8	5.6	121	312	4.6	12.5	147
DISCOVER	1279	326	2.3	25.5	144	**52	1.5	4.1	90	**92	2.5	7.2	154	*182	2.7	14.2	167
EBONY	2898	534	3.8	18.4	104	*195	5.5	6.7	149	**113	3.1	3.9	84	*226	3.3	7.8	92
ESQUIRE	1384	397	2.8	28.7	162	**88	2.5	6.4	141	*112	3.0	8.1	174	*197	2.9	14.2	167
ESSENCE	850	*219	1.6	25.8	146	**62	1.7	7.3	162	**64	1.7	7.5	162	**93	1.4	10.9	128
FAMILY CIRCLE	2430	495	3.5	20.4	115	*148	4.1	6.1	135	*117	3.2	4.8	103	230	3.4	9.5	111
THE FAMILY HANDYMAN	2356	476	3.4	20.2	114	**69	1.9	2.9	65	*153	4.1	6.5	139	254	3.8	10.8	127
FAMILY WEEKLY	11533	1893	13.5	16.4	93	387	10.8	3.4	74	444	12.0	3.8	83	1063	15.7	9.2	108
FIELD & STREAM	7444	1137	8.1	15.3	86	*190	5.3	2.6	57	223	6.0	3.0	64	724	10.7	9.7	114
FOOD & WINE	416	*188	1.3	45.2	256	**41	1.1	9.9	218	**36	1.0	8.7	186	**111	1.6	26.7	313
FORBES	1865	600	4.3	32.2	182	*142	4.0	7.6	169	140	3.8	7.5	161	319	4.7	17.1	201
FORTUNE	1849	697	5.0	37.7	213	174	4.9	9.4	209	173	4.7	9.4	201	350	5.2	18.9	222
GENTLEMEN'S QUARTERLY	2284	768	5.5	33.6	190	*164	4.6	7.2	159	*125	3.4	5.5	117	479	7.1	21.0	246
GLAMOUR	538	*168	1.2	31.2	177	**17	0.5	3.2	70	**36	1.0	6.7	144	**115	1.7	21.4	251
GOLF DIGEST	1649	418	3.0	25.3	143	**91	2.5	5.5	122	*142	3.8	8.6	185	*186	2.8	11.3	132
GOLF DIGEST/TENNIS (GROSS)	2294	619	4.4	27.0	153	*114	3.2	5.0	110	189	5.1	8.2	177	316	4.7	13.8	162
GOLF MAGAZINE	1577	455	3.2	28.9	163	**75	2.1	4.8	105	*152	4.1	9.6	207	228	3.4	14.5	170
GOLF MAGAZINE/SKI (GROSS)	2487	756	5.4	30.4	172	*114	3.2	4.6	102	278	7.5	11.2	240	364	5.4	14.6	172
GOOD HOUSEKEEPING	2569	500	3.6	19.5	110	*82	2.3	3.2	71	*98	2.7	3.8	82	320	4.7	12.5	146
HARPER'S BAZAAR	431	**150	1.1	34.8	197	**24	0.7	5.6	123	**45	1.2	10.4	224	**81	1.2	18.8	221
HEALTH	788	*157	1.1	19.9	113	**40	1.1	5.1	113	**35	0.9	4.4	95	**83	1.2	10.5	124
HEARST MAG CORP. BUY (GROSS)	18781	4248	30.3	22.6	128	767	21.4	4.1	91	1017	27.5	5.4	116	2465	36.5	13.1	154
HEARST MAN POWER (GROSS)	9169	1866	13.3	20.4	115	366	10.2	4.0	88	412	11.2	4.5	96	1088	16.1	11.9	139
HEARST WOMAN POWER (GROSS)	5452	1198	8.5	22.0	124	211	5.9	3.9	86	258	7.0	4.7	102	728	10.8	13.4	157
HOUSE BEAUTIFUL	1020	274	2.0	26.9	152	**53	1.5	5.2	115	**78	2.1	7.6	164	**143	2.1	14.0	165
INC.	993	328	2.3	33.0	187	**88	2.5	8.9	196	*101	2.7	10.2	218	*139	2.1	14.0	164
JET	2808	474	3.4	16.9	95	*221	6.2	7.9	174	**91	2.5	3.2	70	*162	2.4	5.8	68
LADIES' HOME JOURNAL	1868	393	2.8	21.0	119	**41	1.1	2.2	49	*120	3.2	6.4	138	*232	3.4	12.4	146
LHJ FAMILY GRP COMBO(GROSS)	3582	813	5.8	22.7	128	*123	3.4	3.4	76	*203	5.5	5.7	122	486	7.2	13.6	159
LIFE	4817	1291	9.2	26.8	152	296	8.3	6.1	136	311	8.4	6.5	139	684	10.1	14.2	167
L.A. TIMES HOME MAGAZINE	1465	432	3.1	29.5	167	**50	1.4	3.4	76	*98	2.7	6.7	144	284	4.2	19.4	228
MADEMOISELLE	460	**104	0.7	22.6	128	**19	0.5	4.1	92	**16	0.4	3.5	75	**69	1.0	15.0	176
MC CALL'S	1764	403	2.9	22.8	129	**26	0.7	1.5	33	*184	5.0	10.4	224	*193	2.9	10.9	128
MC CALL'S/WRK MOTHER (GROSS)	2062	466	3.3	22.6	128	**37	1.0	1.8	40	*195	5.3	9.5	203	*234	3.5	11.3	133
MECHANIX ILLUSTRATED	3625	771	5.5	21.3	120	*218	6.1	6.0	133	*252	6.8	7.0	149	301	4.5	8.3	98
METROPOLITAN HOME	495	*176	1.3	35.6	201	**14	0.4	2.8	63	**55	1.5	11.1	238	**107	1.6	21.6	254
MONEY	3017	903	6.4	29.9	169	*118	3.3	3.9	87	332	9.0	11.0	236	453	6.7	15.0	176
MOTHER EARTH NEWS	1203	307	2.2	25.5	144	**28	0.8	2.3	52	**106	2.9	8.8	189	*173	2.6	14.4	169
MS.	*257	**102	0.7	39.7	224	**14	0.4	5.4	121	**44	1.2	17.1	367	**44	0.7	17.1	201
NATIONAL ENQUIRER	6921	1126	8.0	16.3	92	244	6.8	3.5	78	321	8.7	4.6	100	561	8.3	8.1	95
NATIONAL GEOGRAPHIC	11626	2915	20.8	25.1	142	689	19.3	5.9	131	763	20.7	6.6	141	1463	21.7	12.6	148
NATIONAL SUNDAY MAGAZINE PKG	49424	9954	71.0	20.1	114	2410	67.4	4.9	108	2658	72.0	5.4	115	4886	72.4	9.9	116
NATURAL HISTORY	753	*164	1.2	21.8	123	**36	1.0	4.8	106	**64	1.7	8.5	182	**64	0.9	8.5	100
NEW WOMAN	*296	**58	0.4	19.6	111	**7	0.2	2.4	52	**1	0.0	0.3	7	**50	0.7	16.9	198
NEW YORK INCLUDING CUE	541	*176	1.3	32.5	184	**38	1.1	7.0	156	**50	1.4	9.2	198	**88	1.3	16.3	191
THE NEW YORKER	1078	448	3.2	41.6	235	*121	3.4	11.2	249	*98	2.7	9.1	195	*230	3.4	21.3	251
NEWSWEEK	9602	2560	18.3	26.7	151	568	15.9	5.9	131	581	15.7	6.1	130	1411	20.9	14.7	173
THE N.Y. TIMES DAILY EDITION	1376	653	4.7	47.5	268	267	7.5	19.4	430	141	3.8	10.2	220	245	3.6	17.8	209
THE N.Y. TIMES MAGAZINE	2110	955	6.8	45.3	256	402	11.2	19.1	422	216	5.8	10.2	220	336	5.0	15.9	187
OMNI	1927	580	4.1	30.1	170	**55	1.5	2.9	63	*144	3.9	7.5	160	381	5.6	19.8	232
ON CABLE	911	*188	1.3	20.6	117	**44	1.2	4.8	107	**39	1.1	4.3	92	**105	1.6	11.5	135
1001 HOME IDEAS	927	*262	1.9	28.3	160	**42	1.2	4.5	100	**48	1.3	5.2	111	*172	2.5	18.6	218
ORGANIC GARDENING	1430	239	1.7	16.7	95	**26	0.7	1.8	40	**47	1.3	3.3	71	*165	2.4	11.5	135
OUTDOOR LIFE	4064	600	4.3	14.8	83	**93	2.6	2.3	51	*164	4.4	4.0	87	343	5.1	8.4	99
PARADE MAGAZINE	24538	5126	36.6	20.9	118	1483	41.5	6.0	134	1287	34.8	5.2	113	2355	34.9	9.6	113

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	14018	100.0	17.7	100	3576	100.0	4.5	100	3693	100.0	4.7	100	6750	100.0	8.5	100
PARENTS	1126	310	2.2	27.5	156	**32	0.9	2.8	63	**90	2.4	8.0	172	*188	2.8	16.7	196
PENTHOUSE	4157	1171	8.4	28.2	159	204	5.7	4.9	109	335	9.1	8.1	173	632	9.4	15.2	179
PEOPLE	7591	1728	12.3	22.8	129	286	8.0	3.8	84	564	15.3	7.4	159	878	13.0	11.6	136
PLAYBOY	8379	2023	14.4	24.1	137	401	11.2	4.8	106	616	16.7	7.4	158	1006	14.9	12.0	141
POPULAR HOT RODDING	2110	316	2.3	15.0	85	**42	1.2	2.0	44	**140	3.8	6.6	142	**133	2.0	6.3	74
POPULAR MECHANICS	4850	1036	7.4	21.4	121	*208	5.8	4.3	95	270	7.3	5.6	119	559	8.3	11.5	135
POPULAR SCIENCE	3397	830	5.9	24.4	138	*183	5.1	5.4	119	209	5.7	6.2	132	438	6.5	12.9	151
PREVENTION	1720	421	3.0	24.5	138	**131	3.7	7.6	169	*92	2.5	5.3	115	*198	2.9	11.5	135
PSYCHOLOGY TODAY	1344	449	3.2	33.4	189	**74	2.1	5.5	122	*141	3.8	10.5	225	*235	3.5	17.5	205
READER'S DIGEST	16016	2981	21.3	18.6	105	687	19.2	4.3	95	778	21.1	4.9	104	1516	22.5	9.5	111
REDBOOK	1121	*230	1.6	20.5	116	**35	1.0	3.1	69	**63	1.7	5.6	121	**131	1.9	11.7	137
ROAD & TRACK	2161	749	5.3	34.7	196	**175	4.9	8.1	179	*203	5.5	9.4	202	371	5.5	17.2	202
ROLLING STONE	1948	634	4.5	32.5	184	**44	1.2	2.3	50	**230	6.2	11.8	253	361	5.3	18.5	218
RUNNER'S WORLD	899	*159	1.1	17.7	100	**9	0.3	1.0	22	**17	0.5	1.9	41	**134	2.0	14.9	175
SATURDAY EVENING POST	841	*182	1.3	21.6	122	**27	0.8	3.2	71	**48	1.3	5.7	123	**107	1.6	12.7	149
SCIENCE 84	841	234	1.7	27.8	157	**27	0.8	3.2	71	**57	1.5	6.8	145	*149	2.2	17.7	208
SCIENCE DIGEST	1194	217	1.5	18.2	103	**17	0.5	1.4	32	**57	1.5	4.8	102	*143	2.1	12.0	141
SCIENTIFIC AMERICAN	1379	436	3.1	31.6	179	*138	3.9	10.0	222	*103	2.8	7.5	160	*196	2.9	14.2	167
SELF	436	**72	0.5	16.5	93	**8	0.2	1.8	41	**29	0.8	6.7	143	**35	0.5	8.0	94
SEVENTEEN	614	**111	0.8	18.1	102	**7	0.2	1.1	25	**32	0.9	5.2	112	**71	1.1	11.6	136
SKI	910	301	2.1	33.1	187	**39	1.1	4.3	95	**126	3.4	13.8	297	*136	2.0	14.9	175
SMITHSONIAN	2937	1030	7.3	35.1	198	326	9.1	11.1	246	281	7.6	9.6	205	423	6.3	14.4	169
SOAP OPERA DIGEST	545	**70	0.5	12.8	73	**13	0.4	2.4	53	**19	0.5	3.5	75	**38	0.6	7.0	82
SOUTHERN LIVING	2054	418	3.0	20.4	115	**62	1.7	3.0	67	*118	3.2	5.7	123	238	3.5	11.6	136
SPORT	2799	552	3.9	19.7	112	**104	2.9	3.7	82	*139	3.8	5.0	107	310	4.6	11.1	130
THE SPORTING NEWS	1938	415	3.0	21.4	121	**81	2.3	4.2	93	**75	2.0	3.9	83	*258	3.8	13.3	156
SPORTS AFIELD	3125	612	4.4	19.6	111	*141	3.9	4.5	100	**85	2.3	2.7	58	386	5.7	12.4	145
SPORTS ILLUSTRATED	11159	2479	17.7	22.2	126	578	16.2	5.2	115	673	18.2	6.0	129	1228	18.2	11.0	129
STAR	4095	651	4.6	15.9	90	*212	5.9	5.2	115	*148	4.0	3.6	78	*291	4.3	7.1	83
SUNDAY	25169	5513	39.3	21.9	124	1462	40.9	5.8	129	1506	40.8	6.0	128	2544	37.7	10.1	119
SUNSET	1294	362	2.6	28.0	158	**86	2.4	6.6	147	**59	1.6	4.6	98	*217	3.2	16.8	197
TV GUIDE	18508	3298	23.5	17.8	101	799	22.3	4.3	96	868	23.5	4.7	101	1631	24.2	8.8	103
TENNIS	645	*201	1.4	31.2	176	**23	0.6	3.6	79	**48	1.3	7.4	160	**131	1.9	20.3	238
TIME	12124	3353	23.9	27.7	156	880	24.6	7.3	161	800	21.7	6.6	142	1674	24.8	13.8	162
TOWN & COUNTRY	493	*205	1.5	41.6	235	**14	0.4	2.8	63	**53	1.4	10.8	231	**139	2.1	28.2	331
TRAVEL & LEISURE	1122	372	2.7	33.2	187	**70	2.0	6.2	138	**89	2.4	7.9	170	*212	3.1	18.9	222
TRUE STORY	690	**76	0.5	11.0	62	**30	0.8	4.3	96	**2	0.1	0.3	6	**44	0.7	6.4	75
U.S.NEWS & WORLD REPORT	6571	1588	11.3	24.2	137	423	11.8	6.4	143	440	11.9	6.7	144	725	10.7	11.0	130
USA TODAY	3120	891	6.4	28.6	161	*239	6.7	7.7	170	241	6.5	7.7	166	412	6.1	13.2	155
US	1315	349	2.5	26.5	150	**15	0.4	1.1	25	**86	2.3	6.5	140	*248	3.7	18.9	221
VOGUE	632	*198	1.4	31.3	177	**49	1.4	7.8	172	**41	1.1	6.5	139	**107	1.6	16.9	199
WALL STREET JOURNAL	4247	1368	9.8	32.2	182	386	10.8	9.1	201	364	9.9	8.6	184	618	9.2	14.6	171
WEIGHT WATCHERS	398	**58	0.4	14.6	82	**11	0.3	2.8	61	**11	0.3	2.8	59	**36	0.5	9.0	106
WOMAN'S DAY	1139	*193	1.4	16.9	96	**34	1.0	3.0	66	**75	2.0	6.6	141	**84	1.2	7.4	87
WORKING MOTHER	*298	**63	0.4	21.1	120	**12	0.3	4.0	89	**11	0.3	3.7	79	**40	0.6	13.4	158
WORKING WOMAN	327	**104	0.7	31.8	180	**4	0.1	1.2	27	**20	0.5	6.1	131	**80	1.2	24.5	287
WORLD TENNIS	397	**158	1.1	39.8	225	**24	0.7	6.0	134	**52	1.4	13.1	281	**82	1.2	20.7	243
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2598	18.5	27.0	152	525	14.7	5.4	121	865	23.4	9.0	193	1209	17.9	12.5	147
BLAIR INSERTS	43762	9474	67.6	21.6	122	2411	67.4	5.5	122	2555	69.2	5.8	125	4508	66.8	10.3	121
DAILY NEWSPAPERS																	
READ ANY	52459	10283	73.4	19.6	111	2716	76.0	5.2	115	2633	71.3	5.0	108	4933	73.1	9.4	110
READ ONE	41891	7533	53.7	18.0	102	2074	58.0	5.0	110	1903	51.5	4.5	98	3555	52.7	8.5	100
READ TWO OR MORE	10568	2750	19.6	26.0	147	642	18.0	6.1	135	730	19.8	6.9	148	1378	20.4	13.0	153
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	10689	76.3	20.6	116	2706	75.7	5.2	116	2820	76.4	5.4	117	5163	76.5	9.9	117
READ ONE	44561	8620	61.5	19.3	109	2195	61.4	4.9	109	2333	63.2	5.2	112	4092	60.6	9.2	108
READ TWO OR MORE	7368	2069	14.8	28.1	159	511	14.3	6.9	154	487	13.2	6.6	142	1071	15.9	14.5	171
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.31				32.21				27.79				32.71			
30 DAY REACH	71522	12880	91.9	18.0	102	3242	90.7	4.5	100	3332	90.2	4.7	100	6307	93.4	8.8	104
50 SHWG - 30 DAY AV FREQ	15.55	16.33				17.02				14.72				16.80			
30 DAY REACH	68168	12357	88.2	18.1	102	3081	86.2	4.5	100	3140	85.0	4.6	99	6136	90.9	9.0	106
25 SHWG - 30 DAY AV FREQ	8.43	8.87				9.21				8.19				9.05			
30 DAY REACH	62898	11343	80.9	18.0	102	2847	79.6	4.5	100	2806	76.0	4.5	96	5690	84.3	9.0	106
CABLE TV: HOME WIRED	31664	5856	41.8	18.5	105	1351	37.8	4.3	95	1380	37.4	4.4	94	3125	46.3	9.9	116
HOME NOT WIRED	47599	8162	58.2	17.1	97	2225	62.2	4.7	104	2313	62.6	4.9	104	3625	53.7	7.6	89
HAVE PAY CABLE	17139	3778	27.0	22.0	125	821	23.0	4.8	106	796	21.6	4.6	100	2162	32.0	12.6	148

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES		79263	14018	100.0	17.7	100	3576	100.0	4.5	100	3693	100.0	4.7	100	6750	100.0	8.5	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	9047	64.5	19.0	107	2197	61.4	4.6	102	2353	63.7	4.9	106	4497	66.6	9.4	111
10:00 AM - 3:00 PM		29926	5357	38.2	17.9	101	1356	37.9	4.5	100	1486	40.2	5.0	107	2516	37.3	8.4	99
3:00 PM - 7:00 PM		37666	7311	52.2	19.4	110	1644	46.0	4.4	97	1919	52.0	5.1	109	3748	55.5	10.0	117
7:00 PM - MIDNIGHT		18909	3593	25.6	19.0	107	902	25.2	4.8	106	940	25.5	5.0	107	1751	25.9	9.3	109
MIDNIGHT - 6:00 AM		11822	2255	16.1	19.1	108	564	15.8	4.8	106	625	16.9	5.3	113	1066	15.8	9.0	106
6:00 AM - MIDNIGHT		63254	11836	84.4	18.7	106	2962	82.8	4.7	104	3103	84.0	4.9	105	5772	85.5	9.1	107
ENTIRE DAY		64057	12003	85.6	18.7	106	2984	83.4	4.7	103	3169	85.8	4.9	106	5850	86.7	9.1	107
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	3344	23.9	20.1	114	865	24.2	5.2	116	993	26.9	6.0	128	1486	22.0	9.0	105
ALL NEWS		3542	928	6.6	26.2	148	290	8.1	8.2	181	245	6.6	6.9	148	394	5.8	11.1	131
AOR/PROGRESSIVE		7465	1495	10.7	20.0	113	255	7.1	3.4	76	394	10.7	5.3	113	847	12.5	11.3	133
BEAUTIFUL MUSIC		5061	1062	7.6	21.0	119	272	7.6	5.4	119	299	8.1	5.9	127	490	7.3	9.7	114
BLACK		1914	335	2.4	17.5	99	**158	4.4	8.3	183	**60	1.6	3.1	67	**118	1.7	6.2	72
CLASSICAL		2304	598	4.3	26.0	147	191	5.3	8.3	184	138	3.7	6.0	129	269	4.0	11.7	137
CHR/ROCK		10663	2379	17.0	22.3	126	567	15.9	5.3	118	566	15.3	5.3	114	1247	18.5	11.7	137
COUNTRY		13919	2060	14.7	14.8	84	453	12.7	3.3	72	552	14.9	4.0	85	1056	15.6	7.6	89
GOLDEN OLDIES		2040	435	3.1	21.3	121	*91	2.5	4.5	99	**116	3.1	5.7	122	*227	3.4	11.1	131
MOR/NOSTALGIA		5105	925	6.6	18.1	102	258	7.2	5.1	112	236	6.4	4.6	99	430	6.4	8.4	99
NEWS/TALK		4764	982	7.0	20.6	117	248	6.9	5.2	115	241	6.5	5.1	109	493	7.3	10.3	122
RELIGIOUS		2164	309	2.2	14.3	81	*86	2.4	4.0	88	**104	2.8	4.8	103	**118	1.7	5.5	64
SOFT ROCK		623	*131	0.9	21.0	119	**15	0.4	2.4	53	**53	1.4	8.5	183	**63	0.9	10.1	119
URBAN CONTEMPORARY		1331	261	1.9	19.6	111	*134	3.7	10.1	223	**54	1.5	4.1	87	**72	1.1	5.4	64
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	543	3.9	17.0	96	*200	5.6	6.3	139	**123	3.3	3.9	83	*220	3.3	6.9	81
ABC DIRECTION		2724	633	4.5	23.2	131	*161	4.5	5.9	131	*166	4.5	6.1	131	307	4.5	11.3	132
ABC ENTERTAINMENT		5256	743	5.3	14.1	80	*218	6.1	4.1	92	*193	5.2	3.7	79	332	4.9	6.3	74
ABC FM		2263	310	2.2	13.7	77	**123	3.4	5.4	120	**88	2.4	3.9	83	*99	1.5	4.4	51
ABC INFORMATION		5618	1074	7.7	19.1	108	272	7.6	4.8	107	285	7.7	5.1	109	517	7.7	9.2	108
ABC ROCK		2857	629	4.5	22.0	124	*193	5.4	6.8	150	*163	4.4	5.7	122	*274	4.1	9.6	113
CBS		5953	1170	8.3	19.7	111	325	9.1	5.5	121	313	8.5	5.3	113	532	7.9	8.9	105
MUTUAL		4979	822	5.9	16.5	93	228	6.4	4.6	101	231	6.3	4.6	100	363	5.4	7.3	86
NBC		7279	1297	9.3	17.8	101	375	10.5	5.2	114	288	7.8	4.0	85	634	9.4	8.7	102
RADIORADIO		2389	471	3.4	19.7	111	*115	3.2	4.8	107	*156	4.2	6.5	140	*199	2.9	8.3	98
RKO ONE		2583	494	3.5	19.1	108	*161	4.5	6.2	138	**75	2.0	2.9	62	258	3.8	10.0	117
RKO TWO		3674	605	4.3	16.5	93	*157	4.4	4.3	95	*130	3.5	3.5	76	318	4.7	8.7	102
THE SOURCE		3514	621	4.4	17.7	100	*143	4.0	4.1	90	*146	4.0	4.2	89	332	4.9	9.4	111
NON-WIRED : BLAIR		9864	1834	13.1	18.6	105	487	13.6	4.9	109	449	12.2	4.6	98	898	13.3	9.1	107
INTERNET		13522	2917	20.8	21.6	122	679	19.0	5.0	111	759	20.6	5.6	120	1479	21.9	10.9	128
KATZ RADIO GROUP		19321	3733	26.6	19.3	109	950	26.6	4.9	109	948	25.7	4.9	105	1834	27.2	9.5	111
SUPERNET		10739	1896	13.5	17.7	100	455	12.7	4.2	94	513	13.9	4.8	103	928	13.7	8.6	101
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	801	5.7	15.7	89	197	5.5	3.9	86	234	6.3	4.6	98	370	5.5	7.2	85
WKDAY 9:00 AM - 1:00 PM		5383	756	5.4	14.0	79	260	7.3	4.8	107	197	5.3	3.7	79	299	4.4	5.6	65
WKDAY 1:00 PM - 4:30 PM		6469	797	5.7	12.3	70	233	6.5	3.6	80	221	6.0	3.4	73	343	5.1	5.3	62
WKDAY 4:30 PM - 7:30 PM		19661	3196	22.8	16.3	92	842	23.5	4.3	95	857	23.2	4.4	94	1497	22.2	7.6	89
WKDAY 7:30 PM - 8:00 PM		27579	4569	32.6	16.6	94	1253	35.0	4.5	101	1198	32.4	4.3	93	2118	31.4	7.7	90
WKDAY 11:00 PM - 11:30 PM		22964	4082	29.1	17.8	101	1065	29.8	4.6	103	1115	30.2	4.9	104	1902	28.2	8.3	97
WKDAY 11:30 PM - 1:00 AM		8158	1559	11.1	19.1	108	434	12.1	5.3	118	404	10.9	5.0	106	720	10.7	8.8	104
M-SAT 8-11 PM+SUN 7-11 PM		30140	5291	37.7	17.6	99	1360	38.0	4.5	100	1399	37.9	4.6	100	2531	37.5	8.4	99
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	204	1.5	10.0	56	*49	1.4	2.4	53	**52	1.4	2.5	54	*103	1.5	5.0	59
ANOTHER WORLD	N	1214	110	0.8	9.1	51	*43	1.2	3.5	79	**25	0.7	2.1	44	**43	0.6	3.5	42
AS THE WORLD TURNS	C	1740	212	1.5	12.2	69	**76	2.1	4.4	97	**66	1.8	3.8	81	**70	1.0	4.0	47
CAPITOL	C	1016	*149	1.1	14.7	83	**74	2.1	7.3	161	**49	1.3	4.8	104	**26	0.4	2.6	30
CBS MORN. NEWS 1	C	1203	185	1.3	15.4	87	**46	1.3	3.8	85	**54	1.5	4.5	96	*84	1.2	7.0	82
CBS MORN. NEWS 2	C	773	115	0.8	14.9	84	*41	1.1	5.3	118	**48	1.3	6.2	133	**25	0.4	3.2	38
DAYS OF OUR LIVES	N	1629	182	1.3	11.2	63	*52	1.5	3.2	71	**58	1.6	3.6	76	*72	1.1	4.4	52
FACTS OF LIFE - DAYTIME	N	961	138	1.0	14.4	81	**71	2.0	7.4	164	**18	0.5	1.9	40	**49	0.7	5.1	60
FAMILY FEUD	A	1390	195	1.4	14.0	79	*91	2.5	6.5	145	**27	0.7	1.9	42	*77	1.1	5.5	65
GENERAL HOSPITAL	A	1463	135	1.0	9.2	52	*39	1.1	2.7	59	**40	1.1	2.7	59	*56	0.8	3.8	45
GOOD MORNING, AMERICA-730	A	1705	228	1.6	13.4	76	*72	2.0	4.2	94	*60	1.6	3.5	76	97	1.4	5.7	67
GOOD MORNING, AMERICA-830	A	889	99	0.7	11.1	63	**35	1.0	3.9	87	**24	0.6	2.7	58	*41	0.6	4.6	54
GUIDING LIGHT	C	1754	206	1.5	11.7	66	*92	2.6	5.2	116	**70	1.9	4.0	86	**44	0.7	2.5	29
ONE LIFE TO LIVE	A	1100	121	0.9	11.0	62	**21	0.6	1.9	42	**20	0.5	1.8	39	*79	1.2	7.2	84
PRESS YOUR LUCK	C	1222	183	1.3	15.0	85	*65	1.8	5.3	118	*71	1.9	5.8	125	**47	0.7	3.8	45
PRICE IS RIGHT 1	C	2692	310	2.2	11.5	65	92	2.6	3.4	76	*89	2.4	3.3	71	129	1.9	4.8	56
PRICE IS RIGHT 2	C	2764	341	2.4	12.3	70	93	2.6	3.4	75	107	2.9	3.9	83	141	2.1	5.1	60
RYAN'S HOPE	A	880	144	1.0	16.4	93	**44	1.2	5.0	111	**27	0.7	3.1	66	**73	1.1	8.3	97
SALE OF THE CENTURY	N	926	115	0.8	12.4	70	**16	0.4	1.7	38	**21	0.6	2.3	49	*78	1.2	8.4	99
SEARCH FOR TOMORROW	N	359	*47	0.3	13.1	74	**20	0.6	5.6	123	**6	0.2	1.7	36	**21	0.3	5.8	69
TODAY SHOW 1	N	1890	383	2.7	20.3	115	*64	1.8	3.4	75	157	4.3	8.3	178	161	2.4	8.5	100
TODAY SHOW 2	N	1344	146	1.0	10.9	61	*25	0.7	1.9	41	*39	1.1	2.9	62	*82	1.2	6.1	72
$25,000 PYRAMID	C	1462	224	1.6	15.3	87	*59	1.6	4.0	89	**75	2.0	5.1	110	*90	1.3	6.2	72
WHEEL OF FORTUNE	N	1497	205	1.5	13.7	77	*55	1.5	3.7	81	*53	1.4	3.5	76	*97	1.4	6.5	76
YOUNG AND THE RESTLESS	C	1954	199	1.4	10.2	58	**75	2.1	3.8	85	**78	2.1	4.0	86	*46	0.7	2.4	28
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	487	3.5	17.7	100	*129	3.6	4.7	104	161	4.4	5.8	125	196	2.9	7.1	84
NBA PLAYOFF GAME -1	C	3881	670	4.8	17.3	98	171	4.8	4.4	98	175	4.7	4.5	97	324	4.8	8.3	98
NBC MAJOR LEAGUE PRE-GAME	N	2805	405	2.9	14.4	82	*160	4.5	5.7	126	**101	2.7	3.6	77	*145	2.1	5.2	61
SPORTSWORLD - SUN	N	2041	389	2.8	19.1	108	*92	2.6	4.5	100	*127	3.4	6.2	134	170	2.5	8.3	98
SUNDAY MORNING	C	2555	492	3.5	19.3	109	*164	4.6	6.4	142	*147	4.0	5.8	123	181	2.7	7.1	83

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL MALES		79263	14018	100.0	17.7	100	3576	100.0	4.5	100	3693	100.0	4.7	100	6750	100.0	8.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	3856	27.5	15.9	90	971	27.2	4.0	88	1071	29.0	4.4	95	1814	26.9	7.5	88
NETWORK AFFILIATES - LATE		17197	2923	20.9	17.0	96	752	21.0	4.4	97	802	21.7	4.7	100	1368	20.3	8.0	93
INDEPENDENTS - LATE		2887	599	4.3	20.7	117	182	5.1	6.3	140	152	4.1	5.3	113	265	3.9	9.2	108
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	1669	11.9	14.8	84	396	11.1	3.5	78	455	12.3	4.0	86	818	12.1	7.2	85
ABC MONDAY NIGHT MOVIE	A	4379	700	5.0	16.0	90	*161	4.5	3.7	81	198	5.4	4.5	97	341	5.1	7.8	91
ABC SUNDAY NIGHT MOVIE	A	9910	1672	11.9	16.9	95	435	12.2	4.4	97	391	10.6	3.9	85	845	12.5	8.5	100
ABC WORLD NEWS TONIGHT	A	6212	1105	7.9	17.8	101	238	6.7	3.8	85	313	8.5	5.0	108	555	8.2	8.9	105
AFTERMASH	C	4575	676	4.8	14.8	84	*127	3.6	2.8	62	*155	4.2	3.4	73	393	5.8	8.6	101
ALICE	C	6777	1013	7.2	14.9	85	242	6.8	3.6	79	316	8.6	4.7	100	455	6.7	6.7	79
AMERICAN PARADE	C	4868	842	6.0	17.3	98	210	5.9	4.3	96	222	6.0	4.6	98	411	6.1	8.4	99
BENSON	A	7593	1101	7.9	14.5	82	326	9.1	4.3	95	265	7.2	3.5	75	510	7.6	6.7	79
BLUE THUNDER	A	6036	919	6.6	15.2	86	229	6.4	3.8	84	249	6.7	4.1	89	440	6.5	7.3	86
CAGNEY & LACEY	C	7698	1413	10.1	18.4	104	378	10.6	4.9	109	350	9.5	4.5	98	686	10.2	8.9	105
CBS EVENING NEWS-DEAN	C	4066	596	4.3	14.7	83	*125	3.5	3.1	68	*139	3.8	3.4	73	332	4.9	8.2	96
CBS EVENING NEWS-RATHER	C	8092	1353	9.7	16.7	95	342	9.6	4.2	94	367	9.9	4.5	97	644	9.5	8.0	93
CBS SAT. NEWS-SCHIEFFER	C	4795	676	4.8	14.1	80	190	5.3	4.0	88	144	3.9	3.0	64	343	5.1	7.2	84
CBS SATURDAY NIGHT MOVIE	C	6034	1053	7.5	17.5	99	283	7.9	4.7	104	286	7.7	4.7	102	483	7.2	8.0	94
CBS WEDNESDAY NIGHT MOVIE	C	4993	776	5.5	15.5	88	268	7.5	5.4	119	194	5.3	3.9	83	314	4.7	6.3	74
CHEERS	N	6976	1633	11.6	23.4	132	463	12.9	6.6	147	433	11.7	6.2	133	737	10.9	10.6	124
DALLAS	C	13575	1876	13.4	13.8	78	555	15.5	4.1	91	562	15.2	4.1	89	758	11.2	5.6	66
DIFF'RENT STROKES	N	3684	462	3.3	12.5	71	*128	3.6	3.5	77	*163	4.4	4.4	95	*171	2.5	4.6	55
DOUBLE TROUBLE	N	4462	791	5.6	17.7	100	246	6.9	5.5	122	256	6.9	5.7	123	290	4.3	6.5	76
DUCK FACTORY	N	4810	1030	7.3	21.4	121	222	6.2	4.6	102	264	7.1	5.5	118	544	8.1	11.3	133
DUKES OF HAZZARD	C	5951	927	6.6	15.6	88	181	5.1	3.0	67	300	8.1	5.0	108	446	6.6	7.5	88
DYNASTY	A	11325	1836	13.1	16.2	92	406	11.4	3.6	79	523	14.2	4.6	99	907	13.4	8.0	94
FACTS OF LIFE	N	4512	674	4.8	14.9	84	219	6.1	4.9	108	*171	4.6	3.8	81	284	4.2	6.3	74
FALCON CREST	C	9215	1462	10.4	15.9	90	427	11.9	4.6	103	499	13.5	5.4	116	536	7.9	5.8	68
FALL GUY	A	8604	1379	9.8	16.0	91	314	8.8	3.6	81	445	12.0	5.2	111	621	9.2	7.2	85
FAMILY TIES	N	4179	631	4.5	15.1	85	*178	5.0	4.3	94	*172	4.7	4.1	88	*281	4.2	6.7	79
FANTASY ISLAND	A	4781	847	6.0	17.7	100	234	6.5	4.9	108	255	6.9	5.3	114	358	5.3	7.5	88
FOULUPS, BLEEPS & BLUNDERS	A	6697	1309	9.3	19.5	111	356	10.0	5.3	118	249	6.7	3.7	80	704	10.4	10.5	123
FOUR SEASONS	C	3873	627	4.5	16.2	92	*176	4.9	4.5	101	*132	3.6	3.4	73	*320	4.7	8.3	97
GIMME A BREAK	N	4310	482	3.4	11.2	63	174	4.9	4.0	89	*134	3.6	3.1	67	*174	2.6	4.0	47
HART TO HART	A	5751	867	6.2	15.1	85	235	6.6	4.1	91	261	7.1	4.5	97	370	5.5	6.4	76
HILL STREET BLUES	N	8568	1730	12.3	20.2	114	437	12.2	5.1	113	438	11.9	5.1	110	855	12.7	10.0	117
HOTEL	A	8801	1349	9.6	15.3	87	371	10.4	4.2	93	431	11.7	4.9	105	547	8.1	6.2	73
JEFFERSONS	C	6978	951	6.8	13.6	77	261	7.3	3.7	83	286	7.7	4.1	88	404	6.0	5.8	68
JENNIFER SLEPT HERE	N	3021	415	3.0	13.7	78	*107	3.0	3.5	79	*137	3.7	4.5	97	*171	2.5	5.7	66
KATE & ALLIE	C	6811	1316	9.4	19.3	109	323	9.0	4.7	105	352	9.5	5.2	111	641	9.5	9.4	111
KNIGHT RIDER	N	5256	950	6.8	18.1	102	270	7.6	5.1	114	289	7.8	5.5	118	391	5.8	7.4	87
LOVE BOAT	A	7174	1043	7.4	14.5	82	293	8.2	4.1	91	271	7.3	3.8	81	478	7.1	6.7	78
MAGNUM PI	C	10438	1780	12.7	17.1	96	389	10.9	3.7	83	451	12.2	4.3	93	940	13.9	9.0	106
MAMA'S FAMILY	N	3488	558	4.0	16.0	90	*161	4.5	4.6	102	*166	4.5	4.8	102	231	3.4	6.6	78
MASTER, THE	N	4127	696	5.0	16.9	95	*133	3.7	3.2	71	277	7.5	6.7	144	287	4.3	7.0	82
MATT HOUSTON	A	5978	1060	7.6	17.7	100	173	4.8	2.9	64	326	8.8	5.5	117	562	8.3	9.4	110
NBC MONDAY NIGHT MOVIE	N	10446	2218	15.8	21.2	120	441	12.3	4.2	94	594	16.1	5.7	122	1183	17.5	11.3	133
NBC NIGHTLY NEWS	N	5571	892	6.4	16.0	91	244	6.8	4.4	97	183	5.0	3.3	71	465	6.9	8.3	98
NBC NIGHTLY NEWS-SAT	N	3675	498	3.6	13.6	77	*129	3.6	3.5	78	*140	3.8	3.8	82	*230	3.4	6.3	73
NBC NIGHTLY NEWS-SUN	N	2905	472	3.4	16.2	92	*121	3.4	4.2	92	*120	3.2	4.1	89	230	3.4	7.9	93
NBC SUNDAY NIGHT MOVIE	N	8352	1844	13.2	22.1	125	444	12.4	5.3	118	462	12.5	5.5	119	938	13.9	11.2	132
NEWHART	C	6864	1248	8.9	18.2	103	363	10.2	5.3	117	328	8.9	4.8	103	558	8.3	8.1	95
ONE DAY AT A TIME	C	3866	472	3.4	12.2	69	*94	2.6	2.4	54	*153	4.1	4.0	85	*224	3.3	5.8	68
PEOPLE ARE FUNNY	N	3956	638	4.6	16.1	91	*196	5.5	5.0	110	*168	4.5	4.2	91	274	4.1	6.9	81
REAL PEOPLE	N	6305	863	6.2	13.7	77	216	6.0	3.4	76	240	6.5	3.8	82	406	6.0	6.4	76
REMINGTON STEELE	N	5884	1224	8.7	20.8	118	317	8.9	5.4	119	346	9.4	5.9	126	561	8.3	9.5	112
RIPLEY'S BELIEVE IT - NOT	A	5706	1095	7.8	19.2	109	240	6.7	4.2	93	323	8.7	5.7	121	531	7.9	9.3	109
RIPTIDE	N	6202	888	6.3	14.3	81	232	6.5	3.7	83	200	5.4	3.2	69	455	6.7	7.3	86
SCARECROW & MRS. KING	C	6513	1279	9.1	19.6	111	268	7.5	4.1	91	351	9.5	5.4	116	660	9.8	10.1	119
SIMON & SIMON	C	8593	1443	10.3	16.8	95	306	8.6	3.6	79	327	8.9	3.8	82	809	12.0	9.4	111
60 MINUTES	C	13342	2333	16.6	17.5	99	646	18.1	4.8	107	536	14.5	4.0	86	1151	17.1	8.6	101
ST. ELSEWHERE	N	6029	1245	8.9	20.7	117	268	7.5	4.4	99	286	7.7	4.7	102	691	10.2	11.5	135
THREE'S COMPANY	A	8565	1499	10.7	17.5	99	510	14.3	6.0	132	399	10.8	4.7	100	590	8.7	6.9	81
T.J. HOOKER	A	7400	1094	7.8	14.8	84	217	6.1	2.9	65	330	8.9	4.5	96	547	8.1	7.4	87
TONIGHT SHOW	N	2433	473	3.4	19.4	110	101	2.8	4.2	92	127	3.4	5.2	112	244	3.6	10.0	118
TRAPPER JOHN, M.D.	C	5958	959	6.8	16.1	91	252	7.0	4.2	94	269	7.3	4.5	97	438	6.5	7.4	86
TV BLOOPERS & PRAC. JOKES	N	9086	1416	10.1	15.6	88	357	10.0	3.9	87	346	9.4	3.8	82	713	10.6	7.8	92
20/20	A	8306	1272	9.1	15.3	87	369	10.3	4.4	98	263	7.1	3.2	68	639	9.5	7.7	90
WEBSTER	A	6788	963	6.9	14.2	80	312	8.7	4.6	102	254	6.9	3.7	80	396	5.9	5.8	69
WORLD NEWS - SUN	A	2036	321	2.3	15.8	89	**84	2.3	4.1	91	**80	2.2	3.9	84	*158	2.3	7.8	91
YELLOW ROSE	N	3174	381	2.7	12.0	68	**57	1.6	1.8	40	*148	4.0	4.7	100	175	2.6	5.5	65
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	2677	19.1	16.4	93	563	15.7	3.5	77	777	21.0	4.8	102	1337	19.8	8.2	96
BASKETBALL - COLLEGE GAMES		10054	1879	13.4	18.7	106	*337	9.4	3.4	74	632	17.1	6.3	135	911	13.5	9.1	106
BASKETBALL - PRO GAMES		8248	1356	9.7	16.4	93	*312	8.7	3.8	84	*292	7.9	3.5	76	753	11.2	9.1	107
BOWLING		5356	689	4.9	12.9	73	**130	3.6	2.4	54	*254	6.9	4.7	102	*306	4.5	5.7	67
BOXING		11255	2195	15.7	19.5	110	643	18.0	5.7	127	514	13.9	4.6	98	1038	15.4	9.2	108
FOOTBALL - COLLEGE GAMES		14647	2861	20.4	19.5	110	739	20.7	5.0	112	607	16.4	4.1	89	1515	22.4	10.3	121
FOOTBALL - PRO GAMES		23581	4878	34.8	20.7	117	1156	32.3	4.9	109	1265	34.3	5.4	115	2457	36.4	10.4	122
GOLF		6145	1424	10.2	23.2	131	370	10.3	6.0	133	*275	7.4	4.5	96	778	11.5	12.7	149
POST-SEASON COLL. FOOTBALL		12828	2702	19.3	21.1	119	721	20.2	5.6	125	635	17.2	5.0	106	1347	20.0	10.5	123
POST-SEASON PRO FOOTBALL		15397	3451	24.6	22.4	127	730	20.4	4.7	105	829	22.4	5.4	116	1892	28.0	12.3	144
TENNIS		3483	959	6.8	27.5	156	*187	5.2	5.4	119	*242	6.6	6.9	149	530	7.9	15.2	179
WRESTLING - PROFESSIONAL		6023	603	4.3	10.0	57	**135	3.8	2.2	50	**104	2.8	1.7	37	*365	5.4	6.1	71

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(FEMALES)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	17894	100.0	20.2	100	4114	100.0	4.7	100	4561	100.0	5.2	100	9219	100.0	10.4	100
FEMALE HOMEMAKERS	80986	16234	90.7	20.0	99	3663	89.0	4.5	97	4199	92.1	5.2	101	8372	90.8	10.3	99
EMPLOYED MOTHERS	18702	5049	28.2	27.0	133	925	22.5	4.9	106	1393	30.5	7.4	144	2731	29.6	14.6	140
18 - 24	14726	2933	16.4	19.9	98	*686	16.7	4.7	100	*626	13.7	4.3	82	1621	17.6	11.0	106
25 - 34	20202	5412	30.2	26.8	132	1037	25.2	5.1	110	1423	31.2	7.0	137	2953	32.0	14.6	140
35 - 44	14781	3586	20.0	24.3	120	776	18.9	5.2	113	1022	22.4	6.9	134	1788	19.4	12.1	116
45 - 54	11449	2183	12.2	19.1	94	453	11.0	4.0	85	591	13.0	5.2	100	1139	12.4	9.9	95
55 - 64	11846	2122	11.9	17.9	89	658	16.0	5.6	119	*485	10.6	4.1	79	980	10.6	8.3	79
65 OR OLDER	15459	1657	9.3	10.7	53	503	12.2	3.3	70	414	9.1	2.7	52	740	8.0	4.8	46
18 - 34	34928	8345	46.6	23.9	118	1723	41.9	4.9	106	2049	44.9	5.9	114	4574	49.6	13.1	126
18 - 49	55154	13093	73.2	23.7	117	2753	66.9	5.0	107	3355	73.6	6.1	118	6985	75.8	12.7	122
25 - 54	46433	11182	62.5	24.1	119	2267	55.1	4.9	105	3036	66.6	6.5	127	5879	63.8	12.7	121
35 - 49	20226	4748	26.5	23.5	116	1030	25.0	5.1	110	1306	28.6	6.5	125	2412	26.2	11.9	114
50 OR OLDER	33310	4801	26.8	14.4	71	1361	33.1	4.1	88	1206	26.4	3.6	70	2234	24.2	6.7	64
GRADUATED COLLEGE	12110	4383	24.5	36.2	179	819	19.9	6.8	145	1179	25.8	9.7	189	2385	25.9	19.7	189
ATTENDED COLLEGE	15309	4232	23.7	27.6	137	766	18.6	5.0	108	1082	23.7	7.1	137	2384	25.9	15.6	149
GRADUATED HIGH SCHOOL	36912	6765	37.8	18.3	91	1831	44.5	5.0	107	1607	35.2	4.4	84	3328	36.1	9.0	87
DID NOT GRADUATE HIGH SCHOOL	24134	2514	14.0	10.4	51	698	17.0	2.9	62	694	15.2	2.9	56	1123	12.2	4.7	45
EMPLOYED FULL-TIME	35457	9181	51.3	25.9	128	2178	52.9	6.1	132	2389	52.4	6.7	131	4613	50.0	13.0	125
EMPLOYED PART-TIME	8514	2104	11.8	24.7	122	*363	8.8	4.3	92	662	14.5	7.8	151	1079	11.7	12.7	122
NOT EMPLOYED	44494	6610	36.9	14.9	73	1573	38.2	3.5	76	1510	33.1	3.4	66	3527	38.3	7.9	76
PROFESSIONAL/MANAGER	10811	4080	22.8	37.7	187	793	19.3	7.3	158	1121	24.6	10.4	201	2167	23.5	20.0	192
TECH/CLERICAL/SALES	19640	4973	27.8	25.3	125	1099	26.7	5.6	120	1325	29.1	6.7	131	2548	27.6	13.0	124
PRECISION/CRAFT	1023	*281	1.6	27.5	136	**70	1.7	6.8	147	**95	2.1	9.3	180	**116	1.3	11.3	109
OTHER EMPLOYED	12498	1950	10.9	15.6	77	579	14.1	4.6	100	*510	11.2	4.1	79	862	9.4	6.9	66
SINGLE	15995	3734	20.9	23.3	115	883	21.5	5.5	119	916	20.1	5.7	111	1936	21.0	12.1	116
MARRIED	51689	10916	61.0	21.1	104	2439	59.3	4.7	101	2652	58.1	5.1	100	5825	63.2	11.3	108
DIVORCED/SEPARATED/WIDOWED	20780	3244	18.1	15.6	77	792	19.3	3.8	82	993	21.8	4.8	93	1459	15.8	7.0	67
PARENTS	33922	7563	42.3	22.3	110	1444	35.1	4.3	92	1915	42.0	5.6	109	4205	45.6	12.4	119
WHITE	76422	16178	90.4	21.2	105	3561	86.6	4.7	100	4101	89.9	5.4	104	8516	92.4	11.1	107
BLACK	10066	1336	7.5	13.3	66	507	12.3	5.0	108	*367	8.0	3.6	71	462	5.0	4.6	44
OTHER	1976	**380	2.1	19.2	95	**46	1.1	2.3	50	**93	2.0	4.7	91	**241	2.6	12.2	117
NORTHEAST-CENSUS	19803	5506	30.8	27.8	137	1534	37.3	7.7	167	1349	29.6	6.8	132	2624	28.5	13.3	127
NORTH CENTRAL	22181	4037	22.6	18.2	90	658	16.0	3.0	64	1044	22.9	4.7	91	2335	25.3	10.5	101
SOUTH	30082	4556	25.5	15.1	75	1306	31.7	4.3	93	1243	27.3	4.1	80	2007	21.8	6.7	64
WEST	16398	3795	21.2	23.1	114	617	15.0	3.8	81	925	20.3	5.6	109	2254	24.4	13.7	132
NORTHEAST-MKTG.	20163	6083	34.0	30.2	149	1948	47.4	9.7	208	1569	34.4	7.8	151	2566	27.8	12.7	122
EAST CENTRAL	13054	2200	12.3	16.9	83	*417	10.1	3.2	69	554	12.1	4.2	82	1230	13.3	9.4	90
WEST CENTRAL	14993	3018	16.9	20.1	100	531	12.9	3.5	76	722	15.8	4.8	93	1764	19.1	11.8	113
SOUTH	25785	3355	18.7	13.0	64	785	19.1	3.0	65	921	20.2	3.6	69	1649	17.9	6.4	61
PACIFIC	14470	3239	18.1	22.4	111	*433	10.5	3.0	64	795	17.4	5.5	107	2012	21.8	13.9	133
COUNTY SIZE A	36705	8956	50.1	24.4	121	2150	52.3	5.9	126	2383	52.2	6.5	126	4423	48.0	12.1	116
COUNTY SIZE B	26819	5202	29.1	19.4	96	1151	28.0	4.3	92	1271	27.9	4.7	92	2781	30.2	10.4	100
COUNTY SIZE C	13597	2532	14.1	18.6	92	*555	13.5	4.1	88	671	14.7	4.9	96	1306	14.2	9.6	92
COUNTY SIZE D	11344	1204	6.7	10.6	52	*259	6.3	2.3	49	**237	5.2	2.1	41	709	7.7	6.3	60
METRO CENTRAL CITY	26825	6084	34.0	22.7	112	1448	35.2	5.4	116	1711	37.5	6.4	124	2926	31.7	10.9	105
METRO SUBURBAN	39912	8484	47.4	21.3	105	1806	43.9	4.5	97	2137	46.9	5.4	104	4542	49.3	11.4	109
NON METRO	21728	3326	18.6	15.3	76	861	20.9	4.0	85	714	15.7	3.3	64	1751	19.0	8.1	77
TOP 5 ADI'S	20847	5285	29.5	25.4	125	1263	30.7	6.1	130	1485	32.6	7.1	138	2537	27.5	12.2	117
TOP 10 ADI'S	28719	7085	39.6	24.7	122	1851	45.0	6.4	139	2062	45.2	7.2	139	3171	34.4	11.0	106
TOP 20 ADI'S	40904	9607	53.7	23.5	116	2461	59.8	6.0	129	2553	56.0	6.2	121	4593	49.8	11.2	108
HSHLD INC. $50,000 OR MORE	7931	2730	15.3	34.4	170	721	17.5	9.1	195	*542	11.9	6.8	133	1468	15.9	18.5	178
$40,000 OR MORE	15233	5085	28.4	33.4	165	1354	32.9	8.9	191	1084	23.8	7.1	138	2648	28.7	17.4	167
$30,000 OR MORE	28333	8399	46.9	29.6	147	2083	50.6	7.4	158	1981	43.4	7.0	136	4336	47.0	15.3	147
$25,000 OR MORE	36417	10648	59.5	29.2	145	2498	60.7	6.9	147	2638	57.8	7.2	141	5512	59.8	15.1	145
$20,000 - $24,999	9943	2103	11.8	21.2	105	*305	7.4	3.1	66	571	12.5	5.7	111	1227	13.3	12.3	118
$15,000 - $19,999	9211	1553	8.7	16.9	83	*370	9.0	4.0	86	*328	7.2	3.6	69	855	9.3	9.3	89
$10,000 - $14,999	13477	1866	10.4	13.8	68	413	10.0	3.1	66	565	12.4	4.2	81	888	9.6	6.6	63
UNDER $10,000	19418	1725	9.6	8.9	44	528	12.8	2.7	58	458	10.0	2.4	46	738	8.0	3.8	36
HOUSEHOLD OF 1 PERSON	11987	2043	11.4	17.0	84	547	13.3	4.6	98	564	12.4	4.7	91	932	10.1	7.8	75
2 PEOPLE	27046	5463	30.5	20.2	100	1301	31.6	4.8	103	1399	30.7	5.2	100	2763	30.0	10.2	98
3 OR 4 PEOPLE	34251	7344	41.0	21.4	106	1525	37.1	4.5	96	1944	42.6	5.7	110	3875	42.0	11.3	109
5 OR MORE PEOPLE	15180	3045	17.0	20.1	99	*741	18.0	4.9	105	*655	14.4	4.3	84	1649	17.9	10.9	104
NO CHILD IN HSHLD	49819	9287	51.9	18.6	92	2456	59.7	4.9	106	2472	54.2	5.0	96	4360	47.3	8.8	84
CHILD(REN) UNDER 2 YRS	6045	1162	6.5	19.2	95	**248	6.0	4.1	88	**229	5.0	3.8	73	685	7.4	11.3	109
2 - 5 YEARS	15233	3343	18.7	21.9	108	717	17.4	4.7	101	850	18.6	5.6	108	1776	19.3	11.7	112
6 - 11 YEARS	16260	3547	19.8	21.8	108	700	17.0	4.3	93	821	18.0	5.0	98	2026	22.0	12.5	120
12 - 17 YEARS	19173	4110	23.0	21.4	106	783	19.0	4.1	88	945	20.7	4.9	96	2382	25.8	12.4	119
RESIDENCE OWNED	61371	12443	69.5	20.3	100	2829	68.8	4.6	99	3198	70.1	5.2	101	6416	69.6	10.5	100
VALUE: $50,000 OR MORE	35355	9393	52.5	26.6	131	2222	54.0	6.3	135	2357	51.7	6.7	129	4814	52.2	13.6	131
VALUE: UNDER $50,000	26016	3050	17.0	11.7	58	*607	14.8	2.3	50	841	18.4	3.2	63	1601	17.4	6.2	59

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES		88464	17894	100.0	20.2	100	4114	100.0	4.7	100	4561	100.0	5.2	100	9219	100.0	10.4	100
MAGAZINES	QUINTILE 1	17988	4833	27.0	26.9	133	1032	25.1	5.7	123	1264	27.7	7.0	136	2537	27.5	14.1	135
	QUINTILE 2	19446	5002	28.0	25.7	127	1316	32.0	6.8	146	1349	29.6	6.9	135	2336	25.3	12.0	115
	QUINTILE 3	14626	3060	17.1	20.9	103	480	11.7	3.3	71	694	15.2	4.7	92	1886	20.5	12.9	124
	QUINTILE 4	16014	2260	12.6	14.1	70	448	10.9	2.8	60	510	11.2	3.2	62	1301	14.1	8.1	78
	QUINTILE 5	20389	2740	15.3	13.4	66	838	20.4	4.1	88	743	16.3	3.6	71	1159	12.6	5.7	55
NEWSPAPERS	QUINTILE 1	13830	3738	20.9	27.0	134	963	23.4	7.0	150	1039	22.8	7.5	146	1735	18.8	12.5	120
	QUINTILE 2	26350	5723	32.0	21.7	107	1143	27.8	4.3	93	1541	33.8	5.8	113	3039	33.0	11.5	111
	QUINTILE 3	12415	2502	14.0	20.2	100	561	13.6	4.5	97	649	14.2	5.2	101	1291	14.0	10.4	100
	QUINTILE 4	21911	4183	23.4	19.1	94	1056	25.7	4.8	104	937	20.5	4.3	83	2191	23.8	10.0	96
	QUINTILE 5	13960	1749	9.8	12.5	62	*391	9.5	2.8	60	*395	8.7	2.8	55	963	10.4	6.9	66
OUTDOOR	QUINTILE 1	16810	4215	23.6	25.1	124	859	20.9	5.1	110	979	21.5	5.8	113	2377	25.8	14.1	136
	QUINTILE 2	17101	3802	21.2	22.2	110	870	21.1	5.1	109	1109	24.3	6.5	126	1823	19.8	10.7	102
	QUINTILE 3	17579	3636	20.3	20.7	102	808	19.6	4.6	99	840	18.4	4.8	93	1989	21.6	11.3	109
	QUINTILE 4	18343	3328	18.6	18.1	90	819	19.9	4.5	96	873	19.1	4.8	92	1636	17.7	8.9	86
	QUINTILE 5	18631	2913	16.3	15.6	77	758	18.4	4.1	87	760	16.7	4.1	79	1395	15.1	7.5	72
RADIO-DRIVE TIME	QUINTILE 1	17390	3681	20.6	21.2	105	687	16.7	4.0	85	1059	23.2	6.1	118	1935	21.0	11.1	107
	QUINTILE 2	16591	3768	21.1	22.7	112	870	21.1	5.2	113	981	21.5	5.9	115	1917	20.8	11.6	111
	QUINTILE 3	16910	3619	20.2	21.4	106	861	20.9	5.1	109	817	17.9	4.8	94	1942	21.1	11.5	110
	QUINTILE 4	18002	3588	20.1	19.9	99	929	22.6	5.2	111	1035	22.7	5.7	112	1625	17.6	9.0	87
	QUINTILE 5	19572	3237	18.1	16.5	82	768	18.7	3.9	84	669	14.7	3.4	66	1801	19.5	9.2	88
RADIO-MID-DAY	TERCILE 1	23248	4716	26.4	20.3	100	1002	24.4	4.3	93	1117	24.5	4.8	93	2597	28.2	11.2	107
	TERCILE 2	23667	5456	30.5	23.1	114	1243	30.2	5.3	113	1357	29.8	5.7	111	2856	31.0	12.1	116
	TERCILE 3	41549	7722	43.2	18.6	92	1869	45.4	4.5	97	2086	45.7	5.0	97	3767	40.9	9.1	87
RADIO-TOTAL	QUINTILE 1	17786	3670	20.5	20.6	102	697	16.9	3.9	84	962	21.1	5.4	105	2011	21.8	11.3	108
	QUINTILE 2	17316	3671	20.5	21.2	105	1002	24.4	5.8	124	1085	23.8	6.3	122	1584	17.2	9.1	88
	QUINTILE 3	18428	4141	23.1	22.5	111	946	23.0	5.1	110	968	21.2	5.3	102	2227	24.2	12.1	116
	QUINTILE 4	17669	3880	21.7	22.0	109	842	20.5	4.8	102	943	20.7	5.3	104	2095	22.7	11.9	114
	QUINTILE 5	17265	2533	14.2	14.7	73	626	15.2	3.6	78	604	13.2	3.5	68	1303	14.1	7.5	72
TV-PRIME TIME	QUINTILE 1	17416	3308	18.5	19.0	94	909	22.1	5.2	112	825	18.1	4.7	92	1574	17.1	9.0	87
	QUINTILE 2	17413	3354	18.7	19.3	95	734	17.8	4.2	91	772	16.9	4.4	86	1848	20.0	10.6	102
	QUINTILE 3	17943	3792	21.2	21.1	104	852	20.7	4.7	102	940	20.6	5.2	102	1999	21.7	11.1	107
	QUINTILE 4	18442	3998	22.3	21.7	107	796	19.3	4.3	93	996	21.8	5.4	105	2206	23.9	12.0	115
	QUINTILE 5	17250	3442	19.2	20.0	99	824	20.0	4.8	103	1027	22.5	6.0	115	1592	17.3	9.2	89
TV-DAYTIME	TERCILE 1	29966	4817	26.9	16.1	79	1079	26.2	3.6	77	1161	25.5	3.9	75	2577	28.0	8.6	83
	TERCILE 2	29480	6067	33.9	20.6	102	1299	31.6	4.4	95	1551	34.0	5.3	102	3217	34.9	10.9	105
	TERCILE 3	29018	7010	39.2	24.2	119	1735	42.2	6.0	129	1849	40.5	6.4	124	3426	37.2	11.8	113
TV-TOTAL	QUINTILE 1	17740	2621	14.6	14.8	73	591	14.4	3.3	72	689	15.1	3.9	75	1341	14.5	7.6	73
	QUINTILE 2	17674	3175	17.7	18.0	89	654	15.9	3.7	80	868	19.0	4.9	95	1653	17.9	9.4	90
	QUINTILE 3	17730	3939	22.0	22.2	110	992	24.1	5.6	120	889	19.5	5.0	97	2058	22.3	11.6	111
	QUINTILE 4	17563	4084	22.8	23.3	115	900	21.9	5.1	110	947	20.8	5.4	105	2236	24.3	12.7	122
	QUINTILE 5	17757	4075	22.8	22.9	113	976	23.7	5.5	118	1168	25.6	6.6	128	1931	20.9	10.9	104
MAGAZINES-NEWSPAPERS: DUAL		23278	6305	35.2	27.1	134	1371	33.3	5.9	127	1835	40.2	7.9	153	3100	33.6	13.3	128
MAGAZINE IMPERATIVE		21634	5038	28.2	23.3	115	1178	28.6	5.4	117	1070	23.5	4.9	96	2789	30.3	12.9	124
NEWSPAPER IMPERATIVE		23455	4172	23.3	17.8	88	921	22.4	3.9	84	1111	24.4	4.7	92	2141	23.2	9.1	88
MAGAZINES-OUTDOOR: DUAL		17482	4945	27.6	28.3	140	1096	26.6	6.3	135	1301	28.5	7.4	144	2549	27.6	14.6	140
MAGAZINE IMPERATIVE		28830	6596	36.9	22.9	113	1512	36.8	5.2	113	1704	37.4	5.9	115	3380	36.7	11.7	113
OUTDOOR IMPERATIVE		26119	4485	25.1	17.2	85	915	22.2	3.5	75	1135	24.9	4.3	84	2435	26.4	9.3	89
MAGAZINES-RADIO: DUAL		20162	5163	28.9	25.6	127	1219	29.6	6.0	130	1416	31.0	7.0	136	2528	27.4	12.5	120
MAGAZINE IMPERATIVE		26292	6614	37.0	25.2	124	1484	36.1	5.6	121	1618	35.5	6.2	119	3513	38.1	13.4	128
RADIO IMPERATIVE		25308	4147	23.2	16.4	81	928	22.6	3.7	79	1081	23.7	4.3	83	2138	23.2	8.4	81
MAGAZINES-TELEVISION: DUAL		17312	3593	20.1	20.8	103	765	18.6	4.4	95	978	21.4	5.6	110	1850	20.1	10.7	103
MAGAZINE IMPERATIVE		29099	8324	46.5	28.6	141	1938	47.1	6.7	143	2079	45.6	7.1	139	4307	46.7	14.8	142
TELEVISION IMPERATIVE		27505	3744	20.9	13.6	67	846	20.6	3.1	66	940	20.6	3.4	66	1958	21.2	7.1	68
NEWSPAPERS-OUTDOOR: DUAL		18628	4701	26.3	25.2	125	958	23.3	5.1	111	1207	26.5	6.5	126	2537	27.5	13.6	131
NEWSPAPER IMPERATIVE		29178	6091	34.0	20.9	103	1508	36.7	5.2	111	1648	36.1	5.6	110	2935	31.8	10.1	97
OUTDOOR IMPERATIVE		25260	5022	28.1	19.9	98	1115	27.1	4.4	95	1223	26.8	4.8	94	2684	29.1	10.6	102
NEWSPAPERS-RADIO: DUAL		19246	4542	25.4	23.6	117	1054	25.6	5.5	118	1394	30.6	7.2	140	2094	22.7	10.9	104
NEWSPAPER IMPERATIVE		28155	6386	35.7	22.7	112	1366	33.2	4.9	104	1580	34.6	5.6	109	3440	37.3	12.2	117
RADIO IMPERATIVE		25308	4665	26.1	18.4	91	1125	27.3	4.4	96	1084	23.8	4.3	83	2456	26.6	9.7	93
NEWSPAPERS-TELEVISION: DUAL		18615	3589	20.1	19.3	95	851	20.7	4.6	98	927	20.3	5.0	97	1811	19.6	9.7	93
NEWSPAPER IMPERATIVE		29207	7589	42.4	26.0	128	1664	40.4	5.7	123	2089	45.8	7.2	139	3836	41.6	13.1	126
TELEVISION IMPERATIVE		25472	3925	21.9	15.4	76	951	23.1	3.7	80	907	19.9	3.6	69	2068	22.4	8.1	78
OUTDOOR-RADIO: DUAL		17292	4170	23.3	24.1	119	979	23.8	5.7	122	1119	24.5	6.5	126	2072	22.5	12.0	115
OUTDOOR IMPERATIVE		26915	5756	32.2	21.4	106	1186	28.8	4.4	95	1392	30.5	5.2	100	3179	34.5	11.8	113
RADIO IMPERATIVE		28938	5682	31.8	19.6	97	1335	32.5	4.6	99	1478	32.4	5.1	99	2870	31.1	9.9	95
OUTDOOR-TELEVISION: DUAL		16112	3337	18.6	20.7	102	633	15.4	3.9	84	887	19.4	5.5	107	1818	19.7	11.3	108
OUTDOOR IMPERATIVE		28228	7040	39.3	24.9	123	1614	39.2	5.7	123	1738	38.1	6.2	119	3688	40.0	13.1	125
TELEVISION IMPERATIVE		30024	4754	26.6	15.8	78	1137	27.6	3.8	81	1183	25.9	3.9	76	2434	26.4	8.1	78
RADIO-TELEVISION: DUAL		17803	3187	17.8	17.9	89	750	18.2	4.2	91	832	18.2	4.7	91	1606	17.4	9.0	87
RADIO IMPERATIVE		28338	6777	37.9	23.9	118	1555	37.8	5.5	118	1864	40.9	6.6	128	3359	36.4	11.9	114
TELEVISION IMPERATIVE		28445	4997	27.9	17.6	87	1092	26.5	3.8	83	1134	24.9	4.0	77	2771	30.1	9.7	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL FEMALES	88464	17894	100.0	20.2	100	4114	100.0	4.7	100	4561	100.0	5.2	100	9219	100.0	10.4	100
ATLANTIC MONTHLY	415	*121	0.7	29.2	144	**26	0.6	6.3	135	**32	0.7	7.7	150	**63	0.7	15.2	146
BARRON'S	522	*224	1.3	42.9	212	**37	0.9	7.1	152	**57	1.2	10.9	212	**131	1.4	25.1	241
BETTER HOMES & GARDENS	17429	4107	23.0	23.6	116	809	19.7	4.6	100	1131	24.8	6.5	126	2167	23.5	12.4	119
BON APPETIT	2772	1038	5.8	37.4	185	*346	8.4	12.5	268	295	6.5	10.6	206	397	4.3	14.3	137
BUSINESS WEEK	1469	491	2.7	33.4	165	**52	1.3	3.5	76	*201	4.4	13.7	265	*239	2.6	16.3	156
CAR AND DRIVER	397	**98	0.5	24.7	122	**9	0.2	2.3	49	**74	1.6	18.6	362	**16	0.2	4.0	39
CBS MAGAZINE NETWORK (GROSS)	1633	514	2.9	31.5	156	**74	1.8	4.5	97	*214	4.7	13.1	254	*226	2.5	13.8	133
CHANGING TIMES	1554	401	2.2	25.8	128	**94	2.3	6.0	130	**126	2.8	8.1	157	*181	2.0	11.6	112
COLONIAL HOMES	1304	391	2.2	30.0	148	**103	2.5	7.9	170	**91	2.0	7.0	135	*197	2.1	15.1	145
CONDE NAST MAG. PKG. (GROSS)	17858	5134	28.7	28.7	142	1065	25.9	6.0	128	1199	26.3	6.7	130	2870	31.1	16.1	154
CONSUMERS DIGEST	1406	274	1.5	19.5	96	**56	1.4	4.0	86	**112	2.5	8.0	155	*106	1.1	7.5	72
COSMOPOLITAN	8815	2452	13.7	27.8	138	661	16.1	7.5	161	569	12.5	6.5	125	1222	13.3	13.9	133
COUNTRY LIVING	2636	830	4.6	31.5	156	*139	3.4	5.3	113	*246	5.4	9.3	181	446	4.8	16.9	162
CUISINE	1554	590	3.3	38.0	188	*158	3.8	10.2	219	*166	3.6	10.7	207	266	2.9	17.1	164
CYCLE WORLD	469	**144	0.8	30.7	152	**17	0.4	3.6	78	**46	1.0	9.8	190	**81	0.9	17.3	166
DCI:CREATIVE IDEAS FOR LIV	2631	463	2.6	17.6	87	**62	1.5	2.4	51	*173	3.8	6.6	128	227	2.5	8.6	83
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1354	7.6	19.2	95	286	7.0	4.0	87	462	10.1	6.5	127	606	6.6	8.6	82
DISCOVER	998	321	1.8	32.2	159	**99	2.4	9.9	213	**69	1.5	6.9	134	*153	1.7	15.3	147
EBONY	4289	658	3.7	15.3	76	261	6.3	6.1	131	*167	3.7	3.9	76	230	2.5	5.4	51
ESQUIRE	1176	200	1.1	17.0	84	**45	1.1	3.8	82	**57	1.2	4.8	94	**98	1.1	8.3	80
ESSENCE	2392	296	1.7	12.4	61	*113	2.7	4.7	102	**81	1.8	3.4	66	*101	1.1	4.2	41
FAMILY CIRCLE	17209	3832	21.4	22.3	110	868	21.1	5.0	108	950	20.8	5.5	107	2014	21.8	11.7	112
THE FAMILY HANDYMAN	1184	333	1.9	28.1	139	**123	3.0	10.4	223	**61	1.3	5.2	100	*150	1.6	12.7	122
FAMILY WEEKLY	12391	2365	13.2	19.1	94	468	11.4	3.8	81	740	16.2	6.0	116	1158	12.6	9.3	90
FIELD & STREAM	2438	446	2.5	18.3	90	**49	1.2	2.0	43	**200	4.4	8.2	159	*197	2.1	8.1	78
FOOD & WINE	614	201	1.1	32.7	162	**34	0.8	5.5	119	**65	1.4	10.6	205	*102	1.1	16.6	159
FORBES	813	384	2.1	47.2	234	**58	1.4	7.1	153	**105	2.3	12.9	250	*221	2.4	27.2	261
FORTUNE	1083	479	2.7	44.2	219	*129	3.1	11.9	256	**139	3.0	12.8	249	*211	2.3	19.5	187
GENTLEMEN'S QUARTERLY	1197	334	1.9	27.9	138	**69	1.7	5.8	124	*91	2.0	7.6	147	*174	1.9	14.5	139
GLAMOUR	6625	1767	9.9	26.7	132	408	9.9	6.2	132	332	7.3	5.0	97	1028	11.2	15.5	149
GOLF DIGEST	707	*197	1.1	27.9	138	**83	2.0	11.7	252	**62	1.4	8.8	170	**52	0.6	7.4	71
GOLF DIGEST/TENNIS (GROSS)	1316	398	2.2	30.2	150	**111	2.7	8.4	181	**117	2.6	8.9	172	*170	1.8	12.9	124
GOLF MAGAZINE	469	*155	0.9	33.0	163	**68	1.7	14.5	312	**31	0.7	6.6	128	**56	0.6	11.9	115
GOLF MAGAZINE/SKI (GROSS)	1060	292	1.6	27.5	136	**107	2.6	10.1	217	**87	1.9	8.2	159	*98	1.1	9.2	89
GOOD HOUSEKEEPING	17784	4003	22.4	22.5	111	882	21.4	5.0	107	994	21.8	5.6	108	2127	23.1	12.0	115
HARPER'S BAZAAR	2931	927	5.2	31.6	156	*136	3.3	4.6	100	269	5.9	9.2	178	522	5.7	17.8	171
HEALTH	2199	517	2.9	23.5	116	**91	2.2	4.1	89	**158	3.5	7.2	139	*267	2.9	12.1	117
HEARST MAG CORP. BUY (GROSS)	49148	12691	70.9	25.8	128	2664	64.8	5.4	117	3169	69.5	6.4	125	6858	74.4	14.0	134
HEARST MAN POWER (GROSS)	2113	395	2.2	18.7	92	**80	1.9	3.8	81	**102	2.2	4.8	94	*213	2.3	10.1	97
HEARST WOMAN POWER (GROSS)	35062	8731	48.8	24.9	123	1950	47.4	5.6	120	2011	44.1	5.7	111	4771	51.8	13.6	131
HOUSE BEAUTIFUL	3865	1088	6.1	28.2	139	*227	5.5	5.9	126	332	7.3	8.6	167	529	5.7	13.7	131
INC.	315	**106	0.6	33.7	166	**12	0.3	3.8	82	**27	0.6	8.6	166	**67	0.7	21.3	204
JET	3690	550	3.1	14.9	74	*207	5.0	5.6	121	*174	3.8	4.7	91	*169	1.8	4.6	44
LADIES' HOME JOURNAL	12930	3054	17.1	23.6	117	627	15.2	4.8	104	827	18.1	6.4	124	1601	17.4	12.4	119
LHJ FAMILY GRP COMBO(GROSS)	18161	4283	23.9	23.6	117	867	21.1	4.8	103	1111	24.4	6.1	119	2305	25.0	12.7	122
LIFE	5065	1449	8.1	28.6	141	377	9.2	7.4	160	421	9.2	8.3	161	651	7.1	12.9	123
L.A. TIMES HOME MAGAZINE	1310	472	2.6	36.0	178	**77	1.9	5.9	126	*131	2.9	10.0	194	*264	2.9	20.2	193
MADEMOISELLE	3759	1019	5.7	27.1	134	*171	4.2	4.5	98	301	6.6	8.0	155	547	5.9	14.6	140
MC CALL'S	14658	3338	18.7	22.8	113	702	17.1	4.8	103	835	18.3	5.7	110	1801	19.5	12.3	118
MC CALL'S/WRK MOTHER (GROSS)	15857	3593	20.1	22.7	112	733	17.8	4.6	99	899	19.7	5.7	110	1962	21.3	12.4	119
MECHANIX ILLUSTRATED	809	*130	0.7	16.1	79	**13	0.3	1.6	35	**46	1.0	5.7	110	**71	0.8	8.8	84
METROPOLITAN HOME	1009	441	2.5	43.7	216	**45	1.1	4.5	96	*143	3.1	14.2	275	*253	2.7	25.1	241
MONEY	1707	600	3.4	35.1	174	*120	2.9	7.0	151	*137	3.0	8.0	156	343	3.7	20.1	193
MOTHER EARTH NEWS	1123	278	1.6	24.8	122	**69	1.7	6.1	132	**63	1.4	5.6	109	*146	1.6	13.0	125
MS.	932	339	1.9	36.4	180	**49	1.2	5.3	113	**119	2.6	12.8	248	*171	1.9	18.3	176
NATIONAL ENQUIRER	11971	1890	10.6	15.8	78	426	10.4	3.6	77	592	13.0	4.9	96	872	9.5	7.3	70
NATIONAL GEOGRAPHIC	10503	3330	18.6	31.7	157	659	16.0	6.3	135	871	19.1	8.3	161	1800	19.5	17.1	164
NATIONAL SUNDAY MAGAZINE PKG	54325	12530	70.0	23.1	114	2884	70.1	5.3	114	3305	72.5	6.1	118	6341	68.8	11.7	112
NATURAL HISTORY	626	276	1.5	44.1	218	**20	0.5	3.2	69	**105	2.3	16.8	325	*151	1.6	24.1	231
NEW WOMAN	1992	600	3.4	30.1	149	**91	2.2	4.6	98	*191	4.2	9.6	186	318	3.4	16.0	153
NEW YORK INCLUDING CUE	547	204	1.1	37.3	184	**86	2.1	15.7	338	**40	0.9	7.3	142	*77	0.8	14.1	135
THE NEW YORKER	1380	601	3.4	43.6	215	*208	5.1	15.1	324	*181	4.0	13.1	254	213	2.3	15.4	148
NEWSWEEK	6925	2078	11.6	30.0	148	423	10.3	6.1	131	595	13.0	8.6	167	1060	11.5	15.3	147
THE N.Y. TIMES DAILY EDITION	1363	627	3.5	46.0	227	214	5.2	15.7	338	*124	2.7	9.1	176	290	3.1	21.3	204
THE N.Y. TIMES MAGAZINE	2333	1064	5.9	45.6	225	386	9.4	16.5	356	242	5.3	10.4	201	436	4.7	18.7	179
OMNI	872	299	1.7	34.3	170	**20	0.5	2.3	49	**65	1.4	7.5	145	*214	2.3	24.5	235
ON CABLE	1298	344	1.9	26.5	131	**45	1.1	3.5	75	*138	3.0	10.6	206	**160	1.7	12.3	118
1001 HOME IDEAS	3032	712	4.0	23.5	116	*149	3.6	4.9	106	*126	2.8	4.2	81	437	4.7	14.4	138
ORGANIC GARDENING	1680	391	2.2	23.3	115	**98	2.4	5.8	125	**87	1.9	5.2	100	*206	2.2	12.3	118
OUTDOOR LIFE	960	*181	1.0	18.9	93	**30	0.7	3.1	67	**89	2.0	9.3	180	**62	0.7	6.5	62
PARADE MAGAZINE	26755	6539	36.5	24.4	121	1598	38.8	6.0	128	1698	37.2	6.3	123	3242	35.2	12.1	116

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	'000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	17894	100.0	20.2	100	4114	100.0	4.7	100	4561	100.0	5.2	100	9219	100.0	10.4	100
PARENTS	4173	1216	6.8	29.1	144	*149	3.6	3.6	77	324	7.1	7.8	151	743	8.1	17.8	171
PENTHOUSE	973	*175	1.0	18.0	89	**62	1.5	6.4	137	**27	0.6	2.8	54	**85	0.9	8.7	84
PEOPLE	13479	3651	20.4	27.1	134	773	18.8	5.7	123	972	21.3	7.2	140	1907	20.7	14.1	136
PLAYBOY	2183	457	2.6	20.9	103	*111	2.7	5.1	109	*145	3.2	6.6	129	*201	2.2	9.2	88
POPULAR HOT RODDING	388	**69	0.4	17.8	88	**24	0.6	6.2	133	**15	0.3	3.9	75	**30	0.3	7.7	74
POPULAR MECHANICS	1037	*126	0.7	12.2	60	**28	0.7	2.7	58	**33	0.7	3.2	62	**65	0.7	6.3	60
POPULAR SCIENCE	920	*238	1.3	25.9	128	**39	0.9	4.2	91	**72	1.6	7.8	152	**127	1.4	13.8	132
PREVENTION	4071	936	5.2	23.0	114	*167	4.1	4.1	88	351	7.7	8.6	167	419	4.5	10.3	99
PSYCHOLOGY TODAY	1940	598	3.3	30.8	152	**89	2.2	4.6	99	*189	4.1	9.7	189	321	3.5	16.5	159
READER'S DIGEST	24031	5143	28.7	21.4	106	1101	26.8	4.6	99	1408	30.9	5.9	114	2634	28.6	11.0	105
REDBOOK	8464	2277	12.7	26.9	133	406	9.9	4.8	103	449	9.8	5.3	103	1422	15.4	16.8	161
ROAD & TRACK	429	**124	0.7	28.9	143	**10	0.2	2.3	50	**71	1.6	16.6	321	**43	0.5	10.0	96
ROLLING STONE	1355	516	2.9	38.1	188	**85	2.1	6.3	135	**138	3.0	10.2	198	*293	3.2	21.6	207
RUNNER'S WORLD	329	**104	0.6	31.6	156	**34	0.8	10.3	222	**37	0.8	11.2	218	**33	0.4	10.0	96
SATURDAY EVENING POST	1268	327	1.8	25.8	127	**36	0.9	2.8	61	**154	3.4	12.1	236	*137	1.5	10.8	104
SCIENCE 84	702	*214	1.2	30.5	151	**21	0.5	3.0	64	**105	2.3	15.0	290	**88	1.0	12.5	120
SCIENCE DIGEST	553	*162	0.9	29.3	145	**41	1.0	7.4	159	**32	0.7	5.8	112	**89	1.0	16.1	154
SCIENTIFIC AMERICAN	615	268	1.5	43.6	215	**57	1.4	9.3	199	**93	2.0	15.1	293	**118	1.3	19.2	184
SELF	2683	916	5.1	34.1	169	*157	3.8	5.9	126	*191	4.2	7.1	138	568	6.2	21.2	203
SEVENTEEN	3309	768	4.3	23.2	115	**108	2.6	3.3	70	*220	4.8	6.6	129	440	4.8	13.3	128
SKI	591	*137	0.8	23.2	115	**39	0.9	6.6	142	**57	1.2	9.6	187	**41	0.4	6.9	67
SMITHSONIAN	3039	1192	6.7	39.2	194	306	7.4	10.1	217	341	7.5	11.2	218	545	5.9	17.9	172
SOAP OPERA DIGEST	3683	566	3.2	15.4	76	**129	3.1	3.5	75	*227	5.0	6.2	120	*211	2.3	5.7	55
SOUTHERN LIVING	4434	891	5.0	20.1	99	*224	5.4	5.1	109	*289	6.3	6.5	126	379	4.1	8.5	82
SPORT	701	*208	1.2	29.7	147	**137	3.3	19.5	420	**42	0.9	6.0	116	**29	0.3	4.1	40
THE SPORTING NEWS	518	**168	0.9	32.4	160	**16	0.4	3.1	66	**84	1.8	16.2	315	**68	0.7	13.1	126
SPORTS AFIELD	523	**107	0.6	20.5	101	**11	0.3	2.1	45	**37	0.8	7.1	137	**58	0.6	11.1	106
SPORTS ILLUSTRATED	3325	1058	5.9	31.8	157	*277	6.7	8.3	179	308	6.8	9.3	180	472	5.1	14.2	136
STAR	8567	1331	7.4	15.5	77	420	10.2	4.9	105	370	8.1	4.3	84	540	5.9	6.3	60
SUNDAY	27630	6913	38.6	25.0	124	1610	39.1	5.8	125	1788	39.2	6.5	126	3515	38.1	12.7	122
SUNSET	2219	677	3.8	30.5	151	**107	2.6	4.8	104	*118	2.6	5.3	103	452	4.9	20.4	195
TV GUIDE	24258	4500	25.1	18.6	92	909	22.1	3.7	81	1211	26.6	5.0	97	2380	25.8	9.8	94
TENNIS	609	*201	1.1	33.0	163	**28	0.7	4.6	99	**55	1.2	9.0	175	**118	1.3	19.4	186
TIME	9929	3122	17.4	31.4	155	785	19.1	7.9	170	765	16.8	7.7	149	1572	17.1	15.8	152
TOWN & COUNTRY	1062	320	1.8	30.1	149	**30	0.7	2.8	61	*114	2.5	10.7	208	*176	1.9	16.6	159
TRAVEL & LEISURE	1051	361	2.0	34.3	170	**60	1.5	5.7	123	*120	2.6	11.4	221	*181	2.0	17.2	165
TRUE STORY	3946	606	3.4	15.4	76	*122	3.0	3.1	66	*211	4.6	5.3	104	*274	3.0	6.9	67
U.S.NEWS & WORLD REPORT	3782	1007	5.6	26.6	132	262	6.4	6.9	149	347	7.6	9.2	178	399	4.3	10.5	101
USA TODAY	1874	581	3.2	31.0	153	*116	2.8	6.2	133	*147	3.2	7.8	152	319	3.5	17.0	163
US	2213	524	2.9	23.7	117	**68	1.7	3.1	66	*134	2.9	6.1	117	322	3.5	14.6	140
VOGUE	4792	1432	8.0	29.9	148	328	8.0	6.8	147	376	8.2	7.8	152	728	7.9	15.2	146
WALL STREET JOURNAL	2045	777	4.3	38.0	188	*174	4.2	8.5	183	*255	5.6	12.5	242	349	3.8	17.1	164
WEIGHT WATCHERS	2364	507	2.8	21.4	106	*134	3.3	5.7	122	*170	3.7	7.2	139	*202	2.2	8.5	82
WOMAN'S DAY	15182	3372	18.8	22.2	110	865	21.0	5.7	123	758	16.6	5.0	97	1749	19.0	11.5	111
WORKING MOTHER	1198	255	1.4	21.3	105	**30	0.7	2.5	54	**64	1.4	5.3	104	*160	1.7	13.4	128
WORKING WOMAN	1523	530	3.0	34.8	172	*136	3.3	8.9	192	**93	2.0	6.1	118	*301	3.3	19.8	190
WORLD TENNIS	*183	**72	0.4	39.3	195	**24	0.6	13.1	282	**15	0.3	8.2	159	**34	0.4	18.6	178
ZIFF-DAVIS MAG NETWK (GROSS)	2776	678	3.8	24.4	121	*175	4.3	6.3	136	255	5.6	9.2	178	248	2.7	8.9	86
BLAIR INSERTS	47909	11669	65.2	24.4	120	2765	67.2	5.8	124	2987	65.5	6.2	121	5917	64.2	12.4	119
DAILY NEWSPAPERS																	
READ ANY	56731	12110	67.7	21.3	106	2672	64.9	4.7	101	3244	71.1	5.7	111	6193	67.2	10.9	105
READ ONE	47696	9812	54.8	20.6	102	2089	50.8	4.4	94	2650	58.1	5.6	108	5073	55.0	10.6	102
READ TWO OR MORE	9034	2297	12.8	25.4	126	583	14.2	6.5	139	594	13.0	6.6	128	1120	12.1	12.4	119
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	13428	75.0	23.3	115	3080	74.9	5.3	115	3507	76.9	6.1	118	6841	74.2	11.8	114
READ ONE	50513	11258	62.9	22.3	110	2533	61.6	5.0	108	2906	63.7	5.8	112	5819	63.1	11.5	111
READ TWO OR MORE	7219	2170	12.1	30.1	149	547	13.3	7.6	163	600	13.2	8.3	161	1022	11.1	14.2	136
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.78				30.58				32.26				32.06			
30 DAY REACH	78184	16396	91.6	21.0	104	3694	89.8	4.7	102	4077	89.4	5.2	101	8625	93.6	11.0	106
50 SHWG - 30 DAY AV FREQ	14.80	16.61				16.17				16.65				16.78			
30 DAY REACH	74239	15728	87.9	21.2	105	3501	85.1	4.7	101	3962	86.9	5.3	104	8265	89.7	11.1	107
25 SHWG - 30 DAY AV FREQ	8.05	8.92				8.67				8.93				9.02			
30 DAY REACH	68254	14657	81.9	21.5	106	3256	79.1	4.8	103	3717	81.5	5.4	106	7683	83.3	11.3	108
CABLE TV: HOME WIRED	35215	7938	44.4	22.5	111	1609	39.1	4.6	98	2095	45.9	5.9	115	4234	45.9	12.0	115
HOME NOT WIRED	53250	9956	55.6	18.7	92	2505	60.9	4.7	101	2466	54.1	4.6	90	4985	54.1	9.4	90
HAVE PAY CABLE	17885	4674	26.1	26.1	129	971	23.6	5.4	117	1212	26.6	6.8	131	2492	27.0	13.9	134

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL FEMALES	88464	17894	100.0	20.2	100	4114	100.0	4.7	100	4561	100.0	5.2	100	9219	100.0	10.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	10516	58.8	21.9	108	2352	57.2	4.9	105	2709	59.4	5.6	109	5455	59.2	11.4	109
10:00 AM - 3:00 PM	33674	7153	40.0	21.2	105	1509	36.7	4.5	96	1787	39.2	5.3	103	3857	41.8	11.5	110
3:00 PM - 7:00 PM	34431	7872	44.0	22.9	113	1603	39.0	4.7	100	2130	46.7	6.2	120	4139	44.9	12.0	115
7:00 PM - MIDNIGHT	17761	3618	20.2	20.4	101	737	17.9	4.1	89	995	21.8	5.6	109	1886	20.5	10.6	102
MIDNIGHT - 6:00 AM	10087	2367	13.2	23.5	116	560	13.6	5.6	119	638	14.0	6.3	123	1169	12.7	11.6	111
6:00 AM - MIDNIGHT	64318	13773	77.0	21.4	106	3036	73.8	4.7	102	3545	77.7	5.5	107	7192	78.0	11.2	107
ENTIRE DAY	65181	13957	78.0	21.4	106	3117	75.8	4.8	103	3582	78.5	5.5	107	7258	78.7	11.1	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	4020	22.5	23.1	114	884	21.5	5.1	109	962	21.1	5.5	107	2173	23.6	12.5	120
ALL NEWS	2520	690	3.9	27.4	135	*172	4.2	6.8	147	*221	4.8	8.8	170	*297	3.2	11.8	113
AOR/PROGRESSIVE	4419	1005	5.6	22.7	112	*216	5.3	4.9	105	275	6.0	6.2	121	513	5.6	11.6	111
BEAUTIFUL MUSIC	6119	1470	8.2	24.0	119	361	8.8	5.9	127	351	7.7	5.7	111	757	8.2	12.4	119
BLACK	2623	416	2.3	15.9	78	**102	2.5	3.9	84	*121	2.7	4.6	89	*192	2.1	7.3	70
CLASSICAL	1553	470	2.6	30.3	150	**72	1.8	4.6	100	*116	2.5	7.5	145	283	3.1	18.2	175
CHR/ROCK	11282	2954	16.5	26.2	129	559	13.6	5.0	107	807	17.7	7.2	139	1588	17.2	14.1	135
COUNTRY	13343	2371	13.3	17.8	88	415	10.1	3.1	67	599	13.1	4.5	87	1356	14.7	10.2	98
GOLDEN OLDIES	1299	255	1.4	19.6	97	**86	2.1	6.6	142	**75	1.6	5.8	112	**94	1.0	7.2	69
MOR/NOSTALGIA	5241	1084	6.1	20.7	102	*195	4.7	3.7	80	*263	5.8	5.0	97	626	6.8	11.9	115
NEWS/TALK	4165	1062	5.9	25.5	126	*199	4.8	4.8	103	344	7.5	8.3	160	519	5.6	12.5	120
RELIGIOUS	3324	569	3.2	17.1	85	**137	3.3	4.1	89	**107	2.3	3.2	62	326	3.5	9.8	94
SOFT ROCK	609	*115	0.6	18.9	93	**24	0.6	3.9	85	**23	0.5	3.8	73	**69	0.7	11.3	109
URBAN CONTEMPORARY	1853	447	2.5	24.1	119	*171	4.2	9.2	198	*148	3.2	8.0	155	*128	1.4	6.9	66
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	939	5.2	25.2	125	*248	6.0	6.7	143	*208	4.6	5.6	108	482	5.2	12.9	124
ABC DIRECTION	2488	616	3.4	24.8	122	*166	4.0	6.7	143	*156	3.4	6.3	122	*294	3.2	11.8	113
ABC ENTERTAINMENT	5129	1024	5.7	20.0	99	232	5.6	4.5	97	*281	6.2	5.5	106	511	5.5	10.0	96
ABC FM	2498	550	3.1	22.0	109	**98	2.4	3.9	84	*216	4.7	8.6	168	*235	2.5	9.4	90
ABC INFORMATION	5721	1264	7.1	22.1	109	*239	5.8	4.2	90	394	8.6	6.9	134	631	6.8	11.0	106
ABC ROCK	2021	525	2.9	26.0	128	**79	1.9	3.9	84	*247	5.4	12.2	237	*200	2.2	9.9	95
CBS	4756	1059	5.9	22.3	110	*247	6.0	5.2	112	332	7.3	7.0	135	480	5.2	10.1	97
MUTUAL	5272	1203	6.7	22.8	113	*177	4.3	3.4	72	365	8.0	6.9	134	661	7.2	12.5	120
NBC	4964	1083	6.1	21.8	108	*254	6.2	5.1	110	*237	5.2	4.8	93	591	6.4	11.9	114
RADIORADIO	2218	491	2.7	22.1	109	**101	2.5	4.6	98	*156	3.4	7.0	136	*234	2.5	10.6	101
RKO ONE	2565	626	3.5	24.4	121	*139	3.4	5.4	117	*141	3.1	5.5	107	347	3.8	13.5	130
RKO TWO	3640	710	4.0	19.5	96	*115	2.8	3.2	68	*198	4.3	5.4	106	397	4.3	10.9	105
THE SOURCE	2467	430	2.4	17.4	86	**124	3.0	5.0	108	**119	2.6	4.8	94	*187	2.0	7.6	73
NON-WIRED : BLAIR	9466	2102	11.7	22.2	110	435	10.6	4.6	99	479	10.5	5.1	98	1188	12.9	12.6	120
INTERNET	13616	3450	19.3	25.3	125	636	15.5	4.7	100	974	21.4	7.2	139	1839	19.9	13.5	130
KATZ RADIO GROUP	16998	4211	23.5	24.8	122	950	23.1	5.6	120	1029	22.6	6.1	117	2231	24.2	13.1	126
SUPERNET	11622	2398	13.4	20.6	102	495	12.0	4.3	92	702	15.4	6.0	117	1201	13.0	10.3	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1686	9.4	17.9	88	409	9.9	4.3	93	434	9.5	4.6	89	843	9.1	8.9	86
WKDAY 9:00 AM - 1:00 PM	13304	2120	11.8	15.9	79	500	12.2	3.8	81	500	11.0	3.8	73	1120	12.1	8.4	81
WKDAY 1:00 PM - 4:30 PM	17591	2889	16.1	16.4	81	611	14.9	3.5	75	739	16.2	4.2	81	1539	16.7	8.7	84
WKDAY 4:30 PM - 7:30 PM	24418	4288	24.0	17.6	87	945	23.0	3.9	83	1102	24.2	4.5	88	2242	24.3	9.2	88
WKDAY 7:30 PM - 8:00 PM	34400	6185	34.6	18.0	89	1481	36.0	4.3	93	1611	35.3	4.7	91	3093	33.6	9.0	86
WKDAY 11:00 PM - 11:30 PM	26120	4916	27.5	18.8	93	1177	28.6	4.5	97	1213	26.6	4.6	90	2527	27.4	9.7	93
WKDAY 11:30 PM - 1:00 AM	8402	1536	8.6	18.3	90	310	7.5	3.7	79	355	7.8	4.2	82	871	9.4	10.4	99
M-SAT 8-11 PM+SUN 7-11 PM	36828	7270	40.6	19.7	98	1738	42.2	4.7	101	1789	39.2	4.9	94	3742	40.6	10.2	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	1494	8.3	20.7	102	408	9.9	5.7	121	338	7.4	4.7	91	748	8.1	10.4	99
ANOTHER WORLD N	4924	619	3.5	12.6	62	143	3.5	2.9	62	*168	3.7	3.4	66	308	3.3	6.3	60
AS THE WORLD TURNS C	5966	861	4.8	14.4	71	137	3.3	2.3	49	258	5.7	4.3	84	466	5.1	7.8	75
CAPITOL C	3672	615	3.4	16.7	83	111	2.7	3.0	65	204	4.5	5.6	108	300	3.3	8.2	78
CBS MORN. NEWS 1 C	1590	250	1.4	15.7	78	*63	1.5	4.0	85	*40	0.9	2.5	49	147	1.6	9.2	89
CBS MORN. NEWS 2 C	1298	239	1.3	18.4	91	**58	1.4	4.5	96	*42	0.9	3.2	63	138	1.5	10.6	102
DAYS OF OUR LIVES N	6389	943	5.3	14.8	73	191	4.6	3.0	64	237	5.2	3.7	72	516	5.6	8.1	77
FACTS OF LIFE - DAYTIME N	2526	349	2.0	13.8	68	118	2.9	4.7	100	*81	1.8	3.2	62	150	1.6	5.9	57
FAMILY FEUD A	3427	476	2.7	13.9	69	97	2.4	2.8	61	141	3.1	4.1	80	238	2.6	6.9	67
GENERAL HOSPITAL A	6870	1160	6.5	16.9	83	235	5.7	3.4	74	247	5.4	3.6	70	678	7.4	9.9	95
GOOD MORNING, AMERICA-730 A	3767	632	3.5	16.8	83	115	2.8	3.1	66	248	5.4	6.6	128	269	2.9	7.1	69
GOOD MORNING, AMERICA-830 A	3076	608	3.4	19.8	98	84	2.0	2.7	59	159	3.5	5.2	100	364	3.9	11.8	114
GUIDING LIGHT C	5789	926	5.2	16.0	79	163	4.0	2.8	61	286	6.3	4.9	96	477	5.2	8.2	79
ONE LIFE TO LIVE A	4918	818	4.6	16.6	82	176	4.3	3.6	77	203	4.5	4.1	80	439	4.8	8.9	86
PRESS YOUR LUCK C	2367	332	1.9	14.0	69	*84	2.0	3.5	76	*64	1.4	2.7	52	184	2.0	7.8	75
PRICE IS RIGHT 1 C	4727	618	3.5	13.1	65	105	2.6	2.2	48	177	3.9	3.7	73	336	3.6	7.1	68
PRICE IS RIGHT 2 C	5511	617	3.4	11.2	55	104	2.5	1.9	41	193	4.2	3.5	68	319	3.5	5.8	56
RYAN'S HOPE A	3479	764	4.3	22.0	109	255	6.2	7.3	158	167	3.7	4.8	93	342	3.7	9.8	94
SALE OF THE CENTURY N	2823	414	2.3	14.7	73	*123	3.0	4.4	94	*155	3.4	5.5	106	137	1.5	4.9	47
SEARCH FOR TOMORROW N	2525	430	2.4	17.0	84	**71	1.7	2.8	60	**98	2.1	3.9	75	261	2.8	10.3	99
TODAY SHOW 1 N	2979	680	3.8	22.8	113	210	5.1	7.0	152	122	2.7	4.1	79	349	3.8	11.7	112
TODAY SHOW 2 N	2792	483	2.7	17.3	86	176	4.3	6.3	136	*81	1.8	2.9	56	226	2.5	8.1	78
$25,000 PYRAMID C	2899	473	2.6	16.3	81	*109	2.6	3.8	81	*93	2.0	3.2	62	271	2.9	9.3	90
WHEEL OF FORTUNE N	4689	607	3.4	12.9	64	171	4.2	3.6	78	134	2.9	2.9	55	302	3.3	6.4	62
YOUNG AND THE RESTLESS C	6231	836	4.7	13.4	66	119	2.9	1.9	41	222	4.9	3.6	69	496	5.4	8.0	76
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	324	1.8	16.4	81	*66	1.6	3.3	72	126	2.8	6.4	124	132	1.4	6.7	64
NBA PLAYOFF GAME -1 C	1246	240	1.3	19.3	95	**33	0.8	2.6	57	**101	2.2	8.1	157	*105	1.1	8.4	81
NBC MAJOR LEAGUE PRE-GAME N	1140	**113	0.6	9.9	49	**22	0.5	1.9	41	**2	0.0	0.2	3	**89	1.0	7.8	75
SPORTSWORLD - SUN N	1328	262	1.5	19.7	98	**34	0.8	2.6	55	**82	1.8	6.2	120	**146	1.6	11.0	105
SUNDAY MORNING C	1645	296	1.7	18.0	89	*98	2.4	6.0	128	**40	0.9	2.4	47	*157	1.7	9.5	92

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IMPORTED DINNER/TABLE WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	17894	100.0	20.2	100	4114	100.0	4.7	100	4561	100.0	5.2	100	9219	100.0	10.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	4749	26.5	17.0	84	1039	25.3	3.7	80	1165	25.5	4.2	81	2544	27.6	9.1	87
NETWORK AFFILIATES - LATE		21966	4080	22.8	18.6	92	972	23.6	4.4	95	966	21.2	4.4	85	2142	23.2	9.8	94
INDEPENDENTS - LATE		2247	577	3.2	25.7	127	142	3.5	6.3	136	141	3.1	6.3	122	294	3.2	13.1	126
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	2200	12.3	19.1	94	463	11.3	4.0	86	638	14.0	5.5	107	1099	11.9	9.5	92
ABC MONDAY NIGHT MOVIE	A	6879	1381	7.7	20.1	99	333	8.1	4.8	104	341	7.5	5.0	96	706	7.7	10.3	98
ABC SUNDAY NIGHT MOVIE	A	13690	2664	14.9	19.5	96	722	17.5	5.3	113	671	14.7	4.9	95	1271	13.8	9.3	89
ABC WORLD NEWS TONIGHT	A	6589	1056	5.9	16.0	79	238	5.8	3.6	78	281	6.2	4.3	83	537	5.8	8.1	78
AFTERMASH	C	6391	1053	5.9	16.5	81	*149	3.6	2.3	50	*252	5.5	3.9	76	652	7.1	10.2	98
ALICE	C	10273	1910	10.7	18.6	92	393	9.6	3.8	82	518	11.4	5.0	98	999	10.8	9.7	93
AMERICAN PARADE	C	7130	1329	7.4	18.6	92	296	7.2	4.2	89	275	6.0	3.9	75	757	8.2	10.6	102
BENSON	A	11665	2346	13.1	20.1	99	699	17.0	6.0	129	519	11.4	4.4	86	1129	12.2	9.7	93
BLUE THUNDER	A	5442	949	5.3	17.4	86	*188	4.6	3.5	74	259	5.7	4.8	92	502	5.4	9.2	89
CAGNEY & LACEY	C	10565	2063	11.5	19.5	97	445	10.8	4.2	91	439	9.6	4.2	81	1179	12.8	11.2	107
CBS EVENING NEWS-DEAN	C	3668	744	4.2	20.3	100	*161	3.9	4.4	94	*199	4.4	5.4	105	383	4.2	10.4	100
CBS EVENING NEWS-RATHER	C	7561	1511	8.4	20.0	99	243	5.9	3.2	69	364	8.0	4.8	93	904	9.8	12.0	115
CBS SAT. NEWS-SCHIEFFER	C	3948	756	4.2	19.1	95	115	2.8	2.9	63	206	4.5	5.2	101	435	4.7	11.0	106
CBS SATURDAY NIGHT MOVIE	C	5966	1197	6.7	20.1	99	289	7.0	4.8	104	265	5.8	4.4	86	643	7.0	10.8	103
CBS WEDNESDAY NIGHT MOVIE	C	6529	1310	7.3	20.1	99	302	7.3	4.6	99	254	5.6	3.9	75	753	8.2	11.5	111
CHEERS	N	9842	2405	13.4	24.4	121	506	12.3	5.1	111	556	12.2	5.6	110	1343	14.6	13.6	131
DALLAS	C	23935	4559	25.5	19.0	94	1117	27.2	4.7	100	998	21.9	4.2	81	2443	26.5	10.2	98
DIFF'RENT STROKES	N	7574	1226	6.9	16.2	80	258	6.3	3.4	73	351	7.7	4.6	90	618	6.7	8.2	78
DOUBLE TROUBLE	N	7786	1485	8.3	19.1	94	374	9.1	4.8	103	391	8.6	5.0	97	720	7.8	9.2	89
DUCK FACTORY	N	6290	1507	8.4	24.0	118	306	7.4	4.9	105	282	6.2	4.5	87	919	10.0	14.6	140
DUKES OF HAZZARD	C	6402	909	5.1	14.2	70	*173	4.2	2.7	58	271	5.9	4.2	82	465	5.0	7.3	70
DYNASTY	A	21955	4098	22.9	18.7	92	946	23.0	4.3	93	1070	23.5	4.9	95	2083	22.6	9.5	91
FACTS OF LIFE	N	8898	1687	9.4	19.0	94	472	11.5	5.3	114	406	8.9	4.6	88	809	8.8	9.1	87
FALCON CREST	C	21877	4247	23.7	19.4	96	1107	26.9	5.1	109	947	20.8	4.3	84	2194	23.8	10.0	96
FALL GUY	A	10045	1804	10.1	18.0	89	351	8.5	3.5	75	526	11.5	5.2	102	927	10.1	9.2	89
FAMILY TIES	N	8922	1682	9.4	18.9	93	384	9.3	4.3	93	386	8.5	4.3	84	911	9.9	10.2	98
FANTASY ISLAND	A	8288	1590	8.9	19.2	95	390	9.5	4.7	101	486	10.7	5.9	114	714	7.7	8.6	83
FOULUPS,BLEEPS & BLUNDERS	A	9891	1609	9.0	16.3	80	414	10.1	4.2	90	469	10.3	4.7	92	726	7.9	7.3	70
FOUR SEASONS	C	5429	938	5.2	17.3	85	*136	3.3	2.5	54	*228	5.0	4.2	81	574	6.2	10.6	101
GIMME A BREAK	N	9646	1553	8.7	16.1	80	369	9.0	3.8	82	394	8.6	4.1	79	790	8.6	8.2	79
HART TO HART	A	9983	1938	10.8	19.4	96	468	11.4	4.7	101	491	10.8	4.9	95	980	10.6	9.6	94
HILL STREET BLUES	N	9688	2337	13.1	24.1	119	572	13.9	5.9	127	539	11.8	5.6	108	1226	13.3	12.7	121
HOTEL	A	15435	2824	15.8	18.3	90	727	17.7	4.7	101	714	15.7	4.6	90	1383	15.0	9.0	86
JEFFERSONS	C	10031	1877	10.5	18.7	93	389	9.5	3.9	83	552	12.1	5.5	107	937	10.2	9.3	90
JENNIFER SLEPT HERE	N	6376	1146	6.4	18.0	89	287	7.0	4.5	97	313	6.9	4.9	95	546	5.9	8.6	82
KATE & ALLIE	C	9951	1962	11.0	19.7	97	419	10.2	4.2	91	363	8.0	3.6	71	1180	12.8	11.9	114
KNIGHT RIDER	N	7908	1581	8.8	20.0	99	374	9.1	4.7	102	455	10.0	5.8	112	752	8.2	9.5	91
LOVE BOAT	A	13226	2462	13.8	18.6	92	703	17.1	5.3	114	666	14.6	5.0	98	1093	11.9	8.3	79
MAGNUM PI	C	12105	2335	13.0	19.3	95	488	11.9	4.0	87	560	12.3	4.6	90	1287	14.0	10.6	102
MAMA'S FAMILY	N	6364	1163	6.5	18.3	90	237	5.8	3.7	80	318	7.0	5.0	97	608	6.6	9.6	92
MASTER, THE	N	3955	798	4.5	20.2	100	*135	3.3	3.4	73	*153	3.4	3.9	75	511	5.5	12.9	124
MATT HOUSTON	A	6903	1252	7.0	18.1	90	212	5.2	3.1	66	360	7.9	5.2	101	680	7.4	9.9	95
NBC MONDAY NIGHT MOVIE	N	13443	2703	15.1	20.1	99	680	16.5	5.1	109	574	12.6	4.3	83	1449	15.7	10.8	103
NBC NIGHTLY NEWS	N	5585	915	5.1	16.4	81	211	5.1	3.8	81	200	4.4	3.6	69	504	5.5	9.0	87
NBC NIGHTLY NEWS-SAT	N	3688	663	3.7	18.0	89	*155	3.8	4.2	90	*153	3.4	4.1	80	355	3.9	9.6	92
NBC NIGHTLY NEWS-SUN	N	3310	669	3.7	20.2	100	*147	3.6	4.4	95	*157	3.4	4.7	92	*366	4.0	11.1	106
NBC SUNDAY NIGHT MOVIE	N	9238	2007	11.2	21.7	107	504	12.3	5.5	117	378	8.3	4.1	79	1126	12.2	12.2	117
NEWHART	C	9876	1951	10.9	19.8	98	399	9.7	4.0	87	445	9.8	4.5	87	1108	12.0	11.2	108
ONE DAY AT A TIME	C	7954	1599	8.9	20.1	99	420	10.2	5.3	114	360	7.9	4.5	88	820	8.9	10.3	99
PEOPLE ARE FUNNY	N	5182	908	5.1	17.5	87	*202	4.9	3.9	84	*226	5.0	4.4	85	480	5.2	9.3	89
REAL PEOPLE	N	9674	1528	8.5	15.8	78	342	8.3	3.5	76	367	8.0	3.8	74	819	8.9	8.5	81
REMINGTON STEELE	N	8511	1587	8.9	18.6	92	400	9.7	4.7	101	362	7.9	4.3	82	824	8.9	9.7	93
RIPLEY'S BELIEVE IT - NOT	A	5656	1116	6.2	19.7	98	*158	3.8	2.8	60	311	6.8	5.5	107	647	7.0	11.4	110
RIPTIDE	N	7718	1478	8.3	19.2	95	259	6.3	3.4	72	466	10.2	6.0	117	752	8.2	9.7	93
SCARECROW & MRS. KING	C	11058	2044	11.4	18.5	91	581	14.1	5.3	113	389	8.5	3.5	68	1074	11.6	9.7	93
SIMON & SIMON	C	11615	2044	11.4	17.6	87	460	11.2	4.0	85	549	12.0	4.7	92	1034	11.2	8.9	85
60 MINUTES	C	14326	3020	16.9	21.1	104	653	15.9	4.6	98	833	18.3	5.8	113	1534	16.6	10.7	103
ST. ELSEWHERE	N	7670	1702	9.5	22.2	110	446	10.8	5.8	125	337	7.4	4.4	85	918	10.0	12.0	115
THREE'S COMPANY	A	12068	2168	12.1	18.0	89	567	13.8	4.7	101	531	11.6	4.4	85	1070	11.6	8.9	85
T.J. HOOKER	A	9735	1735	9.7	17.8	88	426	10.4	4.4	94	444	9.7	4.6	88	865	9.4	8.9	85
TONIGHT SHOW	N	2531	535	3.0	21.1	105	86	2.1	3.4	73	77	1.7	3.0	59	371	4.0	14.7	141
TRAPPER JOHN, M.D.	C	10374	1757	9.8	16.9	84	462	11.2	4.5	96	415	9.1	4.0	78	880	9.5	8.5	81
TV BLOOPERS & PRAC. JOKES	N	9795	1813	10.1	18.5	92	332	8.1	3.4	73	451	9.9	4.6	89	1030	11.2	10.5	101
20/20	A	10009	1900	10.6	19.0	94	390	9.5	3.9	84	553	12.1	5.5	107	957	10.4	9.6	92
WEBSTER	A	11934	2473	13.8	20.7	102	715	17.4	6.0	129	565	12.4	4.7	92	1194	13.0	10.0	96
WORLD NEWS - SUN	A	3291	527	2.9	16.0	79	**105	2.6	3.2	69	*161	3.5	4.9	95	*260	2.8	7.9	76
YELLOW ROSE	N	5196	865	4.8	16.6	82	*149	3.6	2.9	62	*225	4.9	4.3	84	491	5.3	9.4	91
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	2032	11.4	21.3	105	514	12.5	5.4	116	*475	10.4	5.0	96	1042	11.3	10.9	105
BASKETBALL - COLLEGE GAMES		4414	1008	5.6	22.8	113	*294	7.1	6.7	143	**242	5.3	5.5	106	*472	5.1	10.7	103
BASKETBALL - PRO GAMES		3876	870	4.9	22.4	111	*275	6.7	7.1	153	**205	4.5	5.3	103	*389	4.2	10.0	96
BOWLING		4056	577	3.2	14.2	70	**179	4.4	4.4	95	**129	2.8	3.2	62	**269	2.9	6.6	64
BOXING		4154	892	5.0	21.5	106	**227	5.5	5.5	118	*262	5.7	6.3	122	*403	4.4	9.7	93
FOOTBALL - COLLEGE GAMES		6754	1411	7.9	20.9	103	*326	7.9	4.8	104	*440	9.6	6.5	126	645	7.0	9.5	92
FOOTBALL - PRO GAMES		12364	2978	16.6	24.1	119	561	13.6	4.5	98	711	15.6	5.8	112	1706	18.5	13.8	132
GOLF		3615	1115	6.2	30.8	152	*285	6.9	7.9	170	*298	6.5	8.2	160	*532	5.8	14.7	141
POST-SEASON COLL. FOOTBALL		5296	1256	7.0	23.7	117	*219	5.3	4.1	89	*271	5.9	5.1	99	766	8.3	14.5	139
POST-SEASON PRO FOOTBALL		6693	1588	8.9	23.7	117	*322	7.8	4.8	103	*342	7.5	5.1	99	924	10.0	13.8	132
TENNIS		3281	863	4.8	26.3	130	**215	5.2	6.6	141	**177	3.9	5.4	105	*471	5.1	14.4	138
WRESTLING - PROFESSIONAL		3672	642	3.6	17.5	86	**204	5.0	5.6	119	**164	3.6	4.5	87	**274	3.0	7.5	72

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	FRENCH RED				FRENCH ROSE				FRENCH WHITE				GERMAN WHITE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	5923	100.0	3.5	100	3790	100.0	2.3	100	6815	100.0	4.1	100	9343	100.0	5.6	100
MALES	79263	3326	56.2	4.2	119	1728	45.6	2.2	96	3261	47.9	4.1	101	4391	47.0	5.5	99
FEMALES	88464	2597	43.8	2.9	83	2062	54.4	2.3	103	3554	52.1	4.0	99	4952	53.0	5.6	100
18 - 24	28671	1066	18.0	3.7	105	743	19.6	2.6	115	1145	16.8	4.0	98	1274	13.6	4.4	80
25 - 34	39536	1793	30.3	4.5	128	1167	30.8	3.0	131	1987	29.2	5.0	124	2928	31.3	7.4	133
35 - 44	28978	1165	19.7	4.0	114	751	19.8	2.6	115	1384	20.3	4.8	118	1997	21.4	6.9	124
45 - 54	22345	928	15.7	4.2	118	498	13.1	2.2	99	1124	16.5	5.0	124	1483	15.9	6.6	119
55 - 64	22224	573	9.7	2.6	73	*288	7.6	1.3	57	716	10.5	3.2	79	1112	11.9	5.0	90
65 OR OLDER	25973	*398	6.7	1.5	43	*343	9.1	1.3	58	460	6.7	1.8	44	549	5.9	2.1	38
18 - 34	68207	2859	48.3	4.2	119	1910	50.4	2.8	124	3132	46.0	4.6	113	4202	45.0	6.2	111
18 - 49	108058	4511	76.2	4.2	118	2906	76.7	2.7	119	5065	74.3	4.7	115	6959	74.5	6.4	116
25 - 54	90859	3886	65.6	4.3	121	2416	63.7	2.7	118	4494	65.9	4.9	122	6408	68.6	7.1	127
35 - 49	39851	1652	27.9	4.1	117	996	26.3	2.5	111	1933	28.4	4.9	119	2758	29.5	6.9	124
50 OR OLDER	59669	1412	23.8	2.4	67	884	23.3	1.5	66	1750	25.7	2.9	72	2383	25.5	4.0	72
GRADUATED COLLEGE	28091	2421	40.9	8.6	244	1022	27.0	3.6	161	2781	40.8	9.9	244	3597	38.5	12.8	230
ATTENDED COLLEGE	28938	1395	23.6	4.8	137	1052	27.8	3.6	161	1545	22.7	5.3	131	2513	26.9	8.7	156
GRADUATED HIGH SCHOOL	65503	1465	24.7	2.2	63	1177	31.1	1.8	80	1833	26.9	2.8	69	2336	25.0	3.6	64
DID NOT GRADUATE HIGH SCHOOL	45195	*641	10.8	1.4	40	539	14.2	1.2	53	657	9.6	1.5	36	897	9.6	2.0	36
EMPLOYED MALES	56429	2859	48.3	5.1	143	1271	33.5	2.3	100	2712	39.8	4.8	118	3830	41.0	6.8	122
EMPLOYED FEMALES	43971	1674	28.3	3.8	108	1178	31.1	2.7	119	2553	37.5	5.8	143	3251	34.8	7.4	133
EMPLOYED FULL-TIME	87773	3945	66.6	4.5	127	2058	54.3	2.3	104	4678	68.6	5.3	131	6305	67.5	7.2	129
EMPLOYED PART-TIME	12627	587	9.9	4.6	132	*390	10.3	3.1	137	588	8.6	4.7	115	777	8.3	6.2	110
NOT EMPLOYED	67327	1390	23.5	2.1	58	1342	35.4	2.0	88	1550	22.7	2.3	57	2261	24.2	3.4	60
PROFESSIONAL/MANAGER	25845	2285	38.6	8.8	250	927	24.5	3.6	159	2556	37.5	9.9	243	3298	35.3	12.8	229
TECH/CLERICAL/SALES	30895	1060	17.9	3.4	97	911	24.0	2.9	130	1637	24.0	5.3	130	2124	22.7	6.9	123
PRECISION/CRAFT	12629	*423	7.1	3.3	95	**202	5.3	1.6	71	*270	4.0	2.1	53	710	7.6	5.6	101
OTHER EMPLOYED	31031	765	12.9	2.5	70	*408	10.8	1.3	58	802	11.8	2.6	64	949	10.2	3.1	55
SINGLE	35557	1678	28.3	4.7	134	892	23.5	2.5	111	1822	26.7	5.1	126	2132	22.8	6.0	108
MARRIED	103585	3457	58.4	3.3	95	2331	61.5	2.3	100	4099	60.1	4.0	97	6038	64.6	5.8	105
DIVORCED/SEPARATED/WIDOWED	28585	788	13.3	2.8	78	566	14.9	2.0	88	894	13.1	3.1	77	1173	12.6	4.1	74
PARENTS	59295	1762	29.7	3.0	84	1422	37.5	2.4	106	2190	32.1	3.7	91	3087	33.0	5.2	93
WHITE	146081	5407	91.3	3.7	105	3403	89.8	2.3	103	6086	89.3	4.2	103	8658	92.7	5.9	106
BLACK	17974	*420	7.1	2.3	66	*349	9.2	1.9	86	545	8.0	3.0	75	505	5.4	2.8	50
OTHER	3672	**96	1.6	2.6	74	**39	1.0	1.1	47	**183	2.7	5.0	123	**180	1.9	4.9	88
NORTHEAST-CENSUS	37005	1835	31.0	5.0	140	946	25.0	2.6	113	2081	30.5	5.6	138	2463	26.4	6.7	119
NORTH CENTRAL	42642	1233	20.8	2.9	82	933	24.6	2.2	97	1285	18.9	3.0	74	2466	26.4	5.8	104
SOUTH	56777	1550	26.2	2.7	77	1055	27.8	1.9	82	1668	24.5	2.9	72	2335	25.0	4.1	74
WEST	31303	1304	22.0	4.2	118	856	22.6	2.7	121	1781	26.1	5.7	140	2080	22.3	6.6	119
NORTHEAST-MKTG.	38125	1912	32.3	5.0	142	1010	26.6	2.6	117	2419	35.5	6.3	156	2676	28.6	7.0	126
EAST CENTRAL	24794	542	9.2	2.2	62	*398	10.5	1.6	71	640	9.4	2.6	64	1137	12.2	4.6	82
WEST CENTRAL	28511	984	16.6	3.5	98	761	20.1	2.7	118	870	12.8	3.1	75	1931	20.7	6.8	122
SOUTH	48953	1324	22.4	2.7	77	874	23.1	1.8	79	1212	17.8	2.5	61	1815	19.4	3.7	67
PACIFIC	27344	1161	19.6	4.2	120	747	19.7	2.7	121	1675	24.6	6.1	151	1783	19.1	6.5	117
COUNTY SIZE A	69301	3337	56.3	4.8	136	1847	48.7	2.7	118	3961	58.1	5.7	141	4950	53.0	7.1	128
COUNTY SIZE B	50633	1501	25.3	3.0	84	1166	30.8	2.3	102	1815	26.6	3.6	88	2519	27.0	5.0	89
COUNTY SIZE C	26259	736	12.4	2.8	79	*479	12.6	1.8	81	741	10.9	2.8	69	1241	13.3	4.7	85
COUNTY SIZE D	21534	*349	5.9	1.6	46	*297	7.8	1.4	61	*298	4.4	1.4	34	633	6.8	2.9	53
METRO CENTRAL CITY	50014	2291	38.7	4.6	130	1424	37.6	2.8	126	2613	38.3	5.2	129	3235	34.6	6.5	116
METRO SUBURBAN	76832	2747	46.4	3.6	101	1630	43.0	2.1	94	3272	48.0	4.3	105	4454	47.7	5.8	104
NON METRO	40881	885	14.9	2.2	61	736	19.4	1.8	80	930	13.6	2.3	56	1654	17.7	4.0	73
TOP 5 ADI'S	39550	1957	33.0	4.9	140	995	26.3	2.5	111	2237	32.8	5.7	139	2649	28.4	6.7	120
TOP 10 ADI'S	54877	2772	46.8	5.1	143	1317	34.7	2.4	106	3286	48.2	6.0	147	3833	41.0	7.0	125
TOP 20 ADI'S	77516	3568	60.2	4.6	130	1775	46.8	2.3	101	4079	59.9	5.3	130	5222	55.9	6.7	121
HSHLD INC. $50,000 OR MORE	17257	1223	20.6	7.1	201	587	15.5	3.4	151	1590	23.3	9.2	227	1839	19.7	10.7	191
$40,000 OR MORE	33235	2135	36.0	6.4	182	1067	28.2	3.2	142	2637	38.7	7.9	195	3311	35.4	10.0	179
$30,000 OR MORE	59693	3288	55.5	5.5	156	1681	44.4	2.8	125	3935	57.7	6.6	162	5287	56.6	8.9	159
$25,000 OR MORE	76275	3880	65.5	5.1	144	2211	58.3	2.9	128	4728	69.4	6.2	153	6464	69.2	8.5	152
$20,000 - $24,999	18607	476	8.0	2.6	72	*345	9.1	1.9	82	673	9.9	3.6	89	1047	11.2	5.6	101
$15,000 - $19,999	17175	561	9.5	3.3	92	*450	11.9	2.6	116	613	9.0	3.6	88	758	8.1	4.4	79
$10,000 - $14,999	24569	563	9.5	2.3	65	*407	10.7	1.7	73	456	6.7	1.9	46	623	6.7	2.5	46
UNDER $10,000	31101	442	7.5	1.4	40	376	9.9	1.2	54	346	5.1	1.1	27	451	4.8	1.5	26
HOUSEHOLD OF 1 PERSON	19441	853	14.4	4.4	124	497	13.1	2.6	113	924	13.6	4.8	117	1158	12.4	6.0	107
2 PEOPLE	51803	2186	36.9	4.2	119	1162	30.7	2.2	99	2286	33.5	4.4	109	3184	34.1	6.1	110
3 OR 4 PEOPLE	66933	2029	34.3	3.0	86	1522	40.2	2.3	101	2551	37.4	3.8	94	3850	41.2	5.8	103
5 OR MORE PEOPLE	29550	856	14.5	2.9	82	*609	16.1	2.1	91	1055	15.5	3.6	88	1151	12.3	3.9	70
NO CHILD IN HSHLD	96587	3889	65.7	4.0	114	2143	56.5	2.2	98	4219	61.9	4.4	108	5875	62.9	6.1	109
CHILD(REN) UNDER 2 YRS	10844	*357	6.0	3.3	93	*272	7.2	2.5	111	*437	6.4	4.0	99	521	5.6	4.8	86
2 - 5 YEARS	26358	800	13.5	3.0	86	743	19.6	2.8	125	1010	14.8	3.8	94	1376	14.7	5.2	94
6 - 11 YEARS	30453	863	14.6	2.8	80	582	15.4	1.9	85	1026	15.1	3.4	83	1362	14.6	4.5	80
12 - 17 YEARS	36575	885	14.9	2.4	69	697	18.4	1.9	84	1334	19.6	3.6	90	1654	17.7	4.5	81
RESIDENCE OWNED	117770	3981	67.2	3.4	96	2487	65.6	2.1	93	4660	68.4	4.0	97	6449	69.0	5.5	98
VALUE: $50,000 OR MORE	70166	3277	55.3	4.7	132	1863	49.2	2.7	118	3998	58.7	5.7	140	5327	57.0	7.6	136
VALUE: UNDER $50,000	47604	705	11.9	1.5	42	624	16.5	1.3	58	661	9.7	1.4	34	1122	12.0	2.4	42

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

		TOTAL	FRENCH RED				FRENCH ROSE				FRENCH WHITE				GERMAN WHITE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	5923	100.0	3.5	100	3790	100.0	2.3	100	6815	100.0	4.1	100	9343	100.0	5.6	100
MAGAZINES	QUINTILE 1	34022	2066	34.9	6.1	172	1344	35.5	4.0	175	2389	35.1	7.0	173	2896	31.0	8.5	153
	QUINTILE 2	34800	1534	25.9	4.4	125	830	21.9	2.4	106	1622	23.8	4.7	115	2515	26.9	7.2	130
	QUINTILE 3	30514	914	15.4	3.0	85	*438	11.6	1.4	64	1195	17.5	3.9	96	1571	16.8	5.1	92
	QUINTILE 4	33324	873	14.7	2.6	74	616	16.3	1.8	82	889	13.0	2.7	66	1312	14.0	3.9	71
	QUINTILE 5	35066	535	9.0	1.5	43	563	14.9	1.6	71	720	10.6	2.1	51	1049	11.2	3.0	54
NEWSPAPERS	QUINTILE 1	29107	1632	27.6	5.6	159	840	22.2	2.9	128	1692	24.8	5.8	143	2460	26.3	8.5	152
	QUINTILE 2	49095	1845	31.1	3.8	106	1281	33.8	2.6	115	2216	32.5	4.5	111	3161	33.8	6.4	116
	QUINTILE 3	23107	755	12.7	3.3	93	514	13.6	2.2	98	996	14.6	4.3	106	1009	10.8	4.4	78
	QUINTILE 4	33556	1036	17.5	3.1	87	616	16.3	1.8	81	1096	16.1	3.3	80	1643	17.6	4.9	88
	QUINTILE 5	32863	655	11.1	2.0	56	539	14.2	1.6	73	815	12.0	2.5	61	1069	11.4	3.3	58
OUTDOOR	QUINTILE 1	33431	1422	24.0	4.3	120	843	22.2	2.5	112	1492	21.9	4.5	110	2403	25.7	7.2	129
	QUINTILE 2	33478	1324	22.4	4.0	112	822	21.7	2.5	109	1718	25.2	5.1	126	1973	21.1	5.9	106
	QUINTILE 3	33574	1166	19.7	3.5	98	820	21.6	2.4	108	1246	18.3	3.7	91	1982	21.2	5.9	106
	QUINTILE 4	33935	1063	17.9	3.1	89	710	18.7	2.1	93	1226	18.0	3.6	89	1738	18.6	5.1	92
	QUINTILE 5	33310	948	16.0	2.8	81	596	15.7	1.8	79	1133	16.6	3.4	84	1246	13.3	3.7	67
RADIO-DRIVE	QUINTILE 1	33136	1270	21.4	3.8	109	849	22.4	2.6	113	1333	19.6	4.0	99	2157	23.1	6.5	117
TIME	QUINTILE 2	31658	1351	22.8	4.3	121	676	17.8	2.1	94	1590	23.3	5.0	124	1878	20.1	5.9	106
	QUINTILE 3	32541	1286	21.7	4.0	112	772	20.4	2.4	105	1543	22.6	4.7	117	2054	22.0	6.3	113
	QUINTILE 4	34247	1273	21.5	3.7	105	792	20.9	2.3	102	1441	21.1	4.2	104	1833	19.6	5.4	96
	QUINTILE 5	36144	742	12.5	2.1	58	702	18.5	1.9	86	908	13.3	2.5	62	1421	15.2	3.9	71
RADIO-MID-	TERCILE 1	45037	1748	29.5	3.9	110	1055	27.8	2.3	104	1934	28.4	4.3	106	2846	30.5	6.3	113
DAY	TERCILE 2	44819	1311	22.1	2.9	83	1137	30.0	2.5	112	1498	22.0	3.3	82	2463	26.4	5.5	99
	TERCILE 3	77872	2864	48.4	3.7	104	1598	42.2	2.1	91	3383	49.6	4.3	107	4033	43.2	5.2	93
RADIO-TOTAL	QUINTILE 1	33763	1296	21.9	3.8	109	944	24.9	2.8	124	1415	20.8	4.2	103	2289	24.5	6.8	122
	QUINTILE 2	33240	1431	24.2	4.3	122	622	16.4	1.9	83	1486	21.8	4.5	110	1903	20.4	5.7	103
	QUINTILE 3	33408	1293	21.8	3.9	110	795	21.0	2.4	105	1597	23.4	4.8	118	1898	20.3	5.7	102
	QUINTILE 4	34792	1061	17.9	3.0	86	827	21.8	2.4	105	1416	20.8	4.1	100	1987	21.3	5.7	103
	QUINTILE 5	32524	841	14.2	2.6	73	602	15.9	1.9	82	901	13.2	2.8	68	1266	13.6	3.9	70
TV-PRIME	QUINTILE 1	33090	975	16.5	2.9	83	721	19.0	2.2	96	1165	17.1	3.5	87	1459	15.6	4.4	79
TIME	QUINTILE 2	33357	1186	20.0	3.6	101	644	17.0	1.9	85	1365	20.0	4.1	101	1751	18.7	5.2	94
	QUINTILE 3	33980	1481	25.0	4.4	123	808	21.3	2.4	105	1344	19.7	4.0	97	2127	22.8	6.3	112
	QUINTILE 4	33854	1244	21.0	3.7	104	876	23.1	2.6	115	1575	23.1	4.7	115	1925	20.6	5.7	102
	QUINTILE 5	33444	1036	17.5	3.1	88	741	19.6	2.2	98	1366	20.0	4.1	101	2081	22.3	6.2	112
TV-DAYTIME	TERCILE 1	49121	1201	20.3	2.4	69	991	26.1	2.0	89	1364	20.0	2.8	68	1779	19.0	3.6	65
	TERCILE 2	48823	1646	27.8	3.4	95	1150	30.3	2.4	104	1983	29.1	4.1	100	2810	30.1	5.8	103
	TERCILE 3	69782	3076	51.9	4.4	125	1649	43.5	2.4	105	3468	50.9	5.0	122	4754	50.9	6.8	122
TV-TOTAL	QUINTILE 1	33584	997	16.8	3.0	84	852	22.5	2.5	112	1104	16.2	3.3	81	1260	13.5	3.8	67
	QUINTILE 2	33441	974	16.4	2.9	82	691	18.2	2.1	91	1151	16.9	3.4	85	1609	17.2	4.8	86
	QUINTILE 3	33505	1138	19.2	3.4	96	546	14.4	1.6	72	1258	18.5	3.8	92	1872	20.0	5.6	100
	QUINTILE 4	33466	1611	27.2	4.8	136	827	21.8	2.5	109	1645	24.1	4.9	121	2339	25.0	7.0	125
	QUINTILE 5	33731	1202	20.3	3.6	101	874	23.1	2.6	115	1657	24.3	4.9	121	2263	24.2	6.7	120
MAGAZINES-NEWSPAPERS: DUAL		44503	2547	43.0	5.7	162	1402	37.0	3.2	139	2771	40.7	6.2	153	3844	41.1	8.6	155
MAGAZINE IMPERATIVE		39363	1508	25.5	3.8	108	990	26.1	2.5	111	1755	25.8	4.5	110	2260	24.2	5.7	103
NEWSPAPER IMPERATIVE		46441	1225	20.7	2.6	75	949	25.0	2.0	90	1538	22.6	3.3	82	2194	23.5	4.7	85
MAGAZINES-OUTDOOR: DUAL		33726	1797	30.3	5.3	151	1073	28.3	3.2	141	2033	29.8	6.0	148	2649	28.4	7.9	141
MAGAZINE IMPERATIVE		52846	2322	39.2	4.4	124	1338	35.3	2.5	112	2625	38.5	5.0	122	3551	38.0	6.7	121
OUTDOOR IMPERATIVE		52140	1304	22.0	2.5	71	935	24.7	1.8	79	1642	24.1	3.1	78	2457	26.3	4.7	85
MAGAZINES-RADIO: DUAL		37081	1952	33.0	5.3	149	1135	29.9	3.1	135	1942	28.5	5.2	129	2806	30.0	7.6	136
MAGAZINE IMPERATIVE		49747	2153	36.3	4.3	123	1380	36.4	2.8	123	2729	40.0	5.5	135	3455	37.0	6.9	125
RADIO IMPERATIVE		49208	1369	23.1	2.8	79	834	22.0	1.7	75	1655	24.3	3.4	83	2234	23.9	4.5	82
MAGAZINES-TELEVISION: DUAL		33103	1402	23.7	4.2	120	950	25.1	2.9	127	1570	23.0	4.7	117	2077	22.2	6.3	113
MAGAZINE IMPERATIVE		54575	2792	47.1	5.1	145	1475	38.9	2.7	120	3269	48.0	6.0	147	4473	47.9	8.2	147
TELEVISION IMPERATIVE		53249	1044	17.6	2.0	56	868	22.9	1.6	72	1279	18.8	2.4	59	1584	17.0	3.0	53
NEWSPAPERS-OUTDOOR: DUAL		36255	1645	27.8	4.5	128	994	26.2	2.7	121	1971	28.9	5.4	134	2804	30.0	7.7	139
NEWSPAPER IMPERATIVE		55591	2140	36.1	3.8	109	1362	35.9	2.5	108	2445	35.9	4.4	108	3308	35.4	6.0	107
OUTDOOR IMPERATIVE		48319	1432	24.2	3.0	84	921	24.3	1.9	84	1684	24.7	3.5	86	2216	23.7	4.6	82
NEWSPAPERS-RADIO: DUAL		37242	1818	30.7	4.9	138	964	25.4	2.6	115	2038	29.9	5.5	135	2773	29.7	7.4	134
NEWSPAPER IMPERATIVE		54423	2099	35.4	3.9	109	1467	38.7	2.7	119	2514	36.9	4.6	114	3405	36.4	6.3	112
RADIO IMPERATIVE		46650	1436	24.2	3.1	87	923	24.4	2.0	88	1614	23.7	3.5	85	2147	23.0	4.6	83
NEWSPAPERS-TELEVISION: DUAL		35974	1480	25.0	4.1	117	853	22.5	2.4	105	1387	20.4	3.9	95	1946	20.8	5.4	97
NEWSPAPER IMPERATIVE		56095	2625	44.3	4.7	133	1509	39.8	2.7	119	3082	45.2	5.5	135	4473	47.9	8.0	143
TELEVISION IMPERATIVE		47170	1000	16.9	2.1	60	857	22.6	1.8	80	1334	19.6	2.8	70	1586	17.0	3.4	60
OUTDOOR-RADIO: DUAL		33748	1494	25.2	4.4	125	762	20.1	2.3	100	1695	24.9	5.0	124	2295	24.6	6.8	122
OUTDOOR IMPERATIVE		52785	1807	30.5	3.4	97	1356	35.8	2.6	114	2160	31.7	4.1	101	3056	32.7	5.8	104
RADIO IMPERATIVE		52882	1988	33.6	3.8	106	1294	34.1	2.4	108	2140	31.4	4.0	100	2954	31.6	5.6	100
OUTDOOR-TELEVISION: DUAL		32030	952	16.1	3.0	84	791	20.9	2.5	109	1422	20.9	4.4	109	1777	19.0	5.5	100
OUTDOOR IMPERATIVE		54626	2404	40.6	4.4	125	1311	34.6	2.4	106	2643	38.8	4.8	119	3973	42.5	7.3	131
TELEVISION IMPERATIVE		54874	1630	27.5	3.0	84	1093	28.8	2.0	88	1564	22.9	2.9	70	2171	23.2	4.0	71
RADIO-TELEVISION: DUAL		33386	1226	20.7	3.7	104	725	19.1	2.2	96	1253	18.4	3.8	92	1682	18.0	5.0	90
RADIO IMPERATIVE		53810	2307	38.9	4.3	121	1315	34.7	2.4	108	2694	39.5	5.0	123	3814	40.8	7.1	127
TELEVISION IMPERATIVE		54023	1385	23.4	2.6	73	1161	30.6	2.1	95	1804	26.5	3.3	82	2293	24.5	4.2	76

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

		FRENCH RED				FRENCH ROSE				FRENCH WHITE				GERMAN WHITE			
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	5923	100.0	3.5	100	3790	100.0	2.3	100	6815	100.0	4.1	100	9343	100.0	5.6	100
ATLANTIC MONTHLY	867	**122	2.1	14.1	398	**24	0.6	2.8	123	**69	1.0	8.0	196	**62	0.7	7.2	128
BARRON'S	1580	*156	2.6	9.9	280	**103	2.7	6.5	288	*214	3.1	13.5	333	*154	1.6	9.7	175
BETTER HOMES & GARDENS	22203	705	11.9	3.2	90	676	17.8	3.0	135	1097	16.1	4.9	122	1443	15.4	6.5	117
BON APPETIT	3810	476	8.0	12.5	354	**96	2.5	2.5	112	502	7.4	13.2	324	533	5.7	14.0	251
BUSINESS WEEK	4663	372	6.3	8.0	226	*124	3.3	2.7	118	368	5.4	7.9	194	426	4.6	9.1	164
CAR AND DRIVER	3102	*206	3.5	6.6	188	**104	2.7	3.4	148	*249	3.7	8.0	198	348	3.7	11.2	201
CBS MAGAZINE NETWORK (GROSS)	7311	553	9.3	7.6	214	*352	9.3	4.8	213	575	8.4	7.9	194	692	7.4	9.5	170
CHANGING TIMES	3400	*178	3.0	5.2	148	*219	5.8	6.4	285	248	3.6	7.3	180	254	2.7	7.5	134
COLONIAL HOMES	1796	*168	2.8	9.4	265	**96	2.5	5.3	237	*136	2.0	7.6	186	*180	1.9	10.0	180
CONDE NAST MAG. PKG. (GROSS)	19924	1242	21.0	6.2	177	732	19.3	3.7	163	1560	22.9	7.8	193	1539	16.5	7.7	139
CONSUMERS DIGEST	3125	*156	2.6	5.0	141	*163	4.3	5.2	231	*194	2.8	6.2	153	*232	2.5	7.4	133
COSMOPOLITAN	10577	347	5.9	3.3	93	378	10.0	3.6	158	670	9.8	6.3	156	893	9.6	8.4	152
COUNTRY LIVING	3746	*106	1.8	2.8	80	**213	5.6	5.7	252	*212	3.1	5.7	139	286	3.1	7.6	137
CUISINE	2214	205	3.5	9.3	262	**80	2.1	3.6	160	254	3.7	11.5	282	276	3.0	12.5	224
CYCLE WORLD	2394	**118	2.0	4.9	140	**60	1.6	2.5	111	**112	1.6	4.7	115	*164	1.8	6.9	123
DCI:CREATIVE IDEAS FOR LIV	3068	**45	0.8	1.5	42	**71	1.9	2.3	102	**47	0.7	1.5	38	*144	1.5	4.7	84
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	321	5.4	3.4	95	*220	5.8	2.3	102	389	5.7	4.1	100	716	7.7	7.5	135
DISCOVER	2277	*147	2.5	6.5	183	**65	1.7	2.9	126	*141	2.1	6.2	152	*198	2.1	8.7	156
EBONY	7187	*208	3.5	2.9	82	*199	5.3	2.8	123	229	3.4	3.2	78	*196	2.1	2.7	49
ESQUIRE	2560	*126	2.1	4.9	139	**124	3.3	4.8	214	*163	2.4	6.4	157	*127	1.4	5.0	89
ESSENCE	3242	**69	1.2	2.1	60	**98	2.6	3.0	134	*142	2.1	4.4	108	**70	0.7	2.2	39
FAMILY CIRCLE	19639	487	8.2	2.5	70	483	12.7	2.5	109	724	10.6	3.7	91	1216	13.0	6.2	111
THE FAMILY HANDYMAN	3540	*200	3.4	5.6	160	*191	5.0	5.4	239	*144	2.1	4.1	100	254	2.7	7.2	129
FAMILY WEEKLY	23924	603	10.2	2.5	71	539	14.2	2.3	100	670	9.8	2.8	69	1191	12.7	5.0	89
FIELD & STREAM	9883	265	4.5	2.7	76	*168	4.4	1.7	75	267	3.9	2.7	66	440	4.7	4.5	80
FOOD & WINE	1030	*149	2.5	14.5	410	**62	1.6	6.0	266	*171	2.5	16.6	409	*123	1.3	11.9	214
FORBES	2679	279	4.7	10.4	295	**80	2.1	3.0	132	353	5.2	13.2	324	331	3.5	12.4	222
FORTUNE	2931	366	6.2	12.5	354	*123	3.2	4.2	186	410	6.0	14.0	344	415	4.4	14.2	254
GENTLEMEN'S QUARTERLY	3481	344	5.8	9.9	280	*283	7.5	8.1	360	329	4.8	9.5	233	302	3.2	8.7	156
GLAMOUR	7163	367	6.2	5.1	145	*199	5.3	2.8	123	557	8.2	7.8	191	632	6.8	8.8	158
GOLF DIGEST	2355	*182	3.1	7.7	219	**77	2.0	3.3	145	*239	3.5	10.1	250	214	2.3	9.1	163
GOLF DIGEST/TENNIS (GROSS)	3610	311	5.3	8.6	244	*131	3.5	3.6	161	380	5.6	10.5	259	359	3.8	9.9	179
GOLF MAGAZINE	2046	*161	2.7	7.9	223	**106	2.8	5.2	229	*159	2.3	7.8	191	241	2.6	11.8	211
GOLF MAGAZINE/SKI (GROSS)	3547	304	5.1	8.6	243	*181	4.8	5.1	226	277	4.1	7.8	192	367	3.9	10.3	186
GOOD HOUSEKEEPING	20353	400	6.8	2.0	56	520	13.7	2.6	113	884	13.0	4.3	107	1227	13.1	6.0	108
HARPER'S BAZAAR	3362	*292	4.9	8.7	246	*169	4.5	5.0	222	326	4.8	9.7	239	228	2.4	6.8	122
HEALTH	2987	**69	1.2	2.3	65	**149	3.9	5.0	221	**177	2.6	5.9	146	**125	1.3	4.2	75
HEARST MAG CORP. BUY (GROSS)	67928	2390	40.4	3.5	100	2477	65.4	3.6	161	3666	53.8	5.4	133	4966	53.2	7.3	131
HEARST MAN POWER (GROSS)	11282	413	7.0	3.7	104	331	8.7	2.9	130	426	6.3	3.8	93	701	7.5	6.2	112
HEARST WOMAN POWER (GROSS)	40514	1014	17.1	2.5	71	1240	32.7	3.1	135	2004	29.4	4.9	122	2828	30.3	7.0	125
HOUSE BEAUTIFUL	4885	*212	3.6	4.3	123	*259	6.8	5.3	235	318	4.7	6.5	160	438	4.7	9.0	161
INC.	1308	*112	1.9	8.6	242	**82	2.2	6.3	277	*111	1.6	8.5	209	*125	1.3	9.6	172
JET	6498	*192	3.2	3.0	84	*126	3.3	1.9	86	218	3.2	3.4	83	*211	2.3	3.2	58
LADIES' HOME JOURNAL	14797	425	7.2	2.9	81	434	11.5	2.9	130	663	9.7	4.5	110	927	9.9	6.3	112
LHJ FAMILY GRP COMBO(GROSS)	21743	634	10.7	2.9	83	845	22.3	3.9	172	1018	14.9	4.7	115	1363	14.6	6.3	113
LIFE	9881	491	8.3	5.0	141	430	11.3	4.4	193	605	8.9	6.1	151	780	8.3	7.9	142
L.A. TIMES HOME MAGAZINE	2775	278	4.7	10.0	284	**153	4.0	5.5	244	421	6.2	15.2	373	278	3.0	10.0	180
MADEMOISELLE	4219	*272	4.6	6.4	183	*176	4.6	4.2	185	*316	4.6	7.5	184	280	3.0	6.6	119
MC CALL'S	16422	371	6.3	2.3	64	533	14.1	3.2	144	751	11.0	4.6	113	1020	10.9	6.2	112
MC CALL'S/WRK MOTHER (GROSS)	17919	379	6.4	2.1	60	591	15.6	3.3	146	779	11.4	4.3	107	1105	11.8	6.2	111
MECHANIX ILLUSTRATED	4433	*174	2.9	3.9	111	**129	3.4	2.9	129	*162	2.4	3.7	90	364	3.9	8.2	147
METROPOLITAN HOME	1504	*146	2.5	9.7	275	**140	3.7	9.3	412	*135	2.0	9.0	221	*176	1.9	11.7	210
MONEY	4723	413	7.0	8.7	248	*185	4.9	3.9	173	463	6.8	9.8	241	524	5.6	11.1	199
MOTHER EARTH NEWS	2325	*153	2.6	6.6	186	**125	3.3	5.4	238	**103	1.5	4.4	109	202	2.2	8.7	156
MS.	1189	**74	1.2	6.2	176	**80	2.1	6.7	298	*162	2.4	13.6	335	*122	1.3	10.3	184
NATIONAL ENQUIRER	18892	318	5.4	1.7	48	336	8.9	1.8	79	476	7.0	2.5	62	569	6.1	3.0	54
NATIONAL GEOGRAPHIC	22129	1497	25.3	6.8	192	627	16.5	2.8	125	1537	22.6	6.9	171	2413	25.8	10.9	196
NATIONAL SUNDAY MAGAZINE PKG	103750	4130	69.7	4.0	113	2632	69.4	2.5	112	4801	70.4	4.6	114	6924	74.1	6.7	120
NATURAL HISTORY	1379	*111	1.9	8.0	228	**82	2.2	5.9	263	*163	2.4	11.8	291	*216	2.3	15.7	281
NEW WOMAN	2289	**43	0.7	1.9	53	**79	2.1	3.5	153	*130	1.9	5.7	140	*216	2.3	9.4	169
NEW YORK INCLUDING CUE	1088	*83	1.4	7.6	216	**78	2.1	7.2	317	*123	1.8	11.3	278	**43	0.5	4.0	71
THE NEW YORKER	2459	360	6.1	14.6	415	**106	2.8	4.3	191	359	5.3	14.6	359	359	3.8	14.6	262
NEWSWEEK	16527	1045	17.6	6.3	179	633	16.7	3.8	170	1129	16.6	6.8	168	1530	16.4	9.3	166
THE N.Y. TIMES DAILY EDITION	2739	479	8.1	17.5	495	*131	3.5	4.8	212	484	7.1	17.7	435	381	4.1	13.9	250
THE N.Y. TIMES MAGAZINE	4443	703	11.9	15.8	448	*152	4.0	3.4	151	676	9.9	15.2	374	623	6.7	14.0	252
OMNI	2799	270	4.6	9.6	273	**103	2.7	3.7	163	*206	3.0	7.4	181	292	3.1	10.4	187
ON CABLE	2209	*100	1.7	4.5	128	**53	1.4	2.4	106	*90	1.3	4.1	100	*134	1.4	6.1	109
1001 HOME IDEAS	3959	*139	2.3	3.5	99	*262	6.9	6.6	293	*177	2.6	4.5	110	311	3.3	7.9	141
ORGANIC GARDENING	3111	*166	2.8	5.3	151	**44	1.2	1.4	63	*200	2.9	6.4	158	*229	2.5	7.4	132
OUTDOOR LIFE	5024	*143	2.4	2.8	81	*156	4.1	3.1	137	*106	1.6	2.1	52	*182	1.9	3.6	65
PARADE MAGAZINE	51292	2024	34.2	3.9	112	1318	34.8	2.6	114	2399	35.2	4.7	115	3597	38.5	7.0	126

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	FRENCH RED				FRENCH ROSE				FRENCH WHITE				GERMAN WHITE			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5923	100.0	3.5	100	3790	100.0	2.3	100	6815	100.0	4.1	100	9343	100.0	5.6	100
PARENTS	5298	*214	3.6	4.0	114	*220	5.8	4.2	184	*220	3.2	4.2	102	358	3.8	6.8	121
PENTHOUSE	5129	324	5.5	6.3	179	*165	4.4	3.2	142	346	5.1	6.7	166	399	4.3	7.8	140
PEOPLE	21070	841	14.2	4.0	113	674	17.8	3.2	142	1278	18.8	6.1	149	1376	14.7	6.5	117
PLAYBOY	10562	593	10.0	5.6	159	328	8.7	3.1	137	664	9.7	6.3	155	736	7.9	7.0	125
POPULAR HOT RODDING	2498	**49	0.8	2.0	56	**73	1.9	2.9	129	**55	0.8	2.2	54	**102	1.1	4.1	73
POPULAR MECHANICS	5887	*193	3.3	3.3	93	*196	5.2	3.3	147	276	4.0	4.7	115	331	3.5	5.6	101
POPULAR SCIENCE	4317	*204	3.4	4.7	134	*185	4.9	4.3	190	299	4.4	6.9	170	432	4.6	10.0	180
PREVENTION	5792	320	5.4	5.5	156	*146	3.9	2.5	112	365	5.4	6.3	155	395	4.2	6.8	122
PSYCHOLOGY TODAY	3284	213	3.6	6.5	184	*147	3.9	4.5	198	218	3.2	6.6	163	333	3.6	10.1	182
READER'S DIGEST	40046	1238	20.9	3.1	88	1010	26.6	2.5	112	1774	26.0	4.4	109	2286	24.5	5.7	102
REDBOOK	9584	267	4.5	2.8	79	343	9.1	3.6	158	450	6.6	4.7	116	708	7.6	7.4	133
ROAD & TRACK	2590	*225	3.8	8.7	246	**174	4.6	6.7	297	*283	4.2	10.9	269	*284	3.0	11.0	197
ROLLING STONE	3302	*261	4.4	7.9	224	**167	4.4	5.1	224	*281	4.1	8.5	209	443	4.7	13.4	241
RUNNER'S WORLD	1229	**51	0.9	4.1	118	**51	1.3	4.1	184	**75	1.1	6.1	150	*139	1.5	11.3	203
SATURDAY EVENING POST	2110	**49	0.8	2.3	66	**40	1.1	1.9	84	**74	1.1	3.5	86	*154	1.6	7.3	131
SCIENCE 84	1543	*139	2.3	9.0	255	**40	1.1	2.6	115	**128	1.9	8.3	204	*199	2.1	12.9	232
SCIENCE DIGEST	1747	**58	1.0	3.3	94	**58	1.5	3.3	147	**53	0.8	3.0	75	*161	1.7	9.2	165
SCIENTIFIC AMERICAN	1994	327	5.5	16.4	464	**72	1.9	3.6	160	229	3.4	11.5	283	295	3.2	14.8	266
SELF	3119	*194	3.3	6.2	176	*150	4.0	4.8	213	*247	3.6	7.9	195	*236	2.5	7.6	136
SEVENTEEN	3923	*206	3.5	5.3	149	*133	3.5	3.4	150	*220	3.2	5.6	138	*180	1.9	4.6	82
SKI	1501	*143	2.4	9.5	270	**74	2.0	4.9	218	*118	1.7	7.9	193	*127	1.4	8.5	152
SMITHSONIAN	5976	718	12.1	12.0	340	199	5.3	3.3	147	710	10.4	11.9	292	721	7.7	12.1	217
SOAP OPERA DIGEST	4228	**102	1.7	2.4	68	**86	2.3	2.0	90	**112	1.6	2.6	65	**93	1.0	2.2	39
SOUTHERN LIVING	6488	277	4.7	4.3	121	*149	3.9	2.3	102	342	5.0	5.3	130	571	6.1	8.8	158
SPORT	3500	*115	1.9	3.3	93	*132	3.5	3.8	167	*159	2.3	4.5	112	*214	2.3	6.1	110
THE SPORTING NEWS	2456	**62	1.0	2.5	71	**61	1.6	2.5	110	**120	1.8	4.9	120	*177	1.9	7.2	129
SPORTS AFIELD	3648	**162	2.7	4.4	126	**76	2.0	2.1	92	**97	1.4	2.7	65	*210	2.2	5.8	103
SPORTS ILLUSTRATED	14484	758	12.8	5.2	148	438	11.6	3.0	134	744	10.9	5.1	126	1092	11.7	7.5	135
STAR	12661	*236	4.0	1.9	53	*300	7.9	2.4	105	298	4.4	2.4	58	352	3.8	2.8	50
SUNDAY	52799	2259	38.1	4.3	121	1248	32.9	2.4	105	2713	39.8	5.1	126	3973	42.5	7.5	135
SUNSET	3513	*262	4.4	7.5	211	**54	1.4	1.5	68	307	4.5	8.7	215	334	3.6	9.5	171
TV GUIDE	42766	1302	22.0	3.0	86	1112	29.3	2.6	115	1670	24.5	3.9	96	2029	21.7	4.7	85
TENNIS	1254	**129	2.2	10.3	291	**54	1.4	4.3	191	*141	2.1	11.2	277	**145	1.6	11.6	208
TIME	22054	1396	23.6	6.3	179	817	21.6	3.7	164	1642	24.1	7.4	183	2129	22.8	9.7	173
TOWN & COUNTRY	1555	*149	2.5	9.6	271	**116	3.1	7.5	330	*173	2.5	11.1	274	*227	2.4	14.6	262
TRAVEL & LEISURE	2173	*185	3.1	8.5	241	**101	2.7	4.6	206	183	2.7	8.4	207	324	3.5	14.9	268
TRUE STORY	4636	**35	0.6	0.8	21	**86	2.3	1.9	82	**76	1.1	1.6	40	**86	0.9	1.9	33
U.S.NEWS & WORLD REPORT	10353	517	8.7	5.0	141	399	10.5	3.9	171	618	9.1	6.0	147	912	9.8	8.8	158
USA TODAY	4994	363	6.1	7.3	206	*180	4.7	3.6	160	422	6.2	8.5	208	521	5.6	10.4	187
US	3528	*116	2.0	3.3	93	**113	3.0	3.2	142	*177	2.6	5.0	123	*191	2.0	5.4	97
VOGUE	5424	408	6.9	7.5	213	*208	5.5	3.8	170	440	6.5	8.1	200	391	4.2	7.2	129
WALL STREET JOURNAL	6292	635	10.7	10.1	286	233	6.1	3.7	164	696	10.2	11.1	272	867	9.3	13.8	247
WEIGHT WATCHERS	2762	**98	1.7	3.5	100	*144	3.8	5.2	231	*137	2.0	5.0	122	*159	1.7	5.8	103
WOMAN'S DAY	16320	425	7.2	2.6	74	408	10.8	2.5	111	598	8.8	3.7	90	948	10.1	5.8	104
WORKING MOTHER	1496	**7	0.1	0.5	13	**58	1.5	3.9	172	**28	0.4	1.9	46	**85	0.9	5.7	102
WORKING WOMAN	1851	**100	1.7	5.4	153	**46	1.2	2.5	110	**117	1.7	6.3	156	*165	1.8	8.9	160
WORLD TENNIS	580	**55	0.9	9.5	269	**58	1.5	10.0	443	**59	0.9	10.2	250	**64	0.7	11.0	198
ZIFF-DAVIS MAG NETWK (GROSS)	12412	695	11.7	5.6	159	527	13.9	4.2	188	797	11.7	6.4	158	1063	11.4	8.6	154
BLAIR INSERTS	91671	4251	71.8	4.6	131	2463	65.0	2.7	119	4727	69.4	5.2	127	6628	70.9	7.2	130
DAILY NEWSPAPERS																	
READ ANY	109190	4243	71.6	3.9	110	2650	69.9	2.4	107	4847	71.1	4.4	109	6737	72.1	6.2	111
READ ONE	89587	3113	52.6	3.5	98	2112	55.7	2.4	104	3779	55.5	4.2	104	5061	54.2	5.6	101
READ TWO OR MORE	19602	1130	19.1	5.8	163	538	14.2	2.7	121	1068	15.7	5.4	134	1676	17.9	8.6	153
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4619	78.0	4.2	119	2813	74.2	2.6	114	5214	76.5	4.8	117	7349	78.7	6.7	120
READ ONE	95074	3717	62.8	3.9	111	2399	63.3	2.5	112	4128	60.6	4.3	107	5930	63.5	6.2	112
READ TWO OR MORE	14588	902	15.2	6.2	175	415	10.9	2.8	126	1086	15.9	7.4	183	1420	15.2	9.7	175
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.83				30.21				31.80				32.38			
30 DAY REACH	149706	5440	91.8	3.6	103	3405	89.8	2.3	101	6274	92.1	4.2	103	8838	94.6	5.9	106
50 SHWG - 30 DAY AV FREQ	15.16	16.65				15.64				16.81				16.92			
30 DAY REACH	142406	5210	88.0	3.7	104	3292	86.9	2.3	102	5952	87.3	4.2	103	8458	90.5	5.9	107
25 SHWG - 30 DAY AV FREQ	8.23	8.92				8.30				8.98				9.16			
30 DAY REACH	131152	4869	82.2	3.7	105	3107	82.0	2.4	105	5579	81.9	4.3	105	7842	83.9	6.0	107
CABLE TV: HOME WIRED	66879	2380	40.2	3.6	101	1292	34.1	1.9	85	2789	40.9	4.2	103	3886	41.6	5.8	104
HOME NOT WIRED	100848	3542	59.8	3.5	99	2498	65.9	2.5	110	4026	59.1	4.0	98	5456	58.4	5.4	97
HAVE PAY CABLE	35024	1491	25.2	4.3	121	911	24.0	2.6	115	1722	25.3	4.9	121	2542	27.2	7.3	130

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

		TOTAL	FRENCH RED				FRENCH ROSE				FRENCH WHITE				GERMAN WHITE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS		167727	5923	100.0	3.5	100	3790	100.0	2.3	100	6815	100.0	4.1	100	9343	100.0	5.6	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	3958	66.8	4.1	117	2311	61.0	2.4	107	4216	61.9	4.4	109	5999	64.2	6.3	113
10:00 AM - 3:00 PM		63599	2211	37.3	3.5	98	1580	41.7	2.5	110	2469	36.2	3.9	96	3859	41.3	6.1	109
3:00 PM - 7:00 PM		72097	2975	50.2	4.1	117	1654	43.6	2.3	102	3282	48.2	4.6	112	4647	49.7	6.4	116
7:00 PM - MIDNIGHT		36670	1414	23.9	3.9	109	817	21.6	2.2	99	1655	24.3	4.5	111	2152	23.0	5.9	105
MIDNIGHT - 6:00 AM		21908	850	14.4	3.9	110	497	13.1	2.3	100	912	13.4	4.2	102	1419	15.2	6.5	116
6:00 AM - MIDNIGHT		127571	5008	84.6	3.9	111	2969	78.3	2.3	103	5462	80.1	4.3	105	7730	82.7	6.1	109
ENTIRE DAY		129239	5049	85.2	3.9	111	2992	78.9	2.3	102	5521	81.0	4.3	105	7884	84.4	6.1	110
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	1304	22.0	3.8	109	877	23.1	2.6	114	1553	22.8	4.6	112	2437	26.1	7.2	129
ALL NEWS		6062	349	5.9	5.8	163	*164	4.3	2.7	120	437	6.4	7.2	177	491	5.3	8.1	145
AOR/PROGRESSIVE		11884	699	11.8	5.9	167	328	8.7	2.8	122	589	8.6	5.0	122	891	9.5	7.5	135
BEAUTIFUL MUSIC		11180	494	8.3	4.4	125	294	7.8	2.6	116	503	7.4	4.5	111	847	9.1	7.6	136
BLACK		4538	*166	2.8	3.7	104	**57	1.5	1.3	56	*168	2.5	3.7	91	*214	2.3	4.7	85
CLASSICAL		3857	338	5.7	8.8	248	*93	2.5	2.4	107	400	5.9	10.4	255	436	4.7	11.3	203
CHR/ROCK		21946	1019	17.2	4.6	131	665	17.5	3.0	134	1054	15.5	4.8	118	1627	17.4	7.4	133
COUNTRY		27262	789	13.3	2.9	82	647	17.1	2.4	105	909	13.3	3.3	82	1276	13.7	4.7	84
GOLDEN OLDIES		3339	*161	2.7	4.8	137	**73	1.9	2.2	97	*131	1.9	3.9	97	*208	2.2	6.2	112
MOR/NOSTALGIA		10346	426	7.2	4.1	117	*195	5.1	1.9	83	529	7.8	5.1	126	602	6.4	5.8	104
NEWS/TALK		8929	358	6.0	4.0	114	212	5.6	2.4	105	451	6.6	5.1	124	633	6.8	7.1	127
RELIGIOUS		5488	**93	1.6	1.7	48	**64	1.7	1.2	52	*136	2.0	2.5	61	335	3.6	6.1	110
SOFT ROCK		1232	**38	0.6	3.1	87	**36	0.9	2.9	129	**52	0.8	4.2	104	**61	0.7	5.0	89
URBAN CONTEMPORARY		3184	*144	2.4	4.5	128	**102	2.7	3.2	142	*141	2.1	4.4	109	*155	1.7	4.9	87
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	*212	3.6	3.1	87	*204	5.4	3.0	131	*216	3.2	3.1	77	424	4.5	6.1	110
ABC DIRECTION		5212	278	4.7	5.3	151	*161	4.2	3.1	137	249	3.7	4.8	118	279	3.0	5.4	96
ABC ENTERTAINMENT		10385	260	4.4	2.5	71	*214	5.6	2.1	91	335	4.9	3.2	79	443	4.7	4.3	77
ABC FM		4762	*158	2.7	3.3	94	**121	3.2	2.5	112	*215	3.2	4.5	111	*276	3.0	5.8	104
ABC INFORMATION		11339	370	6.2	3.3	92	254	6.7	2.2	99	390	5.7	3.4	85	744	8.0	6.6	118
ABC ROCK		4878	267	4.5	5.5	155	**105	2.8	2.2	95	306	4.5	6.3	154	357	3.8	7.3	131
CBS		10709	427	7.2	4.0	113	253	6.7	2.4	105	561	8.2	5.2	129	799	8.6	7.5	134
MUTUAL		10251	301	5.1	2.9	83	*251	6.6	2.4	108	406	6.0	4.0	97	603	6.5	5.9	106
NBC		12243	491	8.3	4.0	114	328	8.7	2.7	119	532	7.8	4.3	107	787	8.4	6.4	115
RADIORADIO		4606	245	4.1	5.3	151	*123	3.2	2.7	118	228	3.3	5.0	122	238	2.5	5.2	93
RKO ONE		5148	*264	4.5	5.1	145	*133	3.5	2.6	114	265	3.9	5.1	127	444	4.8	8.6	155
RKO TWO		7313	295	5.0	4.0	114	*118	3.1	1.6	71	259	3.8	3.5	87	399	4.3	5.5	98
THE SOURCE		5981	*204	3.4	3.4	97	**138	3.6	2.3	102	198	2.9	3.3	81	407	4.4	6.8	122
NON-WIRED : BLAIR		19329	855	14.4	4.4	125	425	11.2	2.2	97	900	13.2	4.7	115	1276	13.7	6.6	119
INTERNET		27139	1186	20.0	4.4	124	777	20.5	2.9	127	1331	19.5	4.9	121	1934	20.7	7.1	128
KATZ RADIO GROUP		36319	1600	27.0	4.4	125	929	24.5	2.6	113	1955	28.7	5.4	132	2392	25.6	6.6	118
SUPERNET		22361	870	14.7	3.9	110	550	14.5	2.5	109	885	13.0	4.0	97	1335	14.3	6.0	107
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	394	6.7	2.7	77	283	7.5	1.9	86	559	8.2	3.8	95	683	7.3	4.7	84
WKDAY 9:00 AM - 1:00 PM		18688	469	7.9	2.5	71	397	10.5	2.1	94	542	8.0	2.9	71	712	7.6	3.8	68
WKDAY 1:00 PM - 4:30 PM		24061	516	8.7	2.1	61	509	13.4	2.1	94	667	9.8	2.8	68	930	10.0	3.9	69
WKDAY 4:30 PM - 7:30 PM		44079	1381	23.3	3.1	89	985	26.0	2.2	99	1586	23.3	3.6	89	2084	22.3	4.7	85
WKDAY 7:30 PM - 8:00 PM		61979	2058	34.7	3.3	94	1327	35.0	2.1	95	2244	32.9	3.6	89	2944	31.5	4.7	85
WKDAY 11:00 PM - 11:30 PM		49084	1694	28.6	3.5	98	1204	31.8	2.5	109	1858	27.3	3.8	93	2556	27.4	5.2	93
WKDAY 11:30 PM - 1:00 AM		16560	642	10.8	3.9	110	390	10.3	2.4	104	645	9.5	3.9	96	892	9.5	5.4	97
M-SAT 8-11 PM+SUN 7-11 PM		66967	2292	38.7	3.4	97	1472	38.8	2.2	97	2626	38.5	3.9	97	3483	37.3	5.2	93
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	232	3.9	2.5	71	195	5.1	2.1	93	323	4.7	3.5	86	331	3.5	3.6	64
ANOTHER WORLD	N	6138	124	2.1	2.0	57	*100	2.6	1.6	72	172	2.5	2.8	69	229	2.5	3.7	67
AS THE WORLD TURNS	C	7707	130	2.2	1.7	48	199	5.3	2.6	114	210	3.1	2.7	67	257	2.8	3.3	60
CAPITOL	C	4688	*69	1.2	1.5	42	*126	3.3	2.7	119	*130	1.9	2.8	68	173	1.9	3.7	66
CBS MORN. NEWS 1	C	2792	*63	1.1	2.3	64	*55	1.5	2.0	87	95	1.4	3.4	84	124	1.3	4.4	80
CBS MORN. NEWS 2	C	2071	*51	0.9	2.5	70	*57	1.5	2.8	122	*68	1.0	3.3	81	111	1.2	5.4	96
DAYS OF OUR LIVES	N	8018	124	2.1	1.5	44	*135	3.6	1.7	75	219	3.2	2.7	67	321	3.4	4.0	72
FACTS OF LIFE - DAYTIME	N	3487	*79	1.3	2.3	64	*89	2.3	2.6	113	*71	1.0	2.0	50	122	1.3	3.5	63
FAMILY FEUD	A	4817	160	2.7	3.3	94	*64	1.7	1.3	59	185	2.7	3.8	95	199	2.1	4.1	74
GENERAL HOSPITAL	A	8333	220	3.7	2.6	75	155	4.1	1.9	82	224	3.3	2.7	66	297	3.2	3.6	64
GOOD MORNING, AMERICA-730	A	5472	126	2.1	2.3	65	96	2.5	1.8	78	179	2.6	3.3	81	257	2.8	4.7	84
GOOD MORNING, AMERICA-830	A	3965	90	1.5	2.3	64	*95	2.5	2.4	106	96	1.4	2.4	60	191	2.0	4.8	86
GUIDING LIGHT	C	7542	134	2.3	1.8	50	197	5.2	2.6	116	196	2.9	2.6	64	246	2.6	3.3	59
ONE LIFE TO LIVE	A	6018	131	2.2	2.2	62	*112	3.0	1.9	82	154	2.3	2.6	63	238	2.5	4.0	71
PRESS YOUR LUCK	C	3589	*98	1.7	2.7	77	*67	1.8	1.9	83	*98	1.4	2.7	67	113	1.2	3.1	57
PRICE IS RIGHT 1	C	7418	128	2.2	1.7	49	169	4.5	2.3	101	126	1.8	1.7	42	255	2.7	3.4	62
PRICE IS RIGHT 2	C	8276	110	1.9	1.3	38	165	4.4	2.0	88	141	2.1	1.7	42	256	2.7	3.1	56
RYAN'S HOPE	A	4358	131	2.2	3.0	85	*112	3.0	2.6	114	151	2.2	3.5	85	189	2.0	4.3	78
SALE OF THE CENTURY	N	3749	*92	1.6	2.5	69	**44	1.2	1.2	52	*92	1.3	2.5	60	169	1.8	4.5	81
SEARCH FOR TOMORROW	N	2884	**32	0.5	1.1	31	**28	0.7	1.0	43	*121	1.8	4.2	103	*147	1.6	5.1	92
TODAY SHOW 1	N	4869	149	2.5	3.1	87	*110	2.9	2.3	100	284	4.2	5.8	144	262	2.8	5.4	97
TODAY SHOW 2	N	4135	*101	1.7	2.4	69	*85	2.2	2.1	91	140	2.1	3.4	83	164	1.8	4.0	71
$25,000 PYRAMID	C	4361	*121	2.0	2.8	79	*78	2.1	1.8	79	140	2.1	3.2	79	164	1.8	3.8	68
WHEEL OF FORTUNE	N	6187	*141	2.4	2.3	65	*40	1.1	0.6	29	135	2.0	2.2	54	186	2.0	3.0	54
YOUNG AND THE RESTLESS	C	8186	155	2.6	1.9	54	193	5.1	2.4	104	181	2.7	2.2	54	231	2.5	2.8	51
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	146	2.5	3.1	87	*75	2.0	1.6	70	174	2.6	3.7	91	232	2.5	4.9	88
NBA PLAYOFF GAME -1	C	5127	213	3.6	4.2	118	*165	4.4	3.2	142	152	2.2	3.0	73	328	3.5	6.4	115
NBC MAJOR LEAGUE PRE-GAME	N	3945	**100	1.7	2.5	72	**60	1.6	1.5	67	*99	1.5	2.5	62	*202	2.2	5.1	92
SPORTSWORLD - SUN.	N	3370	*127	2.2	3.8	108	**76	2.0	2.3	100	*100	1.5	3.0	73	220	2.4	6.5	117
SUNDAY MORNING	C	4200	*130	2.2	3.1	88	**69	1.8	1.6	73	171	2.5	4.1	100	207	2.2	4.9	88

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

		TOTAL U.S. '000	FRENCH RED A '000	FRENCH RED B % DOWN	FRENCH RED C % ACROSS	FRENCH RED D INDX	FRENCH ROSE A '000	FRENCH ROSE B % DOWN	FRENCH ROSE C % ACROSS	FRENCH ROSE D INDX	FRENCH WHITE A '000	FRENCH WHITE B % DOWN	FRENCH WHITE C % ACROSS	FRENCH WHITE D INDX	GERMAN WHITE A '000	GERMAN WHITE B % DOWN	GERMAN WHITE C % ACROSS	GERMAN WHITE D INDX
TOTAL ADULTS		167727	5923	100.0	3.5	100	3790	100.0	2.3	100	6815	100.0	4.1	100	9343	100.0	5.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1504	25.4	2.9	81	1025	27.0	2.0	87	1799	26.4	3.4	85	2478	26.5	4.7	85
NETWORK AFFILIATES - LATE		39164	1195	20.2	3.1	86	845	22.3	2.2	95	1378	20.2	3.5	87	2002	21.4	5.1	92
INDEPENDENTS - LATE		5133	306	5.2	6.0	169	118	3.1	2.3	102	313	4.6	6.1	150	350	3.7	6.8	122
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	597	10.1	2.6	74	396	10.4	1.7	77	696	10.2	3.0	75	940	10.1	4.1	74
ABC MONDAY NIGHT MOVIE	A	11258	373	6.3	3.3	94	236	6.2	2.1	93	429	6.3	3.8	94	600	6.4	5.3	96
ABC SUNDAY NIGHT MOVIE	A	23600	713	12.0	3.0	86	525	13.9	2.2	98	887	13.0	3.8	93	1170	12.5	5.0	89
ABC WORLD NEWS TONIGHT	A	12801	385	6.5	3.0	85	242	6.4	1.9	84	432	6.3	3.4	83	605	6.5	4.7	85
AFTERMASH	C	10966	365	6.2	3.3	94	*296	7.8	2.7	119	386	5.7	3.5	87	603	6.5	5.5	99
ALICE	C	17050	499	8.4	2.9	83	300	7.9	1.8	78	585	8.6	3.4	84	781	8.4	4.6	82
AMERICAN PARADE	C	11998	336	5.7	2.8	79	255	6.7	2.1	94	430	6.3	3.6	88	586	6.3	4.9	88
BENSON	A	19258	435	7.3	2.3	64	339	8.9	1.8	78	658	9.7	3.4	84	960	10.3	5.0	89
BLUE THUNDER	A	11478	320	5.4	2.8	79	*160	4.2	1.4	62	318	4.7	2.8	68	534	5.7	4.7	84
CAGNEY & LACEY	C	18263	621	10.5	3.4	96	382	10.1	2.1	93	589	8.6	3.2	79	1019	10.9	5.6	100
CBS EVENING NEWS-DEAN	C	7733	265	4.5	3.4	97	*161	4.2	2.1	92	309	4.5	4.0	98	437	4.7	5.7	101
CBS EVENING NEWS-RATHER	C	15653	539	9.1	3.4	98	392	10.3	2.5	111	628	9.2	4.0	99	931	10.0	5.9	107
CBS SAT. NEWS-SCHIEFFER	C	8744	264	4.5	3.0	85	148	3.9	1.7	75	378	5.5	4.3	106	541	5.8	6.2	111
CBS SATURDAY NIGHT MOVIE	C	12000	384	6.5	3.2	91	293	7.7	2.4	108	448	6.6	3.7	92	578	6.2	4.8	86
CBS WEDNESDAY NIGHT MOVIE	C	11522	399	6.7	3.5	98	267	7.0	2.3	103	379	5.6	3.3	81	535	5.7	4.6	83
CHEERS	N	16818	664	11.2	3.9	112	435	11.5	2.6	114	774	11.4	4.6	113	1028	11.0	6.1	110
DALLAS	C	37510	1091	18.4	2.9	82	875	23.1	2.3	103	1352	19.8	3.6	89	1786	19.1	4.8	85
DIFF'RENT STROKES	N	11258	244	4.1	2.2	61	*169	4.5	1.5	66	350	5.1	3.1	77	501	5.4	4.5	80
DOUBLE TROUBLE	N	12248	350	5.9	2.9	81	277	7.3	2.3	100	489	7.2	4.0	98	545	5.8	4.4	80
DUCK FACTORY	N	11100	362	6.1	3.3	92	*207	5.5	1.9	83	416	6.1	3.7	92	590	6.3	5.3	95
DUKES OF HAZZARD	C	12353	276	4.7	2.2	63	220	5.8	1.8	79	395	5.8	3.2	79	491	5.3	4.0	71
DYNASTY	A	33279	1021	17.2	3.1	87	813	21.5	2.4	108	1213	17.8	3.6	90	1460	15.6	4.4	79
FACTS OF LIFE	N	13410	311	5.3	2.3	66	269	7.1	2.0	89	483	7.1	3.6	89	599	6.4	4.5	80
FALCON CREST	C	31093	984	16.6	3.2	90	769	20.3	2.5	109	1192	17.5	3.8	94	1468	15.7	4.7	85
FALL GUY	A	18649	569	9.6	3.1	86	390	10.3	2.1	93	743	10.9	4.0	98	784	8.4	4.2	75
FAMILY TIES	N	13101	311	5.3	2.4	67	*211	5.6	1.6	71	357	5.2	2.7	67	503	5.4	3.8	69
FANTASY ISLAND	A	13069	368	6.2	2.8	80	269	7.1	2.1	91	509	7.5	3.9	96	670	7.2	5.1	92
FOULUPS,BLEEPS & BLUNDERS	A	16588	583	9.8	3.5	100	372	9.8	2.2	99	696	10.2	4.2	103	810	8.7	4.9	88
FOUR SEASONS	C	9302	310	5.2	3.3	94	*266	7.0	2.9	127	313	4.6	3.4	83	506	5.4	5.4	98
GIMME A BREAK	N	13955	247	4.2	1.8	50	*192	5.1	1.4	61	365	5.4	2.6	64	455	4.9	3.3	59
HART TO HART	A	15735	440	7.4	2.8	79	383	10.1	2.4	108	584	8.6	3.7	91	698	7.5	4.4	80
HILL STREET BLUES	N	18257	768	13.0	4.2	119	459	12.1	2.5	111	925	13.6	5.1	125	1148	12.3	6.3	113
HOTEL	A	24236	597	10.1	2.5	70	653	17.2	2.7	119	796	11.7	3.3	81	1030	11.0	4.2	76
JEFFERSONS	C	17010	471	8.0	2.8	78	390	10.3	2.3	101	605	8.9	3.6	88	834	8.9	4.9	88
JENNIFER SLEPT HERE	N	9397	220	3.7	2.3	66	*154	4.1	1.6	73	322	4.7	3.4	84	438	4.7	4.7	84
KATE & ALLIE	C	16762	452	7.6	2.7	76	395	10.4	2.4	104	571	8.4	3.4	84	981	10.5	5.9	105
KNIGHT RIDER	N	13164	379	6.4	2.9	82	*233	6.1	1.8	78	660	9.7	5.0	123	747	8.0	5.7	102
LOVE BOAT	A	20400	583	9.8	2.9	81	342	9.0	1.7	74	751	11.0	3.7	91	1021	10.9	5.0	90
MAGNUM PI	C	22543	775	13.1	3.4	97	515	13.6	2.3	101	883	13.0	3.9	96	1260	13.5	5.6	100
MAMA'S FAMILY	N	9852	278	4.7	2.8	80	*214	5.6	2.2	96	333	4.9	3.4	83	456	4.9	4.6	83
MASTER, THE	N	8082	274	4.6	3.4	96	*150	4.0	1.9	82	310	4.5	3.8	94	388	4.2	4.8	86
MATT HOUSTON	A	12881	399	6.7	3.1	88	210	5.5	1.6	72	384	5.6	3.0	73	589	6.3	4.6	82
NBC MONDAY NIGHT MOVIE	N	23889	872	14.7	3.7	103	553	14.6	2.3	102	1030	15.1	4.3	106	1279	13.7	5.4	96
NBC NIGHTLY NEWS	N	11156	292	4.9	2.6	74	202	5.3	1.8	80	469	6.9	4.2	103	583	6.2	5.2	94
NBC NIGHTLY NEWS-SAT	N	7363	*190	3.2	2.6	73	*145	3.8	2.0	87	240	3.5	3.3	80	363	3.9	4.9	89
NBC NIGHTLY NEWS-SUN	N	6214	*227	3.8	3.7	103	*111	2.9	1.8	79	300	4.4	4.8	119	372	4.0	6.0	107
NBC SUNDAY NIGHT MOVIE	N	17590	852	14.4	4.8	137	386	10.2	2.2	97	729	10.7	4.1	102	1053	11.3	6.0	107
NEWHART	C	16740	502	8.5	3.0	85	422	11.1	2.5	112	635	9.3	3.8	93	937	10.0	5.6	100
ONE DAY AT A TIME	C	11820	344	5.8	2.9	82	280	7.4	2.4	105	488	7.2	4.1	102	572	6.1	4.8	87
PEOPLE ARE FUNNY	N	9138	292	4.9	3.2	90	*169	4.5	1.8	82	315	4.6	3.4	85	383	4.1	4.2	75
REAL PEOPLE	N	15979	310	5.2	1.9	55	283	7.5	1.8	78	437	6.4	2.7	67	603	6.5	3.8	68
REMINGTON STEELE	N	14395	420	7.1	2.9	83	354	9.3	2.5	109	520	7.6	3.6	89	772	8.3	5.4	96
RIPLEY'S BELIEVE IT - NOT	A	11362	401	6.8	3.5	100	242	6.4	2.1	94	432	6.3	3.8	94	603	6.5	5.3	95
RIPTIDE	N	13920	408	6.9	2.9	83	305	8.0	2.2	97	463	6.8	3.3	82	643	6.9	4.6	83
SCARECROW & MRS. KING	C	17571	559	9.4	-3.2	90	427	11.3	2.4	108	615	9.0	3.5	86	994	10.6	5.7	102
SIMON & SIMON	C	20208	541	9.1	2.7	76	357	9.4	1.8	78	769	11.3	3.8	94	962	10.3	4.8	85
60 MINUTES	C	27668	1086	18.3	3.9	111	662	17.5	2.4	106	1271	18.7	4.6	113	1769	18.9	6.4	115
ST. ELSEWHERE	N	13699	564	9.5	4.1	117	308	8.1	2.2	100	589	8.6	4.3	106	817	8.7	6.0	107
THREE'S COMPANY	A	20632	627	10.6	3.0	86	433	11.4	2.1	93	837	12.3	4.1	100	1009	10.8	4.9	88
T.J. HOOKER	A	17136	498	8.4	2.9	82	290	7.7	1.7	75	590	8.7	3.4	85	687	7.4	4.0	72
TONIGHT SHOW	N	4963	187	3.2	3.8	107	120	3.2	2.4	107	194	2.8	3.9	96	278	3.0	5.6	101
TRAPPER JOHN, M.D.	C	16332	459	7.7	2.8	80	248	6.5	1.5	67	530	7.8	3.2	80	781	8.4	4.8	86
TV BLOOPERS & PRAC. JOKES	N	18881	546	9.2	2.9	82	356	9.4	1.9	83	669	9.8	3.5	87	866	9.3	4.6	82
20/20	A	18315	565	9.5	3.1	87	364	9.6	2.0	88	628	9.2	3.4	84	885	9.5	4.8	87
WEBSTER	A	18722	442	7.5	2.4	67	340	9.0	1.8	80	613	9.0	3.3	81	946	10.1	5.1	91
WORLD NEWS - SUN	A	5327	*190	3.2	3.6	101	**101	2.7	1.9	84	*174	2.6	3.3	80	239	2.6	4.5	81
YELLOW ROSE	N	8370	181	3.1	2.2	61	*173	4.6	2.1	91	240	3.5	2.9	71	344	3.7	4.1	74
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	605	10.2	2.3	66	500	13.2	1.9	86	830	12.2	3.2	79	1395	14.9	5.4	97
BASKETBALL - COLLEGE GAMES		14468	645	10.9	4.5	126	*277	7.3	1.9	85	691	10.1	4.8	118	1116	11.9	7.7	138
BASKETBALL - PRO GAMES		12124	427	7.2	3.5	100	**259	6.8	2.1	95	475	7.0	3.9	96	647	6.9	5.3	96
BOWLING		9412	**159	2.7	1.7	48	**193	5.1	2.1	91	*325	4.8	3.5	85	*334	3.6	3.5	64
BOXING		15409	622	10.5	4.0	114	*349	9.2	2.3	100	535	7.9	3.5	85	899	9.6	5.8	105
FOOTBALL - COLLEGE GAMES		21400	784	13.2	3.7	104	439	11.6	2.1	91	748	11.0	3.5	86	1613	17.3	7.5	135
FOOTBALL - PRO GAMES		35944	1611	27.2	4.5	127	878	23.2	2.4	108	1594	23.4	4.4	109	2917	31.2	8.1	146
GOLF		9759	439	7.4	4.5	127	**197	5.2	2.0	89	597	8.8	6.1	151	942	10.1	9.7	173
POST-SEASON COLL. FOOTBALL		18123	906	15.3	5.0	142	*353	9.3	1.9	86	795	11.7	4.4	108	1683	18.0	9.3	167
POST-SEASON PRO FOOTBALL		22091	1083	18.3	4.9	139	660	17.4	3.0	132	1054	15.5	4.8	117	2049	21.9	9.3	167
TENNIS		6764	498	8.4	7.4	208	**171	4.5	2.5	112	663	9.7	9.8	241	708	7.6	10.5	188
WRESTLING - PROFESSIONAL		9695	**232	3.9	2.4	68	**94	2.5	1.0	43	*292	4.3	3.0	74	**213	2.3	2.2	39

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

	TOTAL U.S.	ITALIAN RED				ITALIAN ROSE				ITALIAN WHITE				PORTUGUESE ROSE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	8755	100.0	5.2	100	5720	100.0	3.4	100	7271	100.0	4.3	100	3396	100.0	2.0	100
MALES	79263	4500	51.4	5.7	109	2560	44.8	3.2	95	3625	49.9	4.6	105	1772	52.2	2.2	110
FEMALES	88464	4255	48.6	4.8	92	3160	55.2	3.6	105	3647	50.2	4.1	95	1624	47.8	1.8	91
18 - 24	28671	1459	16.7	5.1	97	1048	18.3	3.7	107	1163	16.0	4.1	94	*358	10.5	1.2	62
25 - 34	39536	2692	30.7	6.8	130	1749	30.6	4.4	130	2255	31.0	5.7	132	1072	31.6	2.7	134
35 - 44	28978	1633	18.7	5.6	108	1303	22.8	4.5	132	1544	21.2	5.3	123	759	22.3	2.6	129
45 - 54	22345	1180	13.5	5.3	101	484	8.5	2.2	64	849	11.7	3.8	88	507	14.9	2.3	112
55 - 64	22224	1025	11.7	4.6	88	591	10.3	2.7	78	903	12.4	4.1	94	*345	10.2	1.6	77
65 OR OLDER	25973	767	8.8	3.0	57	545	9.5	2.1	62	556	7.6	2.1	49	354	10.4	1.4	67
18 - 34	68207	4150	47.4	6.1	117	2797	48.9	4.1	120	3418	47.0	5.0	116	1430	42.1	2.1	104
18 - 49	108058	6412	73.2	5.9	114	4349	76.0	4.0	118	5435	74.7	5.0	116	2470	72.7	2.3	113
25 - 54	90859	5505	62.9	6.1	116	3536	61.8	3.9	114	4649	63.9	5.1	118	2339	68.9	2.6	127
35 - 49	39851	2261	25.8	5.7	109	1552	27.1	3.9	114	2017	27.7	5.1	117	1040	30.6	2.6	129
50 OR OLDER	59669	2344	26.8	3.9	75	1371	24.0	2.3	67	1836	25.3	3.1	71	925	27.2	1.6	77
GRADUATED COLLEGE	28091	2572	29.4	9.2	175	1439	25.2	5.1	150	2468	33.9	8.8	203	1214	35.7	4.3	213
ATTENDED COLLEGE	28938	2039	23.3	7.0	135	1499	26.2	5.2	152	1546	21.3	5.3	123	907	26.7	3.1	155
GRADUATED HIGH SCHOOL	65503	2957	33.8	4.5	86	2239	39.1	3.4	100	2489	34.2	3.8	88	929	27.4	1.4	70
DID NOT GRADUATE HIGH SCHOOL	45195	1187	13.6	2.6	50	544	9.5	1.2	35	769	10.6	1.7	39	*347	10.2	0.8	38
EMPLOYED MALES	56429	3607	41.2	6.4	122	1913	33.4	3.4	99	3092	42.5	5.5	126	1515	44.6	2.7	133
EMPLOYED FEMALES	43971	2367	27.0	5.4	103	2107	36.8	4.8	141	2146	29.5	4.9	113	1025	30.2	2.3	115
EMPLOYED FULL-TIME	87773	5184	59.2	5.9	113	3655	63.9	4.2	122	4510	62.0	5.1	119	2267	66.8	2.6	128
EMPLOYED PART-TIME	12627	790	9.0	6.3	120	*365	6.4	2.9	85	728	10.0	5.8	133	**273	8.0	2.2	107
NOT EMPLOYED	67327	2781	31.8	4.1	79	1700	29.7	2.5	74	2033	28.0	3.0	70	856	25.2	1.3	63
PROFESSIONAL/MANAGER	25845	2513	28.7	9.7	186	1182	20.7	4.6	134	1898	26.1	7.3	169	1223	36.0	4.7	234
TECH/CLERICAL/SALES	30895	1648	18.8	5.3	102	1634	28.6	5.3	155	1665	22.9	5.4	124	600	17.7	1.9	96
PRECISION/CRAFT	12629	612	7.0	4.8	93	*410	7.2	3.2	95	561	7.7	4.4	102	**240	7.1	1.9	94
OTHER EMPLOYED	31031	1200	13.7	3.9	74	795	13.9	2.6	75	1115	15.3	3.6	83	*477	14.0	1.5	76
SINGLE	35557	2078	23.7	5.8	112	1341	23.4	3.8	111	1644	22.6	4.6	107	532	15.7	1.5	74
MARRIED	103585	5490	62.7	5.3	102	3507	61.3	3.4	99	4591	63.1	4.4	102	2418	71.2	2.3	115
DIVORCED/SEPARATED/WIDOWED	28585	1188	13.6	4.2	80	873	15.3	3.1	90	1036	14.2	3.6	84	446	13.1	1.6	77
PARENTS	59295	2847	32.5	4.8	92	2026	35.4	3.4	100	2718	37.4	4.6	106	1453	42.8	2.5	121
WHITE	146081	8059	92.1	5.5	106	5220	91.3	3.6	105	6740	92.7	4.6	106	3076	90.6	2.1	104
BLACK	17974	477	5.4	2.7	51	427	7.5	2.4	70	468	6.4	2.6	60	*178	5.2	1.0	49
OTHER	3672	**220	2.5	6.0	115	**73	1.3	2.0	58	**63	0.9	1.7	40	**142	4.2	3.9	191
NORTHEAST-CENSUS	37005	3387	38.7	9.2	175	1877	32.8	5.1	149	3083	42.4	8.3	192	1106	32.6	3.0	148
NORTH CENTRAL	42642	1738	19.9	4.1	78	1626	28.4	3.8	112	1421	19.5	3.3	77	617	18.2	1.4	71
SOUTH	56777	2061	23.5	3.6	70	1314	23.0	2.3	68	1664	22.9	2.9	68	883	26.0	1.6	77
WEST	31303	1569	17.9	5.0	96	902	15.8	2.9	84	1103	15.2	3.5	81	790	23.3	2.5	125
NORTHEAST-MKTG.	38125	3472	39.7	9.1	174	1979	34.6	5.2	152	2992	41.1	7.8	181	1282	37.8	3.4	166
EAST CENTRAL	24794	1088	12.4	4.4	84	922	16.1	3.7	109	1115	15.3	4.5	104	*288	8.5	1.2	57
WEST CENTRAL	28511	1379	15.8	4.8	93	1200	21.0	4.2	123	908	12.5	3.2	73	*488	14.4	1.7	85
SOUTH	48953	1459	16.7	3.0	57	907	15.9	1.9	54	1295	17.8	2.6	61	651	19.2	1.3	66
PACIFIC	27344	1358	15.5	5.0	95	712	12.4	2.6	76	962	13.2	3.5	81	687	20.2	2.5	124
COUNTY SIZE A	69301	4996	57.1	7.2	138	2944	51.5	4.2	125	4188	57.6	6.0	139	1790	52.7	2.6	128
COUNTY SIZE B	50633	2119	24.2	4.2	80	1670	29.2	3.3	97	1865	25.6	3.7	85	1066	31.4	2.1	104
COUNTY SIZE C	26259	1269	14.5	4.8	93	717	12.5	2.7	80	934	12.8	3.6	82	*359	10.6	1.4	68
COUNTY SIZE D	21534	*371	4.2	1.7	33	*389	6.8	1.8	53	*284	3.9	1.3	30	**182	5.4	0.8	42
METRO CENTRAL CITY	50014	3074	35.1	6.1	118	1802	31.5	3.6	106	2527	34.8	5.1	117	1170	34.5	2.3	116
METRO SUBURBAN	76832	4247	48.5	5.5	106	2815	49.2	3.7	107	3645	50.1	4.7	109	1725	50.8	2.2	111
NON METRO	40881	1434	16.4	3.5	67	1103	19.3	2.7	79	1099	15.1	2.7	62	*501	14.8	1.2	61
TOP 5 ADI'S	39550	2977	34.0	7.5	144	1696	29.7	4.3	126	2521	34.7	6.4	147	1058	31.2	2.7	132
TOP 10 ADI'S	54877	4090	46.7	7.5	143	2262	39.5	4.1	121	3404	46.8	6.2	143	1450	42.7	2.6	131
TOP 20 ADI'S	77516	5234	59.8	6.8	129	2993	52.3	3.9	113	4327	59.5	5.6	129	2017	59.4	2.6	129
HSHLD INC. $50,000 OR MORE	17257	1561	17.8	9.0	173	784	13.7	4.5	133	1322	18.2	7.7	177	776	22.9	4.5	222
$40,000 OR MORE	33235	2712	31.0	8.2	156	1559	27.3	4.7	138	2264	31.1	6.8	157	1214	35.7	3.7	180
$30,000 OR MORE	59693	4537	51.8	7.6	146	2599	45.4	4.4	128	3824	52.6	6.4	148	2043	60.2	3.4	169
$25,000 OR MORE	76275	5504	62.9	7.2	138	3428	59.9	4.5	132	4685	64.4	6.1	142	2517	74.1	3.3	163
$20,000 - $24,999	18607	946	10.8	5.1	97	690	12.1	3.7	109	789	10.9	4.2	98	*284	8.4	1.5	75
$15,000 - $19,999	17175	835	9.5	4.9	93	622	10.9	3.6	106	667	9.2	3.9	90	**184	5.4	1.1	53
$10,000 - $14,999	24569	752	8.6	3.1	59	530	9.3	2.2	63	593	8.2	2.4	56	*199	5.9	0.8	40
UNDER $10,000	31101	717	8.2	2.3	44	450	7.9	1.4	42	537	7.4	1.7	40	**213	6.3	0.7	34
HOUSEHOLD OF 1 PERSON	19441	809	9.2	4.2	80	572	10.0	2.9	86	729	10.0	3.7	87	*263	7.7	1.4	67
2 PEOPLE	51803	2955	33.8	5.7	109	1834	32.1	3.5	104	2428	33.4	4.7	108	950	28.0	1.8	91
3 OR 4 PEOPLE	66933	3424	39.1	5.1	98	2499	43.7	3.7	109	2901	39.9	4.3	100	1557	45.8	2.3	115
5 OR MORE PEOPLE	29550	1568	17.9	5.3	102	815	14.2	2.8	81	1214	16.7	4.1	95	*626	18.4	2.1	105
NO CHILD IN HSHLD	96587	5220	59.6	5.4	104	3223	56.3	3.3	98	4139	56.9	4.3	99	1759	51.8	1.8	90
CHILD(REN) UNDER 2 YRS	10844	643	7.3	5.9	114	*302	5.3	2.8	82	*375	5.2	3.5	80	**170	5.0	1.6	77
2 - 5 YEARS	26358	1437	16.4	5.5	104	995	17.4	3.8	111	1159	15.9	4.4	101	*589	17.3	2.2	110
6 - 11 YEARS	30453	1358	15.5	4.5	85	980	17.1	3.2	94	1329	18.3	4.4	101	828	24.4	2.7	134
12 - 17 YEARS	36575	1636	18.7	4.5	86	1156	20.2	3.2	93	1523	20.9	4.2	96	793	23.4	2.2	107
RESIDENCE OWNED	117770	6254	71.4	5.3	102	4089	71.5	3.5	102	5062	69.6	4.3	99	2584	76.1	2.2	108
VALUE: $50,000 OR MORE	70166	4987	57.0	7.1	136	3053	53.4	4.4	128	3972	54.6	5.7	131	2093	61.6	3.0	147
VALUE: UNDER $50,000	47604	1267	14.5	2.7	51	1036	18.1	2.2	64	1091	15.0	2.3	53	*491	14.5	1.0	51

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

		TOTAL U.S. '000	ITALIAN RED A '000	B % DOWN	C % ACROSS	D INDX	ITALIAN ROSE A '000	B % DOWN	C % ACROSS	D INDX	ITALIAN WHITE A '000	B % DOWN	C % ACROSS	D INDX	PORTUGUESE ROSE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	8755	100.0	5.2	100	5720	100.0	3.4	100	7271	100.0	4.3	100	3396	100.0	2.0	100
MAGAZINES	QUINTILE 1	34022	2390	27.3	7.0	135	1504	26.3	4.4	130	2069	28.5	6.1	140	1141	33.6	3.4	166
	QUINTILE 2	34800	2435	27.8	7.0	134	1782	31.2	5.1	150	1963	27.0	5.6	130	911	26.8	2.6	129
	QUINTILE 3	30514	1631	18.6	5.3	102	777	13.6	2.5	75	1372	18.9	4.5	104	519	15.3	1.7	84
	QUINTILE 4	33324	1312	15.0	3.9	75	884	15.5	2.7	78	1081	14.9	3.2	75	*353	10.4	1.1	52
	QUINTILE 5	35066	988	11.3	2.8	54	773	13.5	2.2	65	786	10.8	2.2	52	*472	13.9	1.3	66
NEWSPAPERS	QUINTILE 1	29107	2322	26.5	8.0	153	1424	24.9	4.9	143	2418	33.3	8.3	192	1050	30.9	3.6	178
	QUINTILE 2	49095	2773	31.7	5.6	108	2010	35.1	4.1	120	2073	28.5	4.2	97	1105	32.5	2.3	111
	QUINTILE 3	23107	1073	12.3	4.6	89	499	8.7	2.2	63	803	11.0	3.5	80	*441	13.0	1.9	94
	QUINTILE 4	33556	1726	19.7	5.1	99	1062	18.6	3.2	93	1231	16.9	3.7	85	*481	14.2	1.4	71
	QUINTILE 5	32863	862	9.8	2.6	50	726	12.7	2.2	65	747	10.3	2.3	52	*318	9.4	1.0	48
OUTDOOR	QUINTILE 1	33431	2078	23.7	6.2	119	1356	23.7	4.1	119	1662	22.9	5.0	115	883	26.0	2.6	130
	QUINTILE 2	33478	1795	20.5	5.4	103	1238	21.6	3.7	108	1679	23.1	5.0	116	576	17.0	1.7	85
	QUINTILE 3	33574	1837	21.0	5.5	105	1277	22.3	3.8	112	1539	21.2	4.6	106	770	22.7	2.3	113
	QUINTILE 4	33935	1670	19.1	4.9	94	1032	18.0	3.0	89	1355	18.6	4.0	92	541	15.9	1.6	79
	QUINTILE 5	33310	1376	15.7	4.1	79	817	14.3	2.5	72	1037	14.3	3.1	72	626	18.4	1.9	93
RADIO-DRIVE	QUINTILE 1	33136	1667	19.0	5.0	96	1318	23.0	4.0	117	1441	19.8	4.3	100	699	20.6	2.1	104
TIME	QUINTILE 2	31658	1860	21.2	5.9	113	1121	19.6	3.5	104	1605	22.1	5.1	117	588	17.3	1.9	92
	QUINTILE 3	32541	1779	20.3	5.5	105	1183	20.7	3.6	107	1562	21.5	4.8	111	719	21.2	2.2	109
	QUINTILE 4	34247	1803	20.6	5.3	101	1280	22.4	3.7	110	1593	21.9	4.7	107	716	21.1	2.1	103
	QUINTILE 5	36144	1646	18.8	4.6	87	818	14.3	2.3	66	1070	14.7	3.0	68	674	19.8	1.9	92
RADIO-MID-	TERCILE 1	45037	2362	27.0	5.2	100	1648	28.8	3.7	107	2150	29.6	4.8	110	870	25.6	1.9	95
DAY	TERCILE 2	44819	2421	27.7	5.4	103	1629	28.5	3.6	107	1790	24.6	4.0	92	912	26.9	2.0	101
	TERCILE 3	77872	3973	45.4	5.1	98	2443	42.7	3.1	92	3331	45.8	4.3	99	1614	47.5	2.1	102
RADIO-TOTAL	QUINTILE 1	33763	1918	21.9	5.7	109	1422	24.9	4.2	123	1756	24.2	5.2	120	694	20.4	2.1	102
	QUINTILE 2	33240	1598	18.3	4.8	92	1072	18.7	3.2	95	1331	18.3	4.0	92	629	18.5	1.9	93
	QUINTILE 3	33408	1869	21.3	5.6	107	1144	20.0	3.4	100	1713	23.6	5.1	118	637	18.8	1.9	94
	QUINTILE 4	34792	2080	23.8	6.0	115	1467	25.6	4.2	124	1611	22.2	4.6	107	863	25.4	2.5	123
	QUINTILE 5	32524	1290	14.7	4.0	76	616	10.8	1.9	56	860	11.8	2.6	61	572	16.8	1.8	87
TV-PRIME	QUINTILE 1	33090	2017	23.0	6.1	117	1218	21.3	3.7	108	1417	19.5	4.3	99	631	18.6	1.9	94
TIME	QUINTILE 2	33357	1539	17.6	4.6	88	1032	18.0	3.1	91	1519	20.9	4.6	105	793	23.4	2.4	117
	QUINTILE 3	33980	1894	21.6	5.6	107	1253	21.9	3.7	108	1536	21.1	4.5	104	737	21.7	2.2	107
	QUINTILE 4	33854	1874	21.4	5.5	106	1345	23.5	4.0	116	1516	20.8	4.5	103	675	19.9	2.0	98
	QUINTILE 5	33444	1432	16.4	4.3	82	872	15.2	2.6	76	1284	17.7	3.8	89	559	16.5	1.7	83
TV-DAYTIME	TERCILE 1	49121	2139	24.4	4.4	83	1237	21.6	2.5	74	1560	21.5	3.2	73	771	22.7	1.6	78
	TERCILE 2	48823	2513	28.7	5.1	99	1894	33.1	3.9	114	2219	30.5	4.5	105	1179	34.7	2.4	119
	TERCILE 3	69782	4103	46.9	5.9	113	2589	45.3	3.7	109	3491	48.0	5.0	115	1446	42.6	2.1	102
TV-TOTAL	QUINTILE 1	33584	1608	18.4	4.8	92	862	15.1	2.6	75	1248	17.2	3.7	86	652	19.2	1.9	96
	QUINTILE 2	33441	1626	18.6	4.9	93	1123	19.6	3.4	98	1249	17.2	3.7	86	624	18.4	1.9	92
	QUINTILE 3	33505	1840	21.0	5.5	105	1225	21.4	3.7	107	1574	21.6	4.7	108	633	18.6	1.9	93
	QUINTILE 4	33466	2067	23.6	6.2	118	1400	24.5	4.2	123	1708	23.5	5.1	118	884	26.0	2.6	130
	QUINTILE 5	33731	1614	18.4	4.8	92	1111	19.4	3.3	97	1492	20.5	4.4	102	602	17.7	1.8	88
MAGAZINES-NEWSPAPERS: DUAL		44503	3499	40.0	7.9	151	2313	40.4	5.2	152	2960	40.7	6.7	153	1511	44.5	3.4	168
MAGAZINE IMPERATIVE		39363	2056	23.5	5.2	100	1299	22.7	3.3	97	1633	22.5	4.1	96	707	20.8	1.8	89
NEWSPAPER IMPERATIVE		46441	2101	24.0	4.5	87	1309	22.9	2.8	83	1885	25.9	4.1	94	765	22.5	1.6	81
MAGAZINES-OUTDOOR: DUAL		33726	2502	28.6	7.4	142	1850	32.3	5.5	161	1998	27.5	5.9	137	964	28.4	2.9	141
MAGAZINE IMPERATIVE		52846	3287	37.5	6.2	119	1919	33.5	3.6	106	2781	38.2	5.3	121	1334	39.3	2.5	125
OUTDOOR IMPERATIVE		52140	2167	24.8	4.2	80	1326	23.2	2.5	75	1969	27.1	3.8	87	753	22.2	1.4	71
MAGAZINES-RADIO: DUAL		37081	2498	28.5	6.7	129	1744	30.5	4.7	138	2139	29.4	5.8	133	898	26.4	2.4	120
MAGAZINE IMPERATIVE		49747	3265	37.3	6.6	126	2043	35.7	4.1	120	2725	37.5	5.5	126	1474	43.4	3.0	146
RADIO IMPERATIVE		49208	1912	21.8	3.9	74	1332	23.3	2.7	79	1724	23.7	3.5	81	659	19.4	1.3	66
MAGAZINES-TELEVISION: DUAL		33103	2166	24.7	6.5	125	1366	23.9	4.1	121	1737	23.9	5.2	121	985	29.0	3.0	147
MAGAZINE IMPERATIVE		54575	3684	42.1	6.8	129	2462	43.0	4.5	132	3275	45.0	6.0	138	1433	42.2	2.6	130
TELEVISION IMPERATIVE		53249	1925	22.0	3.6	69	1183	20.7	2.2	65	1486	20.4	2.8	64	605	17.8	1.1	56
NEWSPAPERS-OUTDOOR: DUAL		36255	2505	28.6	6.9	132	1604	28.0	4.4	130	2104	28.9	5.8	134	922	27.1	2.5	126
NEWSPAPER IMPERATIVE		55591	3098	35.4	5.6	107	2043	35.7	3.7	108	2749	37.8	4.9	114	1432	42.2	2.6	127
OUTDOOR IMPERATIVE		48319	2154	24.6	4.5	85	1498	26.2	3.1	91	1808	24.9	3.7	86	721	21.2	1.5	74
NEWSPAPERS-RADIO: DUAL		37242	2287	26.1	6.1	118	1722	30.1	4.6	136	2082	28.6	5.6	129	1003	29.5	2.7	133
NEWSPAPER IMPERATIVE		54423	3505	40.0	6.4	123	1999	34.9	3.7	108	2837	39.0	5.2	120	1419	41.8	2.6	129
RADIO IMPERATIVE		46650	1891	21.6	4.1	78	1263	22.1	2.7	79	1631	22.4	3.5	81	547	16.1	1.2	58
NEWSPAPERS-TELEVISION: DUAL		35974	1991	22.7	5.5	106	1241	21.7	3.4	101	1523	20.9	4.2	98	859	25.3	2.4	118
NEWSPAPER IMPERATIVE		56095	3875	44.3	6.9	132	2504	43.8	4.5	131	3444	47.4	6.1	142	1568	46.2	2.8	138
TELEVISION IMPERATIVE		47170	1898	21.7	4.0	77	1186	20.7	2.5	74	1487	20.5	3.2	73	581	17.1	1.2	61
OUTDOOR-RADIO: DUAL		33748	1890	21.6	5.6	107	1256	22.0	3.7	109	1656	22.8	4.9	113	615	18.1	1.8	90
OUTDOOR IMPERATIVE		52785	3009	34.4	5.7	109	1954	34.2	3.7	109	2462	33.9	4.7	108	1277	37.6	2.4	119
RADIO IMPERATIVE		52882	2689	30.7	5.1	97	1827	31.9	3.5	101	2352	32.3	4.4	103	1041	30.7	2.0	97
OUTDOOR-TELEVISION: DUAL		32030	1734	19.8	5.4	104	1160	20.3	3.6	106	1516	20.8	4.7	109	613	18.1	1.9	95
OUTDOOR IMPERATIVE		54626	3235	37.0	5.9	113	2304	40.3	4.2	124	2830	38.9	5.2	120	1216	35.8	2.2	110
TELEVISION IMPERATIVE		54874	2564	29.3	4.7	90	1526	26.7	2.8	82	1894	26.0	3.5	80	952	28.0	1.7	86
RADIO-TELEVISION: DUAL		33386	1600	18.3	4.8	92	1115	19.5	3.3	98	1300	17.9	3.9	90	640	18.8	1.9	95
RADIO IMPERATIVE		53810	3039	34.7	5.6	108	2127	37.2	4.0	116	2810	38.6	5.2	120	1051	30.9	2.0	96
TELEVISION IMPERATIVE		54023	2676	30.6	5.0	95	1616	28.3	3.0	88	1979	27.2	3.7	85	1073	31.6	2.0	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	ITALIAN RED				ITALIAN ROSE				ITALIAN WHITE				PORTUGUESE ROSE			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	8755	100.0	5.2	100	5720	100.0	3.4	100	7271	100.0	4.3	100	3396	100.0	2.0	100
ATLANTIC MONTHLY	867	**103	1.2	11.9	228	**50	0.9	5.8	169	*81	1.1	9.3	216	**20	0.6	2.3	114
BARRON'S	1580	*198	2.3	12.5	240	**121	2.1	7.7	225	*119	1.6	7.5	174	**152	4.5	9.6	475
BETTER HOMES & GARDENS	22203	1296	14.8	5.8	112	1061	18.5	4.8	140	1222	16.8	5.5	127	539	15.9	2.4	120
BON APPETIT	3810	416	4.8	10.9	209	*321	5.6	8.4	247	397	5.5	10.4	240	*82	2.4	2.2	106
BUSINESS WEEK	4663	506	5.8	10.9	208	*134	2.3	2.9	84	392	5.4	8.4	194	**108	3.2	2.3	114
CAR AND DRIVER	3102	*274	3.1	8.8	169	**157	2.7	5.1	148	*253	3.5	8.2	188	**39	1.1	1.3	62
CBS MAGAZINE NETWORK (GROSS)	7311	568	6.5	7.8	149	495	8.7	6.8	199	450	6.2	6.2	142	*160	4.7	2.2	108
CHANGING TIMES	3400	270	3.1	7.9	152	*224	3.9	6.6	193	*182	2.5	5.4	123	**129	3.8	3.8	187
COLONIAL HOMES	1796	*100	1.1	5.6	107	*120	2.1	6.7	196	*98	1.3	5.5	126	**35	1.0	1.9	96
CONDE NAST MAG. PKG. (GROSS)	19924	1433	16.4	7.2	138	1031	18.0	5.2	152	1045	14.4	5.2	121	547	16.1	2.7	136
CONSUMERS DIGEST	3125	*256	2.9	8.2	157	*163	2.8	5.2	153	**99	1.4	3.2	73	*151	4.4	4.8	239
COSMOPOLITAN	10577	711	8.1	6.7	129	609	10.6	5.8	169	631	8.7	6.0	138	*280	8.2	2.6	131
COUNTRY LIVING	3746	*220	2.5	5.9	113	*243	4.2	6.5	190	*223	3.1	6.0	137	**119	3.5	3.2	157
CUISINE	2214	*209	2.4	9.4	181	*160	2.8	7.2	212	327	4.5	14.8	341	**73	2.1	3.3	163
CYCLE WORLD	2394	*128	1.5	5.3	102	**148	2.6	6.2	181	**67	0.9	2.8	65	**30	0.9	1.3	62
DCI:CREATIVE IDEAS FOR LIV	3068	**116	1.3	3.8	72	*181	3.2	5.9	173	**57	0.8	1.9	43	**60	1.8	2.0	97
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	510	5.8	5.3	102	434	7.6	4.5	133	342	4.7	3.6	83	*235	6.9	2.5	121
DISCOVER	2277	*172	2.0	7.6	145	*129	2.3	5.7	166	*150	2.1	6.6	152	**83	2.4	3.6	180
EBONY	7187	212	2.4	2.9	57	235	4.1	3.3	96	201	2.8	2.8	65	**86	2.5	1.2	59
ESQUIRE	2560	*136	1.6	5.3	102	**96	1.7	3.8	110	*123	1.7	4.8	111	**75	2.2	2.9	145
ESSENCE	3242	**57	0.7	1.8	34	**90	1.6	2.8	81	*101	1.4	3.1	72	**41	1.2	1.3	62
FAMILY CIRCLE	19639	1104	12.6	5.6	108	912	15.9	4.6	136	912	12.5	4.6	107	342	10.1	1.7	86
THE FAMILY HANDYMAN	3540	281	3.2	7.9	152	*184	3.2	5.2	152	*136	1.9	3.8	89	**110	3.2	3.1	153
FAMILY WEEKLY	23924	1015	11.6	4.2	81	707	12.4	3.0	87	822	11.3	3.4	79	428	12.6	1.8	88
FIELD & STREAM	9883	518	5.9	5.2	100	346	6.0	3.5	103	389	5.4	3.9	91	*218	6.4	2.2	109
FOOD & WINE	1030	*182	2.1	17.7	339	**68	1.2	6.6	194	*113	1.6	11.0	253	**43	1.3	4.2	206
FORBES	2679	299	3.4	11.2	214	*128	2.2	4.8	140	235	3.2	8.8	202	*186	5.5	6.9	343
FORTUNE	2931	356	4,1	12.1	233	*131	2.3	4.5	131	230	3.2	7.8	181	*180	5.3	6.1	303
GENTLEMEN'S QUARTERLY	3481	296	3.4	8.5	163	*290	5.1	8.3	244	*226	3.1	6.5	150	**138	4.1	4.0	196
GLAMOUR	7163	532	6.1	7.4	142	394	6.9	5.5	161	346	4.8	4.8	111	**201	5.9	2.8	139
GOLF DIGEST	2355	*200	2.3	8.5	163	**79	1.4	3.4	98	*198	2.7	8.4	194	**73	2.1	3.1	153
GOLF DIGEST/TENNIS (GROSS)	3610	300	3.4	8.3	159	*119	2.1	3.3	97	294	4.0	8.1	188	**75	2.2	2.1	103
GOLF MAGAZINE	2046	*198	2.3	9.7	185	*128	2.2	6.3	183	*160	2.2	7.8	180	**104	3.1	5.1	251
GOLF MAGAZINE/SKI (GROSS)	3547	314	3.6	8.9	170	*197	3.4	5.6	163	250	3.4	7.0	163	*137	4.0	3.9	191
GOOD HOUSEKEEPING	20353	942	10.8	4.6	89	865	15.1	4.2	125	922	12.7	4.5	104	520	15.3	2.6	126
HARPER'S BAZAAR	3362	245	2.8	7.3	140	*168	2.9	5.0	147	*219	3.0	6.5	150	**126	3.7	3.7	185
HEALTH	2987	*143	1.6	4.8	92	**76	1.3	2.5	75	*121	1.7	4.1	93	**94	2.8	3.1	155
HEARST MAG CORP. BUY (GROSS)	67928	3945	45.1	5.8	111	3371	58.9	5.0	146	3544	48.7	5.2	120	2029	59.7	3.0	148
HEARST MAN POWER (GROSS)	11282	613	7.0	5.4	104	483	8.4	4.3	126	528	7.3	4.7	108	375	11.0	3.3	164
HEARST WOMAN POWER (GROSS)	40514	2299	26.3	5.7	109	1958	34.2	4.8	142	2021	27.8	5.0	115	1085	31.9	2.7	132
HOUSE BEAUTIFUL	4885	290	3.3	5.9	114	*266	4.7	5.4	160	329	4.5	6.7	155	*191	5.6	3.9	193
INC.	1308	*143	1.6	10.9	209	**56	1.0	4.3	126	*91	1.3	7.0	160	**81	2.4	6.2	306
JET	6498	208	2.4	3.2	61	273	4.8	4.2	123	*187	2.6	2.9	66	**94	2.8	1.4	71
LADIES' HOME JOURNAL	14797	931	10.6	6.3	121	559	9.8	3.8	111	880	12.1	5.9	137	374	11.0	2.5	125
LHJ FAMILY GRP COMBO(GROSS)	21743	1305	14.9	6.0	115	881	15.4	4.1	119	1219	16.8	5.6	129	612	18.0	2.8	139
LIFE	9881	679	7.8	6.9	132	445	7.8	4.5	132	633	8.7	6.4	148	301	8.9	3.0	150
L.A. TIMES HOME MAGAZINE	2775	*240	2.7	8.6	166	*195	3.4	7.0	206	254	3.5	9.2	211	**141	4.2	5.1	251
MADEMOISELLE	4219	*239	2.7	5.7	109	*189	3.3	4.5	131	*189	2.6	4.5	103	**85	2.5	2.0	100
MC CALL'S	16422	929	10.6	5.7	108	675	11.8	4.1	121	829	11.4	5.0	116	350	10.3	2.1	105
MC CALL'S/WRK MOTHER (GROSS)	17919	1012	11.6	5.6	108	737	12.9	4.1	121	894	12.3	5.0	115	387	11.4	2.2	107
MECHANIX ILLUSTRATED	4433	251	2.9	5.7	108	*237	4.1	5.3	157	*140	1.9	3.2	73	**96	2.8	2.2	107
METROPOLITAN HOME	1504	*174	2.0	11.6	222	*161	2.8	10.7	314	*118	1.6	7.8	181	**81	2.4	5.4	266
MONEY	4723	420	4.8	8.9	170	293	5.1	6.2	182	321	4.4	6.8	157	*230	6.8	4.9	241
MOTHER EARTH NEWS	2325	*146	1.7	6.3	120	**80	1.4	3.4	101	**81	1.1	3.5	80	**80	2.4	3.4	170
MS.	1189	**50	0.6	4.2	81	**69	1.2	5.8	170	**70	1.0	5.9	136	**44	1.3	3.7	183
NATIONAL ENQUIRER	18892	733	8.4	3.9	74	472	8.3	2.5	73	579	8.0	3.1	71	*222	6.5	1.2	58
NATIONAL GEOGRAPHIC	22129	1871	21.4	8.5	162	941	16.5	4.3	125	1431	19.7	6.5	149	962	28.3	4.3	215
NATIONAL SUNDAY MAGAZINE PKG	103750	6283	71.8	6.1	116	4057	70.9	3.9	115	5284	72.7	5.1	117	2580	76.0	2.5	123
NATURAL HISTORY	1379	*111	1.3	8.0	154	**65	1.1	4.7	138	*129	1.8	9.4	216	**79	2.3	5.7	283
NEW WOMAN	2289	*187	2.1	8.2	157	*184	3.2	8.0	236	**136	1.9	5.9	137	**65	1.9	2.8	140
NEW YORK INCLUDING CUE	1088	*121	1.4	11.1	213	**47	0.8	4.3	127	198	2.7	18.2	420	**34	1.0	3.1	154
THE NEW YORKER	2459	349	4.0	14.2	272	*169	3.0	6.9	202	327	4.5	13.3	307	*127	3.7	5.2	255
NEWSWEEK	16527	1324	15.1	8.0	153	735	12.8	4.4	130	1149	15.8	7.0	160	574	16.9	3.5	172
THE N.Y. TIMES DAILY EDITION	2739	443	5.1	16.2	310	*124	2.2	4.5	133	464	6.4	16.9	391	*194	5.7	7.1	350
THE N.Y. TIMES MAGAZINE	4443	656	7.5	14.8	283	206	3.6	4.6	136	738	10.1	16.6	383	229	6.7	5.2	255
OMNI	2799	*247	2.8	8.8	169	*242	4.2	8.6	254	*241	3.3	8.6	199	**143	4.2	5.1	252
ON CABLE	2209	*149	1.7	6.7	129	**105	1.8	4.8	139	**73	1.0	3.3	76	**24	0.7	1.1	54
1001 HOME IDEAS	3959	231	2.6	5.8	112	*247	4.3	6.2	183	*217	3.0	5.5	126	**144	4.2	3.6	180
ORGANIC GARDENING	3111	*235	2.7	7.6	145	**93	1.6	3.0	88	*156	2.1	5.0	116	**71	2.1	2.3	113
OUTDOOR LIFE	5024	*222	2.5	4.4	85	*209	3.7	4.2	122	*152	2.1	3.0	70	**92	2.7	1.8	90
PARADE MAGAZINE	51292	3451	39.4	6.7	129	2071	36.2	4.0	118	2778	38.2	5.4	125	1328	39.1	2.6	128

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	ITALIAN RED				ITALIAN ROSE				ITALIAN WHITE				PORTUGUESE ROSE			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	8755	100.0	5.2	100	5720	100.0	3.4	100	7271	100.0	4.3	100	3396	100.0	2.0	100
PARENTS	5298	334	3.8	6.3	121	273	4.8	5.2	151	276	3.8	5.2	120	**77	2.3	1.5	72
PENTHOUSE	5129	442	5.0	8.6	165	*242	4.2	4.7	138	394	5.4	7.7	177	**171	5.0	3.3	165
PEOPLE	21070	1443	16.5	6.8	131	900	15.7	4.3	125	1224	16.8	5.8	134	461	13.6	2.2	108
PLAYBOY	10562	809	9.2	7.7	147	411	7.2	3.9	114	634	8.7	6.0	138	*235	6.9	2.2	110
POPULAR HOT RODDING	2498	**120	1.4	4.8	92	**62	1.1	2.5	73	**57	0.8	2.3	53	**46	1.4	1.8	91
POPULAR MECHANICS	5887	300	3.4	5.1	98	*212	3.7	3.6	106	*260	3.6	4.4	102	*254	7.5	4.3	213
POPULAR SCIENCE	4317	323	3.7	7.5	143	*241	4.2	5.6	164	*305	4.2	7.1	163	*164	4.8	3.8	188
PREVENTION	5792	427	4.9	7.4	141	*230	4.0	4.0	116	334	4.6	5.8	133	*178	5.2	3.1	152
PSYCHOLOGY TODAY	3284	267	3.0	8.1	156	242	4.2	7.4	216	279	3.8	8.5	196	*180	5.3	5.5	271
READER'S DIGEST	40046	2135	24.4	5.3	102	1487	26.0	3.7	109	1873	25.8	4.7	108	1072	31.6	2.7	132
REDBOOK	9584	646	7.4	6.7	129	484	8.5	5.1	148	468	6.4	4.9	113	*284	8.4	3.0	146
ROAD & TRACK	2590	*252	2.9	9.7	186	**143	2.5	5.5	162	**256	3.5	9.9	228	**44	1.3	1.7	84
ROLLING STONE	3302	325	3.7	9.8	189	*216	3.8	6.5	192	*254	3.5	7.7	177	**96	2.8	2.9	144
RUNNER'S WORLD	1229	**100	1.1	8.1	156	**47	0.8	3.8	112	**60	0.8	4.9	113	**32	0.9	2.6	129
SATURDAY EVENING POST	2110	**93	1.1	4.4	84	**121	2.1	5.7	168	*170	2.3	8.1	186	**31	0.9	1.5	73
SCIENCE 84	1543	*182	2.1	11.8	226	**93	1.6	6.0	177	**77	1.1	5.0	115	**56	1.6	3.6	179
SCIENCE DIGEST	1747	*114	1.3	6.5	125	**97	1.7	5.6	163	**98	1.3	5.6	129	**33	1.0	1.9	93
SCIENTIFIC AMERICAN	1994	383	4.4	19.2	368	*131	2.3	6.6	193	*255	3.5	12.8	295	**63	1.9	3.2	156
SELF	3119	*204	2.3	6.5	125	*205	3.6	6.6	193	*145	2.0	4.6	107	**63	1.9	2.0	100
SEVENTEEN	3923	*225	2.6	5.7	110	**79	1.4	2.0	59	**157	2.2	4.0	92	**53	1.6	1.4	67
SKI	1501	*115	1.3	7.7	147	**69	1.2	4.6	135	**90	1.2	6.0	138	**33	1.0	2.2	109
SMITHSONIAN	5976	781	8.9	13.1	250	363	6.3	6.1	178	622	8.6	10.4	240	229	6.7	3.8	189
SOAP OPERA DIGEST	4228	*138	1.6	3.3	63	*149	2.6	3.5	103	**63	0.9	1.5	34	**12	0.4	0.3	14
SOUTHERN LIVING	6488	394	4.5	6.1	116	252	4.4	3.9	114	286	3.9	4.4	102	*175	5.2	2.7	133
SPORT	3500	*197	2.3	5.6	108	*155	2.7	4.4	130	*164	2.3	4.7	108	**135	4.0	3.9	191
THE SPORTING NEWS	2456	*186	2.1	7.6	145	**139	2.4	5.7	166	*136	1.9	5.5	128	**53	1.6	2.2	107
SPORTS AFIELD	3648	*199	2.3	5.5	105	**174	3.0	4.8	140	*170	2.3	4.7	107	**88	2.6	2.4	119
SPORTS ILLUSTRATED	14484	1227	14.0	8.5	162	629	11.0	4.3	127	934	12.8	6.4	149	413	12.2	2.9	141
STAR	12661	509	5.8	4.0	77	335	5.9	2.6	78	415	5.7	3.3	76	*143	4.2	1.1	56
SUNDAY	52799	3603	41.2	6.8	131	2340	40.9	4.4	130	3133	43.1	5.9	137	1482	43.6	2.8	139
SUNSET	3513	*231	2.6	6.6	126	**126	2.2	3.6	105	*190	2.6	5.4	125	**128	3.8	3.6	180
TV GUIDE	42766	2053	23.4	4.8	92	1386	24.2	3.2	95	1590	21.9	3.7	86	773	22.8	1.8	89
TENNIS	1254	**100	1.1	8.0	153	**41	0.7	3.3	96	**96	1.3	7.7	177	**2	0.1	0.2	8
TIME	22054	2071	23.7	9.4	180	1087	19.0	4.9	145	1614	22.2	7.3	169	817	24.1	3.7	183
TOWN & COUNTRY	1555	*120	1.4	7.7	148	**101	1.8	6.5	190	*119	1.6	7.7	177	**60	1.8	3.9	191
TRAVEL & LEISURE	2173	214	2.4	9.8	189	*142	2.5	6.5	192	222	3.1	10.2	236	**93	2.7	4.3	211
TRUE STORY	4636	**92	1.1	2.0	38	**119	2.1	2.6	75	**81	1.1	1.7	40	**44	1.3	0.9	47
U.S.NEWS & WORLD REPORT	10353	687	7.8	6.6	127	463	8.1	4.5	131	672	9.2	6.5	150	399	11.7	3.9	190
USA TODAY	4994	475	5.4	9.5	182	276	4.8	5.5	162	411	5.7	8.2	190	*223	6.6	4.5	221
US	3528	*205	2.3	5.8	111	*210	3.7	6.0	175	*160	2.2	4.5	105	**65	1.9	1.8	91
VOGUE	5424	458	5.2	8.4	162	243	4.2	4.5	131	366	5.0	6.7	156	*198	5.8	3.7	180
WALL STREET JOURNAL	6292	754	8.6	12.0	230	280	4.9	4.5	130	557	7.7	8.9	204	319	9.4	5.1	250
WEIGHT WATCHERS	2762	*137	1.6	5.0	95	*102	1.8	3.7	108	*142	2.0	5.1	119	**43	1.3	1.6	77
WOMAN'S DAY	16320	778	8.9	4.8	91	701	12.3	4.3	126	728	10.0	4.5	103	358	10.5	2.2	108
WORKING MOTHER	1496	**83	0.9	5.5	106	**61	1.1	4.1	120	**66	0.9	4.4	102	**37	1.1	2.5	122
WORKING WOMAN	1851	*195	2.2	10.5	202	**76	1.3	4.1	120	**96	1.3	5.2	120	**81	2.4	4.4	216
WORLD TENNIS	580	**48	0.5	8.3	159	**37	0.6	6.4	187	**19	0.3	3.3	76	**41	1.2	7.1	349
ZIFF-DAVIS MAG NETWK (GROSS)	12412	947	10.8	7.6	146	745	13.0	6.0	176	725	10.0	5.8	135	346	10.2	2.8	138
BLAIR INSERTS	91671	6065	69.3	6.6	127	3878	67.8	4.2	124	5323	73.2	5.8	134	2510	73.9	2.7	135
DAILY NEWSPAPERS																	
READ ANY	109190	6329	72.3	5.8	111	4110	71.9	3.8	110	5282	72.6	4.8	112	2561	75.4	2.3	116
READ ONE	89587	4752	54.3	5.3	102	3258	57.0	3.6	107	3839	52.8	4.3	99	1771	52.1	2.0	98
READ TWO OR MORE	19602	1577	18.0	8.0	154	852	14.9	4.3	127	1443	19.8	7.4	170	790	23.3	4.0	199
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6813	77.8	6.2	119	4407	77.0	4.0	118	5871	80.7	5.4	124	2802	82.5	2.6	126
READ ONE	95074	5562	63.5	5.9	112	3696	64.6	3.9	114	4578	63.0	4.8	111	2246	66.1	2.4	117
READ TWO OR MORE	14588	1252	14.3	8.6	164	711	12.4	4.9	143	1293	17.8	8.9	204	556	16.4	3.8	188
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.41				30.73				31.95				30.99			
30 DAY REACH	149706	8023	91.6	5.4	103	5289	92.5	3.5	104	6778	93.2	4.5	104	3055	90.0	2.0	101
50 SHWG - 30 DAY AV FREQ	15.16	16.32				15.87				16.55				16.49			
30 DAY REACH	142406	7715	88.1	5.4	104	5135	89.8	3.6	106	6562	90.2	4.6	106	2871	84.5	2.0	100
25 SHWG - 30 DAY AV FREQ	8.23	8.78				8.56				8.92				8.87			
30 DAY REACH	131152	7153	81.7	5.5	104	4763	83.3	3.6	106	6080	83.6	4.6	107	2670	78.6	2.0	101
CABLE TV: HOME WIRED	66879	3920	44.8	5.9	112	2335	40.8	3.5	102	3481	47.9	5.2	120	1435	42.3	2.1	106
HOME NOT WIRED	100848	4835	55.2	4.8	92	3385	59.2	3.4	98	3791	52.1	3.8	87	1960	57.7	1.9	96
HAVE PAY CABLE	35024	2401	27.4	6.9	131	1628	28.5	4.6	136	2268	31.2	6.5	149	900	26.5	2.6	127

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	ITALIAN RED				ITALIAN ROSE				ITALIAN WHITE				PORTUGUESE ROSE			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	8755	100.0	5.2	100	5720	100.0	3.4	100	7271	100.0	4.3	100	3396	100.0	2.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5284	60.4	5.5	106	3684	64.4	3.9	113	4500	61.9	4.7	109	2014	59.3	2.1	104
10:00 AM - 3:00 PM	63599	3460	39.5	5.4	104	2382	41.6	3.7	110	2879	39.6	4.5	104	1325	39.0	2.1	103
3:00 PM - 7:00 PM	72097	4324	49.4	6.0	115	2812	49.2	3.9	114	3636	50.0	5.0	116	1605	47.3	2.2	110
7:00 PM - MIDNIGHT	36670	1877	21.4	5.1	98	1245	21.8	3.4	100	1926	26.5	5.3	121	698	20.6	1.9	94
MIDNIGHT - 6:00 AM	21908	1380	15.8	6.3	121	969	16.9	4.4	130	1049	14.4	4.8	110	488	14.4	2.2	110
6:00 AM - MIDNIGHT	127571	7133	81.5	5.6	107	4763	83.3	3.7	109	6114	84.1	4.8	111	2657	78.2	2.1	103
ENTIRE DAY	129239	7290	83.3	5.6	108	4807	84.0	3.7	109	6218	85.5	4.8	111	2688	79.2	2.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2073	23.7	6.1	117	1400	24.5	4.1	121	1646	22.6	4.8	112	644	19.0	1.9	94
ALL NEWS	6062	572	6.5	9.4	181	263	4.6	4.3	127	471	6.5	7.8	179	*156	4.6	2.6	127
AOR/PROGRESSIVE	11884	816	9.3	6.9	132	495	8.7	4.2	122	589	8.1	5.0	114	*240	7.1	2.0	100
BEAUTIFUL MUSIC	11180	702	8.0	6.3	120	494	8.6	4.4	130	660	9.1	5.9	136	321	9.5	2.9	142
BLACK	4538	*209	2.4	4.6	88	**127	2.2	2.8	82	*155	2.1	3.4	79	**58	1.7	1.3	63
CLASSICAL	3857	314	3.6	8.1	156	*134	2.3	3.5	102	283	3.9	7.3	169	*139	4.1	3.6	178
CHR/ROCK	21946	1539	17.6	7.0	134	1067	18.7	4.9	143	1320	18.2	6.0	139	693	20.4	3.2	156
COUNTRY	27262	1181	13.5	4.3	83	854	14.9	3.1	92	1066	14.7	3.9	90	424	12.5	1.6	77
GOLDEN OLDIES	3339	*139	1.6	4.2	80	*124	2.2	3.7	109	*146	2.0	4.4	101	**91	2.7	2.7	135
MOR/NOSTALGIA	10346	592	6.8	5.7	110	304	5.3	2.9	86	573	7.9	5.5	128	*186	5.5	1.8	89
NEWS/TALK	8929	552	6.3	6.2	118	406	7.1	4.5	133	402	5.5	4.5	104	257	7.6	2.9	142
RELIGIOUS	5488	*219	2.5	4.0	76	**86	1.5	1.6	46	*147	2.0	2.7	62	**82	2.4	1.5	74
SOFT ROCK	1232	**83	0.9	6.7	129	**99	1.7	8.0	236	**70	1.0	5.7	131	**20	0.6	1.6	80
URBAN CONTEMPORARY	3184	*170	1.9	5.3	102	*141	2.5	4.4	130	*179	2.5	5.6	130	**72	2.1	2.3	112
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	373	4.3	5.4	103	*287	5.0	4.2	122	265	3.6	3.8	88	**98	2.9	1.4	70
ABC DIRECTION	5212	362	4.1	6.9	133	291	5.1	5.6	164	263	3.6	5.0	116	*115	3.4	2.2	109
ABC ENTERTAINMENT	10385	489	5.6	4.7	90	353	6.2	3.4	100	362	5.0	3.5	80	*199	5.9	1.9	95
ABC FM	4762	*184	2.1	3.9	74	*151	2.6	3.2	93	*181	2.5	3.8	88	**61	1.8	1.3	63
ABC INFORMATION	11339	641	7.3	5.7	108	498	8.7	4.4	129	633	8.7	5.6	129	*246	7.2	2.2	107
ABC ROCK	4878	411	4.7	8.4	161	*216	3.8	4.4	130	347	4.8	7.1	164	*113	3.3	2.3	114
CBS	10709	660	7.5	6.2	118	458	8.0	4.3	125	520	7.2	4.9	112	255	7.5	2.4	118
MUTUAL	10251	468	5.3	4.6	87	378	6.6	3.7	108	462	6.4	4.5	104	*215	6.3	2.1	104
NBC	12243	637	7.3	5.2	100	385	6.7	3.1	92	512	7.0	4.2	96	*219	6.4	1.8	88
RADIORADIO	4606	289	3.3	6.3	120	*213	3.7	4.6	136	234	3.2	5.1	117	**107	3.2	2.3	115
RKO ONE	5148	289	3.3	5.6	108	*185	3.2	3.6	105	*237	3.3	4.6	106	**102	3.0	2.0	98
RKO TWO	7313	454	5.2	6.2	119	*169	3.0	2.3	68	266	3.7	3.6	84	*152	4.5	2.1	103
THE SOURCE	5981	328	3.7	5.5	105	*153	2.7	2.6	75	252	3.5	4.2	97	**148	4.4	2.5	122
NON-WIRED : BLAIR	19329	1101	12.6	5.7	109	778	13.6	4.0	118	962	13.2	5.0	115	412	12.1	2.1	105
INTERNET	27139	1736	19.8	6.4	123	1146	20.0	4.2	124	1503	20.7	5.5	128	771	22.7	2.8	140
KATZ RADIO GROUP	36319	2205	25.2	6.1	116	1476	25.8	4.1	119	1916	26.4	5.3	122	712	21.0	2.0	97
SUPERNET	22361	1263	14.4	5.6	108	887	15.5	4.0	116	1122	15.4	5.0	116	427	12.6	1.9	94
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	762	8.7	5.2	100	448	7.8	3.1	90	550	7.6	3.8	87	247	7.3	1.7	84
WKDAY 9:00 AM - 1:00 PM	18688	759	8.7	4.1	78	502	8.8	2.7	79	597	8.2	3.2	74	304	9.0	1.6	80
WKDAY 1:00 PM - 4:30 PM	24061	948	10.8	3.9	75	625	10.9	2.6	76	784	10.8	3.3	75	325	9.6	1.4	67
WKDAY 4:30 PM - 7:30 PM	44079	2136	24.4	4.8	93	1277	22.3	2.9	85	1719	23.6	3.9	90	863	25.4	2.0	97
WKDAY 7:30 PM - 8:00 PM	61979	3172	36.2	5.1	98	1979	34.6	3.2	94	2570	35.3	4.1	96	1285	37.8	2.1	102
WKDAY 11:00 PM - 11:30 PM	49084	2672	30.5	5.4	104	1726	30.2	3.5	103	2040	28.1	4.2	96	1068	31.4	2.2	107
WKDAY 11:30 PM - 1:00 AM	16560	858	9.8	5.2	99	530	9.3	3.2	94	716	9.8	4.3	100	320	9.4	1.9	95
M-SAT 8-11 PM+SUN 7-11 PM	66967	3663	41.8	5.5	105	2366	41.4	3.5	104	2959	40.7	4.4	102	1405	41.4	2.1	104
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	395	4.5	4.3	82	310	5.4	3.3	98	362	5.0	3.9	90	*187	5.5	2.0	100
ANOTHER WORLD N	6138	161	1.8	2.6	50	*109	1.9	1.8	52	113	1.6	1.8	42	*60	1.8	1.0	48
AS THE WORLD TURNS C	7707	265	3.0	3.4	66	154	2.7	2.0	59	231	3.2	3.0	69	*82	2.4	1.1	53
CAPITOL C	4688	206	2.4	4.4	84	*87	1.5	1.9	54	*124	1.7	2.6	61	**68	2.0	1.5	72
CBS MORN. NEWS 1 C	2792	121	1.4	4.3	83	**72	1.3	2.6	76	*82	1.1	2.9	68	*63	1.9	2.3	111
CBS MORN. NEWS 2 C	2071	82	0.9	4.0	76	**46	0.8	2.2	65	*48	0.7	2.3	53	*56	1.6	2.7	134
DAYS OF OUR LIVES N	8018	278	3.2	3.5	66	215	3.8	2.7	79	226	3.1	2.8	65	145	4.3	1.8	89
FACTS OF LIFE - DAYTIME N	3487	108	1.2	3.1	59	*53	0.9	1.5	45	*89	1.2	2.6	59	**38	1.1	1.1	54
FAMILY FEUD A	4817	193	2.2	4.0	77	118	2.1	2.4	72	162	2.2	3.4	78	*51	1.5	1.1	52
GENERAL HOSPITAL A	8333	305	3.5	3.7	70	278	4.9	3.3	98	294	4.0	3.5	81	*118	3.5	1.4	70
GOOD MORNING, AMERICA-730 A	5472	252	2.9	4.6	88	146	2.6	2.7	78	208	2.9	3.8	88	*55	1.6	1.0	50
GOOD MORNING, AMERICA-830 A	3965	248	2.8	6.3	120	159	2.8	4.0	118	130	1.8	3.3	76	**55	1.6	1.4	69
GUIDING LIGHT C	7542	313	3.6	4.2	80	178	3.1	2.4	69	259	3.6	3.4	79	*97	2.9	1.3	64
ONE LIFE TO LIVE A	6018	193	2.2	3.2	61	196	3.4	3.3	96	218	3.0	3.6	84	*58	1.7	1.0	48
PRESS YOUR LUCK C	3589	173	2.0	4.8	92	*94	1.6	2.6	77	*106	1.5	3.0	68	*78	2.3	2.2	107
PRICE IS RIGHT 1 C	7418	250	2.9	3.4	65	208	3.6	2.8	82	161	2.2	2.2	50	*97	2.9	1.3	65
PRICE IS RIGHT 2 C	8276	233	2.7	2.8	54	216	3.8	2.6	77	193	2.7	2.3	54	*88	2.6	1.1	53
RYAN'S HOPE A	4358	236	2.7	5.4	104	192	3.4	4.4	129	196	2.7	4.5	104	**97	2.9	2.2	110
SALE OF THE CENTURY N	3749	126	1.4	3.4	64	*85	1.5	2.3	66	*122	1.7	3.3	75	**65	1.9	1.7	86
SEARCH FOR TOMORROW N	2884	*75	0.9	2.6	50	**52	0.9	1.8	53	**88	1.2	3.1	70	**56	1.6	1.9	96
TODAY SHOW 1 N	4869	284	3.2	5.8	112	212	3.7	4.4	128	204	2.8	4.2	97	*107	3.2	2.2	109
TODAY SHOW 2 N	4135	203	2.3	4.9	94	118	2.1	2.9	84	169	2.3	4.1	94	*61	1.8	1.5	73
$25,000 PYRAMID C	4361	219	2.5	5.0	96	*136	2.4	3.1	91	*144	2.0	3.3	76	*102	3.0	2.3	116
WHEEL OF FORTUNE N	6187	251	2.9	4.1	78	116	2.0	1.9	55	167	2.3	2.7	62	*96	2.8	1.6	77
YOUNG AND THE RESTLESS C	8186	209	2.4	2.6	49	155	2.7	1.9	56	204	2.8	2.5	57	*106	3.1	1.3	64
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	287	3.3	6.1	116	190	3.3	4.0	118	226	3.1	4.8	110	*116	3.4	2.5	121
NBA PLAYOFF GAME -1 C	5127	268	3.1	5.2	100	229	4.0	4.5	131	202	2.8	3.9	91	*123	3.6	2.4	118
NBC MAJOR LEAGUE PRE-GAME N	3945	*181	2.1	4.6	88	**91	1.6	2.3	68	**107	1.5	2.7	63	**74	2.2	1.9	93
SPORTSWORLD - SUN N	3370	*192	2.2	5.7	109	*146	2.6	4.3	127	*169	2.3	5.0	116	**93	2.7	2.8	136
SUNDAY MORNING C	4200	235	2.7	5.6	107	*206	3.6	4.9	144	*147	2.0	3.5	81	*83	2.4	2.0	98

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IMPORTED DINNER/TABLE WINES - KINDS
(ADULTS)

		TOTAL U.S. '000	ITALIAN RED A '000	ITALIAN RED B % DOWN	ITALIAN RED C % ACROSS	ITALIAN RED D INDX	ITALIAN ROSE A '000	ITALIAN ROSE B % DOWN	ITALIAN ROSE C % ACROSS	ITALIAN ROSE D INDX	ITALIAN WHITE A '000	ITALIAN WHITE B % DOWN	ITALIAN WHITE C % ACROSS	ITALIAN WHITE D INDX	PORTUGUESE ROSE A '000	PORTUGUESE ROSE B % DOWN	PORTUGUESE ROSE C % ACROSS	PORTUGUESE ROSE D INDX
TOTAL ADULTS		167727	8755	100.0	5.2	100	5720	100.0	3.4	100	7271	100.0	4.3	100	3396	100.0	2.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2439	27.9	4.7	89	1553	27.2	3.0	87	2110	29.0	4.0	93	1017	29.9	1.9	96
NETWORK AFFILIATES - LATE		39164	2072	23.7	5.3	101	1320	23.1	3.4	99	1467	20.2	3.7	86	845	24.9	2.2	107
INDEPENDENTS - LATE		5133	408	4.7	7.9	152	182	3.2	3.5	104	373	5.1	7.3	168	149	4.4	2.9	143
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	964	11.0	4.2	81	641	11.2	2.8	82	749	10.3	3.3	76	400	11.8	1.8	87
ABC MONDAY NIGHT MOVIE	A	11258	515	5.9	4.6	88	383	6.7	3.4	100	476	6.5	4.2	98	202	5.9	1.8	89
ABC SUNDAY NIGHT MOVIE	A	23600	1252	14.3	5.3	102	808	14.1	3.4	100	1002	13.8	4.2	98	478	14.1	2.0	100
ABC WORLD NEWS TONIGHT	A	12801	631	7.2	4.9	94	371	6.5	2.9	85	590	8.1	4.6	106	271	8.0	2.1	105
AFTERMASH	C	10966	440	5.0	4.0	77	*301	5.3	2.7	80	339	4.7	3.1	71	**151	4.4	1.4	68
ALICE	C	17050	752	8.6	4.4	84	497	8.7	2.9	85	608	8.4	3.6	82	284	8.4	1.7	82
AMERICAN PARADE	C	11998	621	7.1	5.2	99	404	7.1	3.4	99	461	6.3	3.8	89	*223	6.6	1.9	92
BENSON	A	19258	1029	11.8	5.3	102	662	11.6	3.4	101	780	10.7	4.1	93	419	12.3	2.2	107
BLUE THUNDER	A	11478	485	5.5	4.2	81	388	6.8	3.4	99	460	6.3	4.0	92	214	6.3	1.9	92
CAGNEY & LACEY	C	18263	1096	12.5	6.0	115	616	10.8	3.4	99	696	9.6	3.8	88	416	12.2	2.3	113
CBS EVENING NEWS-DEAN	C	7733	423	4.8	5.5	105	314	5.5	4.1	119	374	5.1	4.8	112	*173	5.1	2.2	110
CBS EVENING NEWS-RATHER	C	15653	897	10.2	5.7	110	498	8.7	3.2	93	635	8.7	4.1	94	319	9.4	2.0	101
CBS SAT. NEWS-SCHIEFFER	C	8744	477	5.4	5.5	105	239	4.2	2.7	80	323	4.4	3.7	85	*223	6.6	2.6	126
CBS SATURDAY NIGHT MOVIE	C	12000	657	7.5	5.5	105	458	8.0	3.8	112	529	7.3	4.4	102	194	5.7	1.6	80
CBS WEDNESDAY NIGHT MOVIE	C	11522	526	6.0	4.6	87	369	6.5	3.2	94	447	6.1	3.9	89	224	6.6	1.9	96
CHEERS	N	16818	1218	13.9	7.2	139	812	14.2	4.8	142	948	13.0	5.6	130	473	13.9	2.8	139
DALLAS	C	37510	2057	23.5	5.5	105	1474	25.8	3.9	115	1567	21.6	4.2	96	804	23.7	2.1	106
DIFF'RENT STROKES	N	11258	429	4.9	3.8	73	272	4.8	2.4	71	368	5.1	3.3	75	**131	3.9	1.2	57
DOUBLE TROUBLE	N	12248	577	6.6	4.7	90	473	8.3	3.9	113	449	6.2	3.7	85	251	7.4	2.0	101
DUCK FACTORY	N	11100	811	9.3	7.3	140	570	10.0	5.1	151	593	8.2	5.3	123	*199	5.9	1.8	89
DUKES OF HAZZARD	C	12353	559	6.4	4.5	87	311	5.4	2.5	74	408	5.6	3.3	76	*136	4.0	1.1	54
DYNASTY	A	33279	1715	19.6	5.2	99	1145	20.0	3.4	101	1408	19.4	4.2	98	668	19.7	2.0	99
FACTS OF LIFE	N	13410	565	6.5	4.2	81	486	8.5	3.6	106	469	6.5	3.5	81	*233	6.9	1.7	86
FALCON CREST	C	31093	1808	20.7	5.8	111	1333	23.3	4.3	126	1378	19.0	4.4	102	588	17.3	1.9	93
FALL GUY	A	18649	765	8.7	4.1	79	529	9.2	2.8	83	734	10.1	3.9	91	391	11.5	2.1	104
FAMILY TIES	N	13101	694	7.9	5.3	101	398	7.0	3.0	89	500	6.9	3.8	88	*119	3.5	0.9	45
FANTASY ISLAND	A	13069	624	7.1	4.8	91	411	7.2	3.1	92	543	7.5	4.2	96	*211	6.2	1.6	80
FOULUPS,BLEEPS & BLUNDERS	A	16588	885	10.1	5.3	102	629	11.0	3.8	111	828	11.4	5.0	115	365	10.7	2.2	109
FOUR SEASONS	C	9302	417	4.8	4.5	86	*252	4.4	2.7	79	353	4.9	3.8	88	**131	3.9	1.4	70
GIMME A BREAK	N	13955	603	6.9	4.3	83	365	6.4	2.6	77	483	6.6	3.5	80	*131	3.9	0.9	46
HART TO HART	A	15735	810	9.3	5.1	99	604	10.6	3.8	113	594	8.2	3.8	87	*263	7.7	1.7	83
HILL STREET BLUES	N	18257	1333	15.2	7.3	140	865	15.1	4.7	139	846	11.6	4.6	107	429	12.6	2.3	116
HOTEL	A	24236	1090	12.5	4.5	86	768	13.4	3.2	93	769	10.6	3.2	73	424	12.5	1.7	86
JEFFERSONS	C	17010	776	8.9	4.6	87	528	9.2	3.1	91	582	8.0	3.4	79	265	7.8	1.6	77
JENNIFER SLEPT HERE	N	9397	444	5.1	4.7	91	251	4.4	2.7	78	377	5.2	4.0	93	*144	4.2	1.5	76
KATE & ALLIE	C	16762	951	10.9	5.7	109	576	10.1	3.4	101	665	9.1	4.0	92	370	10.9	2.2	109
KNIGHT RIDER	N	13164	711	8.1	5.4	103	449	7.8	3.4	100	591	8.1	4.5	104	195	5.7	1.5	73
LOVE BOAT	A	20400	1027	11.7	5.0	96	631	11.0	3.1	91	755	10.4	3.7	85	399	11.7	2.0	97
MAGNUM PI	C	22543	1079	12.3	4.8	92	798	14.0	3.5	104	898	12.4	4.0	92	517	15.2	2.3	113
MAMA'S FAMILY	N	9852	463	5.3	4.7	90	380	6.6	3.9	113	451	6.2	4.6	106	*156	4.6	1.6	78
MASTER, THE	N	8082	363	4.1	4.5	86	217	3.8	2.7	79	361	5.0	4.5	103	*104	3.1	1.3	64
MATT HOUSTON	A	12881	600	6.9	4.7	89	422	7.4	3.3	96	577	7.9	4.5	103	222	6.5	1.7	85
NBC MONDAY NIGHT MOVIE	N	23889	1482	16.9	6.2	119	970	17.0	4.1	119	1154	15.9	4.8	111	616	18.1	2.6	127
NBC NIGHTLY NEWS	N	11156	480	5.5	4.3	82	394	6.9	3.5	104	440	6.1	3.9	91	211	6.2	1.9	93
NBC NIGHTLY NEWS-SAT	N	7363	319	3.6	4.3	83	*234	4.1	3.2	93	*194	2.7	2.6	61	*118	3.5	1.6	79
NBC NIGHTLY NEWS-SUN	N	6214	281	3.2	4.5	87	*181	3.2	2.9	85	239	3.3	3.8	89	*108	3.2	1.7	86
NBC SUNDAY NIGHT MOVIE	N	17590	1260	14.4	7.2	137	592	10.3	3.4	99	1046	14.4	5.9	137	*419	12.3	2.4	118
NEWHART	C	16740	1041	11.9	6.2	119	557	9.7	3.3	98	756	10.4	4.5	104	341	10.0	2.0	101
ONE DAY AT A TIME	C	11820	528	6.0	4.5	86	388	6.8	3.3	96	399	5.5	3.4	78	*208	6.1	1.8	87
PEOPLE ARE FUNNY	N	9138	481	5.5	5.3	101	309	5.4	3.4	99	422	5.8	4.6	107	*223	6.6	2.4	121
REAL PEOPLE	N	15979	736	8.4	4.6	88	443	7.7	2.8	81	519	7.1	3.2	75	223	6.6	1.4	69
REMINGTON STEELE	N	14395	824	9.4	5.7	110	497	8.7	3.5	101	684	9.4	4.8	110	255	7.5	1.8	87
RIPLEY'S BELIEVE IT - NOT	A	11362	617	7.0	5.4	104	397	6.9	3.5	102	596	8.2	5.2	121	*167	4.9	1.5	73
RIPTIDE	N	13920	679	7.8	4.9	93	402	7.0	2.9	85	439	6.0	3.2	73	248	7.3	1.8	88
SCARECROW & MRS. KING	C	17571	876	10.0	5.0	96	607	10.6	3.5	101	691	9.5	3.9	91	365	10.7	2.1	103
SIMON & SIMON	C	20208	955	10.9	4.7	91	671	11.7	3.3	97	900	12.4	4.5	103	360	10.6	1.8	88
60 MINUTES	C	27668	1461	16.7	5.3	101	1053	18.4	3.8	112	1230	16.9	4.4	103	757	22.3	2.7	135
ST. ELSEWHERE	N	13699	951	10.9	6.9	133	587	10.3	4.3	126	643	8.8	4.7	108	397	11.7	2.9	143
THREE'S COMPANY	A	20632	1047	12.0	5.1	97	667	11.7	3.2	95	879	12.1	4.3	98	352	10.4	1.7	84
T.J. HOOKER	A	17136	881	10.1	5.1	98	552	9.7	3.2	94	755	10.4	4.4	102	357	10.5	2.1	103
TONIGHT SHOW	N	4963	335	3.8	6.7	129	160	2.8	3.2	95	265	3.6	5.3	123	122	3.6	2.5	121
TRAPPER JOHN, M.D.	C	16332	676	7.7	4.1	79	361	6.3	2.2	65	545	7.5	3.3	77	251	7.4	1.5	76
TV BLOOPERS & PRAC. JOKES	N	18881	1007	11.5	5.3	102	561	9.8	3.0	87	674	9.3	3.6	82	355	10.5	1.9	93
20/20	A	18315	849	9.7	4.6	89	528	9.2	2.9	85	727	10.0	4.0	92	422	12.4	2.3	114
WEBSTER	A	18722	996	11.4	5.3	102	661	11.6	3.5	104	774	10.6	4.1	95	368	10.8	2.0	97
WORLD NEWS - SUN	A	5327	*259	3.0	4.9	93	*141	2.5	2.6	78	*190	2.6	3.6	82	**117	3.4	2.2	108
YELLOW ROSE	N	8370	348	4.0	4.2	80	245	4.3	2.9	86	302	4.2	3.6	83	**60	1.8	0.7	35
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1254	14.3	4.8	93	797	13.9	3.1	90	1218	16.8	4.7	109	*525	15.5	2.0	100
BASKETBALL - COLLEGE GAMES		14468	851	9.7	5.9	113	604	10.6	4.2	122	806	11.1	5.6	129	*306	9.0	2.1	104
BASKETBALL - PRO GAMES		12124	542	6.2	4.5	86	*350	6.1	2.9	85	429	5.9	3.5	82	**189	5.6	1.6	77
BOWLING		9412	*301	3.4	3.2	61	*247	4.3	2.6	77	*259	3.6	2.8	63	**56	1.6	0.6	29
BOXING		15409	979	11.2	6.4	122	*434	7.6	2.8	83	647	8.9	4.2	97	*317	9.3	2.1	102
FOOTBALL - COLLEGE GAMES		21400	1323	15.1	6.2	118	803	14.0	3.8	110	1182	16.3	5.5	127	499	14.7	2.3	115
FOOTBALL - PRO GAMES		35944	2465	28.2	6.9	131	1329	23.2	3.7	108	2016	27.7	5.6	129	818	24.1	2.3	112
GOLF		9759	691	7.9	7.1	136	*467	8.2	4.8	140	668	9.2	6.8	158	*430	12.7	4.4	218
POST-SEASON COLL. FOOTBALL		18123	1311	15.0	7.2	139	668	11.7	3.7	108	1083	14.9	6.0	138	518	15.3	2.9	141
POST-SEASON PRO FOOTBALL		22091	1616	18.5	7.3	140	955	16.7	4.3	127	1381	19.0	6.3	144	627	18.5	2.8	140
TENNIS		6764	655	7.5	9.7	186	*204	3.6	3.0	88	429	5.9	6.3	146	**138	4.1	2.0	101
WRESTLING - PROFESSIONAL		9695	*347	4.0	3.6	69	*227	4.0	2.3	69	**198	2.7	2.0	47	**86	2.5	0.9	44

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL	BLUE NUN				BOLLA				CELLA				LANCERS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	7428	100.0	4.4	100	4625	100.0	2.8	100	4416	100.0	2.6	100	5111	100.0	3.0	100
MALES	79263	3310	44.6	4.2	94	2294	49.6	2.9	105	1865	42.2	2.4	89	2376	46.5	3.0	98
FEMALES	88464	4118	55.4	4.7	105	2330	50.4	2.6	96	2551	57.8	2.9	110	2735	53.5	3.1	101
18 - 24	28671	1211	16.3	4.2	95	734	15.9	2.6	93	779	17.6	2.7	103	636	12.4	2.2	73
25 - 34	39536	2404	32.4	6.1	137	1538	33.3	3.9	141	1496	33.9	3.8	144	1586	31.0	4.0	132
35 - 44	28978	1586	21.4	5.5	124	969	21.0	3.3	121	847	19.2	2.9	111	1221	23.9	4.2	138
45 - 54	22345	887	11.9	4.0	90	575	12.4	2.6	93	*540	12.2	2.4	92	704	13.8	3.2	103
55 - 64	22224	801	10.8	3.6	81	472	10.2	2.1	77	*348	7.9	1.6	59	496	9.7	2.2	73
65 OR OLDER	25973	540	7.3	2.1	47	*337	7.3	1.3	47	*405	9.2	1.6	59	469	9.2	1.8	59
18 - 34	68207	3615	48.7	5.3	120	2272	49.1	3.3	121	2275	51.5	3.3	127	2221	43.5	3.3	107
18 - 49	108058	5646	76.0	5.2	118	3565	77.1	3.3	120	3352	75.9	3.1	118	3805	74.4	3.5	116
25 - 54	90859	4877	65.7	5.4	121	3082	66.6	3.4	123	2883	65.3	3.2	121	3510	68.7	3.9	127
35 - 49	39851	2031	27.3	5.1	115	1293	28.0	3.2	118	1077	24.4	2.7	103	1584	31.0	4.0	130
50 OR OLDER	59669	1781	24.0	3.0	67	1060	22.9	1.8	64	1064	24.1	1.8	68	1306	25.6	2.2	72
GRADUATED COLLEGE	28091	2139	28.8	7.6	172	1777	38.4	6.3	229	1008	22.8	3.6	136	1622	31.7	5.8	189
ATTENDED COLLEGE	28938	2317	31.2	8.0	181	991	21.4	3.4	124	1264	28.6	4.4	166	1421	27.8	4.9	161
GRADUATED HIGH SCHOOL	65503	2166	29.2	3.3	75	1471	31.8	2.2	81	1663	37.7	2.5	96	1439	28.7	2.2	72
DID NOT GRADUATE HIGH SCHOOL	45195	805	10.8	1.8	40	*385	8.3	0.9	31	*481	10.9	1.1	40	*628	12.3	1.4	46
EMPLOYED MALES	56429	2710	36.5	4.8	108	1943	42.0	3.4	125	1498	33.9	2.7	101	1845	36.1	3.3	107
EMPLOYED FEMALES	43971	2874	38.7	6.5	148	1729	37.4	3.9	143	1478	33.5	3.4	128	1865	36.5	4.2	139
EMPLOYED FULL-TIME	87773	4961	66.8	5.7	128	3140	67.9	3.6	130	2605	59.0	3.0	113	3333	65.2	3.8	125
EMPLOYED PART-TIME	12627	624	8.4	4.9	112	*533	11.5	4.2	153	*371	8.4	2.9	112	*377	7.4	3.0	98
NOT EMPLOYED	67327	1843	24.8	2.7	62	952	20.6	1.4	51	1440	32.6	2.1	81	1401	27.4	2.1	68
PROFESSIONAL/MANAGER	25845	2034	27.4	7.9	178	1502	32.5	5.8	211	1025	23.2	4.0	151	1406	27.5	5.4	179
TECH/CLERICAL/SALES	30895	1952	26.3	6.3	143	1207	26.1	3.9	142	1137	25.7	3.7	140	1277	25.0	4.1	136
PRECISION/CRAFT	12629	540	7.3	4.3	97	*236	5.1	1.9	68	*306	6.9	2.4	92	*226	4.4	1.8	59
OTHER EMPLOYED	31031	1058	14.2	3.4	77	727	15.7	2.3	85	508	11.5	1.6	62	801	15.7	2.6	85
SINGLE	35557	1653	22.3	4.6	105	1311	28.3	3.7	134	992	22.5	2.8	106	883	17.3	2.5	81
MARRIED	103585	4854	65.3	4.7	106	2644	57.2	2.6	93	2791	63.2	2.7	102	3494	68.4	3.4	111
DIVORCED/SEPARATED/WIDOWED	28585	920	12.4	3.2	73	669	14.5	2.3	85	633	14.3	2.2	84	734	14.4	2.6	84
PARENTS	59295	2879	38.8	4.9	110	1486	32.1	2.5	91	1802	40.8	3.0	115	2153	42.1	3.6	119
WHITE	146081	6761	91.0	4.6	105	4270	92.3	2.9	106	3979	90.1	2.7	103	4649	91.0	3.2	104
BLACK	17974	447	6.0	2.5	56	*268	5.8	1.5	54	*383	8.7	2.1	81	*293	5.7	1.6	53
OTHER	3672	**220	3.0	6.0	135	**86	1.9	2.3	85	**54	1.2	1.5	56	**170	3.3	4.6	152
NORTHEAST-CENSUS	37005	1969	26.5	5.3	120	2258	48.8	6.1	221	981	22.2	2.7	101	1361	26.6	3.7	121
NORTH CENTRAL	42642	1564	21.1	3.7	83	562	12.2	1.3	48	960	21.7	2.3	86	832	16.3	2.0	64
SOUTH	56777	1761	23.7	3.1	70	1138	24.6	2.0	73	1503	34.0	2.6	101	1239	24.2	2.2	72
WEST	31303	2133	28.7	6.8	154	667	14.4	2.1	77	972	22.0	3.1	118	1678	32.8	5.4	176
NORTHEAST-MKTG.	38125	2098	28.2	5.5	124	2383	51.5	6.3	227	1162	26.3	3.0	116	1551	30.3	4.1	134
EAST CENTRAL	24794	874	11.8	3.5	80	*396	8.6	1.6	58	564	12.8	2.3	86	*357	7.0	1.4	47
WEST CENTRAL	28511	1217	16.4	4.3	96	*418	9.0	1.5	53	897	20.3	3.1	119	809	15.8	2.8	93
SOUTH	48953	1399	18.8	2.9	65	809	17.5	1.7	60	1133	25.7	2.3	88	929	18.2	1.9	62
PACIFIC	27344	1839	24.8	6.7	152	620	13.4	2.3	82	*660	14.9	2.4	92	1465	28.7	5.4	176
COUNTY SIZE A	69301	3342	45.0	4.8	109	2838	61.4	4.1	149	2071	46.9	3.0	114	2583	50.5	3.7	122
COUNTY SIZE B	50633	2467	33.2	4.9	110	1132	24.5	2.2	81	1285	29.1	2.5	96	1589	31.1	3.1	103
COUNTY SIZE C	26259	1292	17.4	4.9	111	*534	11.5	2.0	74	837	19.0	3.2	121	800	15.7	3.0	100
COUNTY SIZE D	21534	*327	4.4	1.5	34	**121	2.6	0.6	20	**222	5.0	1.0	39	**139	2.7	0.6	21
METRO CENTRAL CITY	50014	2825	38.0	5.6	128	1598	34.6	3.2	116	1472	33.3	2.9	112	1746	34.2	3.5	115
METRO SUBURBAN	76832	3330	44.8	4.3	98	2232	48.3	2.9	105	2088	47.3	2.7	103	2648	51.8	3.4	113
NON METRO	40881	1273	17.1	3.1	70	795	17.2	1.9	71	856	19.4	2.1	80	717	14.0	1.8	58
TOP 5 ADI'S	39550	1994	26.8	5.0	114	1919	41.5	4.9	176	888	20.1	2.2	85	1569	30.7	4.0	130
TOP 10 ADI'S	54877	2638	35.5	4.8	109	2646	57.2	4.8	175	1331	30.1	2.4	92	2003	39.2	3.6	120
TOP 20 ADI'S	77516	3720	50.1	4.8	108	3170	68.5	4.1	148	2191	49.6	2.8	107	2841	55.6	3.7	120
HSHLD INC. $50,000 OR MORE	17257	1053	14.2	6.1	138	1159	25.1	6.7	244	763	17.3	4.4	168	969	19.0	5.6	184
$40,000 OR MORE	33235	2195	29.6	6.6	149	1845	39.9	5.6	201	1444	32.7	4.3	165	1870	36.6	5.6	185
$30,000 OR MORE	59693	4030	54.3	6.8	152	2889	62.5	4.8	176	2092	47.4	3.5	133	2868	56.1	4.8	158
$25,000 OR MORE	76275	4944	66.6	6.5	146	3509	75.9	4.6	167	2570	58.2	3.4	128	3481	68.1	4.6	150
$20,000 - $24,999	18607	754	10.2	4.1	92	*349	7.5	1.9	68	*494	11.2	2.7	101	578	11.3	3.1	102
$15,000 - $19,999	17175	570	7.7	3.3	75	*262	5.7	1.5	55	*442	10.0	2.6	98	*325	6.4	1.9	62
$10,000 - $14,999	24569	661	8.9	2.7	61	*255	5.5	1.0	38	*331	7.5	1.3	51	344	6.7	1.4	46
UNDER $10,000	31101	498	6.7	1.6	36	*249	5.4	0.8	29	580	13.1	1.9	71	*383	7.5	1.2	40
HOUSEHOLD OF 1 PERSON	19441	731	9.8	3.8	85	572	12.4	2.9	107	368	8.3	1.9	72	477	9.3	2.5	81
2 PEOPLE	51803	2451	33.0	4.7	107	1669	36.1	3.2	117	1306	29.6	2.5	96	1524	29.8	2.9	97
3 OR 4 PEOPLE	66933	2915	39.2	4.4	98	1656	35.8	2.5	90	1818	41.2	2.7	103	2197	43.0	3.3	108
5 OR MORE PEOPLE	29550	1331	17.9	4.5	102	*728	15.7	2.5	89	924	20.9	3.1	119	914	17.9	3.1	102
NO CHILD IN HSHLD	96587	4193	56.4	4.3	98	2968	64.2	3.1	111	2307	52.2	2.4	91	2596	50.8	2.7	88
CHILD(REN) UNDER 2 YRS	10844	*383	5.2	3.5	80	**209	4.5	1.9	70	*383	8.7	3.5	134	*319	6.2	2.9	97
2 - 5 YEARS	26358	1178	15.9	4.5	101	579	12.5	2.2	80	1024	23.2	3.9	148	752	14.7	2.9	94
6 - 11 YEARS	30453	1358	18.3	4.5	101	660	14.3	2.2	79	909	20.6	3.0	113	1183	23.1	3.9	127
12 - 17 YEARS	36575	1527	20.6	4.2	94	897	19.4	2.5	89	953	21.6	2.6	99	1285	25.1	3.5	115
RESIDENCE OWNED	117770	5061	68.1	4.3	97	3145	68.0	2.7	97	3012	68.2	2.6	97	3755	73.5	3.2	105
VALUE: $50,000 OR MORE	70166	4079	54.9	5.8	131	2681	58.0	3.8	139	2106	47.7	3.0	114	3020	59.1	4.3	141
VALUE: UNDER $50,000	47604	982	13.2	2.1	47	*463	10.0	1.0	35	906	20.5	1.9	72	735	14.4	1.5	51

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

		TOTAL	BLUE NUN				BOLLA				CELLA				LANCERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	7428	100.0	4.4	100	4625	100.0	2.8	100	4416	100.0	2.6	100	5111	100.0	3.0	100
MAGAZINES	QUINTILE 1	34022	2505	33.7	7.4	166	1383	29.9	4.1	147	1204	27.3	3.5	134	1725	33.8	5.1	166
	QUINTILE 2	34800	2066	27.8	5.9	134	1353	29.3	3.9	141	1187	26.9	3.4	130	1439	28.2	4.1	136
	QUINTILE 3	30514	1105	14.9	3.6	82	791	17.1	2.6	94	603	13.7	2.0	75	729	14.3	2.4	78
	QUINTILE 4	33324	978	13.2	2.9	66	667	14.4	2.0	73	699	15.8	2.1	80	571	11.2	1.7	56
	QUINTILE 5	35066	774	10.4	2.2	50	430	9.3	1.2	44	723	16.4	2.1	78	647	12.7	1.8	61
NEWSPAPERS	QUINTILE 1	29107	1684	22.7	5.8	131	1491	32.2	5.1	186	906	20.5	3.1	118	1274	24.9	4.4	144
	QUINTILE 2	49095	2425	32.6	4.9	112	1371	29.6	2.8	101	1484	33.6	3.0	115	1613	31.6	3.3	108
	QUINTILE 3	23107	898	12.1	3.9	88	463	10.0	2.0	73	585	13.2	2.5	96	619	12.1	2.7	88
	QUINTILE 4	33556	1369	18.4	4.1	92	816	17.6	2.4	88	872	19.7	2.6	99	947	18.5	2.8	93
	QUINTILE 5	32863	1052	14.2	3.2	72	484	10.5	1.5	53	*569	12.9	1.7	66	658	12.9	2.0	66
OUTDOOR	QUINTILE 1	33431	1792	24.1	5.4	121	1290	27.9	3.9	140	1155	26.2	3.5	131	1388	27.2	4.2	136
	QUINTILE 2	33478	1450	19.5	4.3	98	998	21.6	3.0	108	984	22.3	2.9	112	895	17.5	2.7	88
	QUINTILE 3	33574	1696	22.8	5.1	114	793	17.1	2.4	86	864	19.6	2.6	98	1185	23.2	3.5	116
	QUINTILE 4	33935	1390	18.7	4.1	92	818	17.7	2.4	87	634	14.4	1.9	71	909	17.8	2.7	88
	QUINTILE 5	33310	1100	14.8	3.3	75	726	15.7	2.2	79	779	17.6	2.3	89	734	14.4	2.2	72
RADIO-DRIVE	QUINTILE 1	33136	1633	22.0	4.9	111	959	20.7	2.9	105	1019	23.1	3.1	117	1040	20.3	3.1	103
TIME	QUINTILE 2	31658	1403	18.9	4.4	100	931	20.1	2.9	107	632	14.3	2.0	76	943	18.5	3.0	98
	QUINTILE 3	32541	1595	21.5	4.9	111	983	21.3	3.0	110	927	21.0	2.8	108	1109	21.7	3.4	112
	QUINTILE 4	34247	1623	21.8	4.7	107	981	21.2	2.9	104	1000	22.6	2.9	111	1153	22.6	3.4	110
	QUINTILE 5	36144	1174	15.8	3.2	73	770	16.6	2.1	77	838	19.0	2.3	88	865	16.9	2.4	79
RADIO-MID-	TERCILE 1	45037	2457	33.1	5.5	123	1152	24.9	2.6	93	1230	27.9	2.7	104	1357	26.6	3.0	99
DAY	TERCILE 2	44819	1901	25.6	4.2	96	1233	26.7	2.8	100	1198	27.1	2.7	102	1413	27.6	3.2	103
	TERCILE 3	77872	3069	41.3	3.9	89	2240	48.4	2.9	104	1987	45.0	2.6	97	2342	45.8	3.0	99
RADIO-TOTAL	QUINTILE 1	33763	1765	23.8	5.2	118	987	21.3	2.9	106	1068	24.2	3.2	120	1100	21.5	3.3	107
	QUINTILE 2	33240	1527	20.6	4.6	104	941	20.3	2.8	103	760	17.2	2.3	87	794	15.5	2.4	78
	QUINTILE 3	33408	1577	21.2	4.7	107	952	20.6	2.8	103	973	22.0	2.9	111	1182	23.1	3.5	116
	QUINTILE 4	34792	1538	20.7	4.4	100	1124	24.3	3.2	117	1007	22.8	2.9	110	1304	25.5	3.7	123
	QUINTILE 5	32524	1021	13.7	3.1	71	621	13.4	1.9	69	608	13.8	1.9	71	731	14.3	2.2	74
TV-PRIME	QUINTILE 1	33090	1266	17.0	3.8	86	854	18.5	2.6	94	1030	23.3	3.1	118	994	19.4	3.0	99
TIME	QUINTILE 2	33357	1535	20.7	4.6	104	830	17.9	2.5	90	684	15.5	2.1	78	951	18.6	2.9	94
	QUINTILE 3	33980	1743	23.5	5.1	116	1080	23.4	3.2	115	884	20.0	2.6	99	1146	22.4	3.4	111
	QUINTILE 4	33854	1296	17.4	3.8	86	1054	22.8	3.1	113	979	22.2	2.9	110	955	18.7	2.8	93
	QUINTILE 5	33444	1588	21.4	4.7	107	807	17.4	2.4	88	838	19.0	2.5	95	1065	20.8	3.2	105
TV-DAYTIME	TERCILE 1	49121	1524	20.5	3.1	70	854	18.5	1.7	63	1142	25.9	2.3	88	1007	19.7	2.1	67
	TERCILE 2	48823	2365	31.8	4.8	109	1377	29.8	2.8	102	1237	28.0	2.5	96	1724	33.7	3.5	116
	TERCILE 3	69782	3540	47.7	5.1	115	2394	51.8	3.4	124	2037	46.1	2.9	111	2380	46.6	3.4	112
TV-TOTAL	QUINTILE 1	33584	1185	16.0	3.5	80	615	13.3	1.8	66	823	18.6	2.5	93	809	15.8	2.4	79
	QUINTILE 2	33441	1339	18.0	4.0	90	769	16.6	2.3	83	755	17.1	2.3	86	913	17.9	2.7	90
	QUINTILE 3	33505	1570	21.1	4.7	106	983	21.3	2.9	106	1020	23.1	3.0	116	1161	22.7	3.5	114
	QUINTILE 4	33466	1719	23.1	5.1	116	1269	27.4	3.8	138	917	20.8	2.7	104	1200	23.5	3.6	118
	QUINTILE 5	33731	1615	21.7	4.8	108	988	21.4	2.9	106	901	20.4	2.7	101	1028	20.1	3.0	100
MAGAZINES-NEWSPAPERS: DUAL		44503	2987	40.2	6.7	152	1986	42.9	4.5	162	1651	37.4	3.7	141	2081	40.7	4.7	153
MAGAZINE IMPERATIVE		39363	2079	28.0	5.3	119	1047	22.6	2.7	96	1040	23.6	2.6	100	1350	26.4	3.4	113
NEWSPAPER IMPERATIVE		46441	1494	20.1	3.2	73	1099	23.8	2.4	86	1003	22.7	2.2	82	965	18.9	2.1	68
MAGAZINES-OUTDOOR: DUAL		33726	2104	28.3	6.2	141	1542	33.3	4.6	166	1329	30.1	3.9	150	1687	33.0	5.0	164
MAGAZINE IMPERATIVE		52846	3062	41.2	5.8	131	1594	34.5	3.0	109	1335	30.2	2.5	96	1939	37.9	3.7	120
OUTDOOR IMPERATIVE		52140	1675	22.5	3.2	73	1104	23.9	2.1	77	1175	26.6	2.3	86	1047	20.5	2.0	66
MAGAZINES-RADIO: DUAL		37081	2373	31.9	6.4	145	1230	26.6	3.3	120	1262	28.6	3.4	129	1583	31.0	4.3	140
MAGAZINE IMPERATIVE		49747	2798	37.7	5.6	127	1906	41.2	3.8	139	1495	33.9	3.0	114	2084	40.8	4.2	137
RADIO IMPERATIVE		49208	1586	21.4	3.2	73	1063	23.0	2.2	78	1137	25.7	2.3	88	896	17.5	1.8	60
MAGAZINES-TELEVISION: DUAL		33103	1689	22.7	5.1	115	973	21.0	2.9	107	1024	23.2	3.1	117	1230	24.1	3.7	122
MAGAZINE IMPERATIVE		54575	3565	48.0	6.5	148	2313	50.0	4.2	154	1814	41.1	3.3	126	2415	47.3	4.4	145
TELEVISION IMPERATIVE		53249	1415	19.0	2.7	60	840	18.2	1.6	57	1047	23.7	2.0	75	1003	19.6	1.9	62
NEWSPAPERS-OUTDOOR: DUAL		36255	1927	25.9	5.3	120	1517	32.8	4.2	152	1198	27.1	3.3	126	1363	26.7	3.8	123
NEWSPAPER IMPERATIVE		55591	2592	34.9	4.7	105	1579	34.1	2.8	103	1448	32.8	2.6	99	1773	34.7	3.2	105
OUTDOOR IMPERATIVE		48319	2042	27.5	4.2	95	1102	23.8	2.3	83	1379	31.2	2.9	108	1466	28.7	3.0	100
NEWSPAPERS-RADIO: DUAL		37242	2108	28.4	5.7	128	1240	26.8	3.3	121	1173	26.6	3.1	120	1347	26.4	3.6	119
NEWSPAPER IMPERATIVE		54423	2524	34.0	4.6	105	1881	40.7	3.5	125	1559	35.3	2.9	109	1954	38.2	3.6	118
RADIO IMPERATIVE		46650	1833	24.7	3.9	89	969	21.0	2.1	75	1088	24.6	2.3	89	1070	20.9	2.3	75
NEWSPAPERS-TELEVISION: DUAL		35974	1621	21.8	4.5	102	925	20.0	2.6	93	843	19.1	2.3	89	1056	20.7	2.9	96
NEWSPAPER IMPERATIVE		56095	3104	41.8	5.5	125	2256	48.8	4.0	146	1871	42.4	3.3	127	2228	43.6	4.0	130
TELEVISION IMPERATIVE		47170	1640	22.1	3.5	79	755	16.3	1.6	58	1101	24.9	2.3	89	1098	21.5	2.3	76
OUTDOOR-RADIO: DUAL		33748	1840	24.8	5.5	123	1020	22.1	3.0	110	948	21.5	2.8	107	1000	19.6	3.0	97
OUTDOOR IMPERATIVE		52785	2296	30.9	4.3	98	1676	36.2	3.2	115	1603	36.3	3.0	115	1982	38.8	3.8	123
RADIO IMPERATIVE		52882	2394	32.2	4.5	102	1375	29.7	2.6	94	1382	31.3	2.6	99	1522	29.8	2.9	94
OUTDOOR-TELEVISION: DUAL		32030	1613	21.7	5.0	114	911	19.7	2.8	103	1010	22.9	3.2	120	1104	21.6	3.4	113
OUTDOOR IMPERATIVE		54626	2785	37.5	5.1	115	1946	42.1	3.6	129	1688	38.2	3.1	117	1941	38.0	3.6	117
TELEVISION IMPERATIVE		54874	1884	25.4	3.4	78	1011	21.9	1.8	67	1170	26.5	2.1	81	1340	26.2	2.4	80
RADIO-TELEVISION: DUAL		33386	1316	17.7	3.9	89	839	18.1	2.5	91	887	20.1	2.7	101	851	16.7	2.5	84
RADIO IMPERATIVE		53810	2938	39.6	5.5	123	1773	38.3	3.3	119	1513	34.3	2.8	107	1764	34.5	3.3	108
TELEVISION IMPERATIVE		54023	2056	27.7	3.8	86	1158	25.0	2.1	78	1325	30.0	2.5	93	1524	29.8	2.8	93

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

		BLUE NUN				BOLLA				CELLA				LANCERS			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	7428	100.0	4.4	100	4625	100.0	2.8	100	4416	100.0	2.6	100	5111	100.0	3.0	100
ATLANTIC MONTHLY	867	**42	0.6	4.8	109	**64	1.4	7.4	268	**7	0.2	0.8	31	**27	0.5	3.1	102
BARRON'S	1580	**169	2.3	10.7	242	*103	2.2	6.5	236	**68	1.5	4.3	163	**149	2.9	9.4	309
BETTER HOMES & GARDENS	22203	1273	17.1	5.7	129	663	14.3	3.0	108	778	17.6	3.5	133	862	16.9	3.9	127
BON APPETIT	3810	322	4.3	8.5	191	368	8.0	9.7	350	*158	3.6	4.1	158	*202	4.0	5.3	174
BUSINESS WEEK	4663	314	4.2	6.7	152	283	6.1	6.1	220	*130	2.9	2.8	106	*262	5.1	5.6	184
CAR AND DRIVER	3102	*250	3.4	8.1	182	*216	4.7	7.0	253	**41	0.9	1.3	50	*164	3.2	5.3	173
CBS MAGAZINE NETWORK (GROSS)	7311	545	7.3	7.5	168	390	8.4	5.3	193	*186	4.2	2.5	97	456	8.9	6.2	205
CHANGING TIMES	3400	262	3.5	7.7	174	*159	3.4	4.7	170	**130	2.9	3.8	145	*233	4.6	6.9	225
COLONIAL HOMES	1796	*148	2.0	8.2	186	**37	0.8	2.1	75	**53	1.2	3.0	112	**133	2.6	7.4	243
CONDE NAST MAG. PKG. (GROSS)	19924	1515	20.4	7.6	172	919	19.9	4.6	167	783	17.7	3.9	149	1265	24.8	6.3	208
CONSUMERS DIGEST	3125	240	3.2	7.7	173	**57	1.2	1.8	66	**129	2.9	4.1	157	*198	3.9	6.3	208
COSMOPOLITAN	10577	807	10.9	7.6	172	432	9.3	4.1	148	422	9.6	4.0	152	609	11.9	5.8	189
COUNTRY LIVING	3746	*166	2.2	4.4	100	**70	1.5	1.9	68	*118	2.7	3.2	120	**170	3.3	4.5	149
CUISINE	2214	*228	3.1	10.3	233	*121	2.6	5.5	198	**133	3.0	6.0	228	*135	2.6	6.1	200
CYCLE WORLD	2394	**65	0.9	2.7	61	**99	2.1	4.1	150	**66	1.5	2.8	105	**71	1.4	3.0	97
DCI:CREATIVE IDEAS FOR LIV	3068	*146	2.0	4.8	107	**19	0.4	0.6	22	**88	2.0	2.9	109	**63	1.2	2.1	67
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	466	6.3	4.9	110	*204	4.4	2.1	77	*253	5.7	2.6	101	219	4.3	2.3	75
DISCOVER	2277	*121	1.6	5.3	120	**99	2.1	4.3	158	**119	2.7	5.2	198	**113	2.2	5.0	163
EBONY	7187	252	3.4	3.5	79	*132	2.9	1.8	67	*190	4.3	2.6	100	*148	2.9	2.1	68
ESQUIRE	2560	*150	2.0	5.9	132	**59	1.3	2.3	84	**34	0.8	1.3	50	**113	2.2	4.4	145
ESSENCE	3242	**113	1.5	3.5	79	**60	1.3	1.9	67	**73	1.7	2.3	86	**101	2.0	3.1	102
FAMILY CIRCLE	19639	1147	15.4	5.8	132	469	10.1	2.4	87	639	14.5	3.3	124	606	11.9	3.1	101
THE FAMILY HANDYMAN	3540	224	3.0	6.3	143	*116	2.5	3.3	119	**108	2.4	3.1	116	*203	4.0	5.7	188
FAMILY WEEKLY	23924	1168	15.7	4.9	110	440	9.5	1.8	67	640	14.5	2.7	102	679	13.3	2.8	93
FIELD & STREAM	9883	395	5.3	4.0	90	*232	5.0	2.3	85	*293	6.6	3.0	113	*258	5.0	2.6	86
FOOD & WINE	1030	*115	1.5	11.2	252	*96	2.1	9.3	338	**57	1.3	5.5	210	**53	1.0	5.1	169
FORBES	2679	290	3.9	10.8	244	197	4.3	7.4	267	*130	2.9	4.9	184	*218	4.3	8.1	267
FORTUNE	2931	*284	3.8	9.7	219	202	4.4	6.9	250	*119	2.7	4.1	154	*262	5.1	8.9	293
GENTLEMEN'S QUARTERLY	3481	296	4.0	8.5	192	*228	4.9	6.5	238	*216	4.9	6.2	236	*274	5.4	7.9	258
GLAMOUR	7163	591	8.0	8.3	186	304	6.6	4.2	154	*318	7.2	4.4	169	389	7.6	5.4	178
GOLF DIGEST	2355	*137	1.8	5.8	131	*152	3.3	6.5	234	**43	1.0	1.8	69	**77	1.5	3.3	107
GOLF DIGEST/TENNIS (GROSS)	3610	297	4.0	8.2	186	*189	4.1	5.2	190	**73	1.7	2.0	77	*162	3.2	4.5	147
GOLF MAGAZINE	2046	*145	2.0	7.1	160	*160	3.5	7.8	284	**45	1.0	2.2	84	**124	2.4	6.1	199
GOLF MAGAZINE/SKI (GROSS)	3547	254	3.4	7.2	162	254	5.5	7.2	260	**85	1.9	2.4	91	*190	3.7	5.4	176
GOOD HOUSEKEEPING	20353	1140	15.3	5.6	126	507	11.0	2.5	90	667	15.1	3.3	124	823	16.1	4.0	133
HARPER'S BAZAAR	3362	*276	3.7	8.2	185	*147	3.2	4.4	159	**98	2.2	2.9	111	*260	5.1	7.7	254
HEALTH	2987	**228	3.1	7.6	172	**37	0.8	1.2	45	**58	1.3	1.9	74	**179	3.5	6.0	197
HEARST MAG CORP. BUY (GROSS)	67928	4491	60.5	6.6	149	2066	44.7	3.0	110	2431	55.0	3.6	136	3382	66.2	5.0	163
HEARST MAN POWER (GROSS)	11282	686	9.2	6.1	137	227	4.9	2.0	73	432	9.8	3.8	145	534	10.4	4.7	155
HEARST WOMAN POWER (GROSS)	40514	2582	34.8	6.4	144	1263	27.3	3.1	113	1428	32.3	3.5	134	1888	36.9	4.7	153
HOUSE BEAUTIFUL	4885	376	5.1	7.7	174	*181	3.9	3.7	134	*210	4.8	4.3	163	*281	5.5	5.8	189
INC.	1308	**138	1.9	10.6	238	*124	2.7	9.5	344	**43	1.0	3.3	125	**130	2.5	9.9	326
JET	6498	*194	2.6	3.0	67	*131	2.8	2.0	73	208	4.7	3.2	122	*137	2.7	2.1	69
LADIES' HOME JOURNAL	14797	906	12.2	6.1	138	402	8.7	2.7	99	627	14.2	4.2	161	531	10.4	3.6	118
LHJ FAMILY GRP COMBO(GROSS)	21743	1385	18.6	6.4	144	510	11.0	2.3	85	908	20.6	4.2	159	932	18.2	4.3	141
LIFE	9881	624	8.4	6.3	143	387	8.4	3.9	142	294	6.7	3.0	113	377	7.4	3.8	125
L.A. TIMES HOME MAGAZINE	2775	303	4.1	10.9	247	*88	1.9	3.2	115	**72	1.6	2.6	99	*216	4.2	7.8	255
MADEMOISELLE	4219	*256	3.4	6.1	137	*165	3.6	3.9	142	*151	3.4	3.6	136	*239	4.7	5.7	186
MC CALL'S	16422	854	11.5	5.2	117	445	9.6	2.7	98	578	13.1	3.5	134	619	12.1	3.8	124
MC CALL'S/WRK MOTHER (GROSS)	17919	953	12.8	5.3	120	475	10.3	2.7	96	633	14.3	3.5	134	680	13.3	3.8	125
MECHANIX ILLUSTRATED	4433	*245	3.3	5.5	125	*134	2.9	3.0	110	*109	2.5	2.5	93	*121	2.4	2.7	90
METROPOLITAN HOME	1504	*150	2.0	10.0	225	*102	2.2	6.8	246	**84	1.9	5.6	212	**147	2.9	9.8	321
MONEY	4723	408	5.5	8.6	195	384	8.3	8.1	295	206	4.7	4.4	166	398	7.8	8.4	277
MOTHER EARTH NEWS	2325	*159	2.1	6.8	154	**31	0.7	1.3	48	**69	1.6	3.0	113	**105	2.1	4.5	148
MS.	1189	**87	1.2	7.3	165	**42	0.9	3.5	128	**45	1.0	3.8	144	**32	0.6	2.7	88
NATIONAL ENQUIRER	18892	721	9.7	3.8	86	*228	4.9	1.2	44	428	9.7	2.3	86	473	9.3	2.5	82
NATIONAL GEOGRAPHIC	22129	1632	22.0	7.4	167	953	20.6	4.3	156	666	15.1	3.0	114	1331	26.0	6.0	197
NATIONAL SUNDAY MAGAZINE PKG	103750	5396	72.6	5.2	117	3295	71.2	3.2	115	3141	71.1	3.0	115	3713	72.6	3.6	117
NATURAL HISTORY	1379	**89	1.2	6.5	146	*89	1.9	6.5	234	**16	0.4	1.2	44	**37	0.7	2.7	88
NEW WOMAN	2289	*177	2.4	7.7	175	*156	3.4	6.8	247	**99	2.2	4.3	164	**137	2.7	6.0	196
NEW YORK INCLUDING CUE	1088	**18	0.2	1.7	37	*153	3.3	14.1	510	**8	0.2	0.7	28	**36	0.7	3.3	109
THE NEW YORKER	2459	233	3.1	9.5	214	328	7.1	13.3	484	**57	1.3	2.3	88	*220	4.3	8.9	294
NEWSWEEK	16527	1132	15.2	6.8	155	805	17.4	4.9	177	491	11.1	3.0	113	912	17.8	5.5	181
THE N.Y. TIMES DAILY EDITION	2739	177	2.4	6.5	146	426	9.2	15.6	564	*102	2.3	3.7	141	*123	2.4	4.5	147
THE N.Y. TIMES MAGAZINE	4443	297	4.0	6.7	151	697	15.1	15.7	569	*141	3.2	3.2	121	191	3.7	4.3	141
OMNI	2799	*247	3.3	8.8	199	*190	4.1	6.8	246	**145	3.3	5.2	197	*244	4.8	8.7	286
ON CABLE	2209	**84	1.1	3.8	86	**73	1.6	3.3	120	**110	2.5	5.0	189	**52	1.0	2.4	77
1001 HOME IDEAS	3959	251	3.4	6.3	143	**71	1.5	1.8	65	*223	5.0	5.6	214	*222	4.3	5.6	184
ORGANIC GARDENING	3111	**82	1.1	2.6	60	**116	2.5	3.7	135	**96	2.2	3.1	117	**74	1.4	2.4	78
OUTDOOR LIFE	5024	*241	3.2	4.8	108	**83	1.8	1.7	60	**114	2.6	2.3	86	**137	2.7	2.7	89
PARADE MAGAZINE	51292	2468	33.2	4.8	109	2007	43.4	3.9	142	1521	34.4	3.0	113	2001	39.2	3.9	128

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	BLUE NUN				BOLLA				CELLA				LANCERS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	7428	100.0	4.4	100	4625	100.0	2.8	100	4416	100.0	2.6	100	5111	100.0	3.0	100
PARENTS	5298	406	5.5	7.7	173	*120	2.6	2.3	82	257	5.8	4.9	184	*226	4.4	4.3	140
PENTHOUSE	5129	329	4.4	6.4	145	*207	4.5	4.0	146	*207	4.7	4.0	153	*177	3.5	3.5	113
PEOPLE	21070	1425	19.2	6.8	153	697	15.1	3.3	120	631	14.3	3.0	114	969	19.0	4.6	151
PLAYBOY	10562	597	8.0	5.7	128	330	7.1	3.1	113	346	7.8	3.3	124	409	8.0	3.9	127
POPULAR HOT RODDING	2498	*166	2.2	6.6	150	**34	0.7	1.4	49	**53	1.2	2.1	81	**91	1.8	3.6	120
POPULAR MECHANICS	5687	398	5.4	6.8	153	*120	2.6	2.0	74	*235	5.3	4.0	152	313	6.1	5.3	174
POPULAR SCIENCE	4317	353	4.8	8.2	185	*130	2.8	3.0	109	*163	3.7	3.8	143	*251	4.9	5.8	191
PREVENTION	5792	260	3.5	4.5	101	237	5.1	4.1	148	*157	3.6	2.7	103	*177	3.5	3.1	100
PSYCHOLOGY TODAY	3284	282	3.8	8.6	194	*187	4.0	5.7	207	*176	4.0	5.4	204	*192	3.8	5.8	192
READER'S DIGEST	40046	2143	28.9	5.4	121	990	21.4	2.5	90	1056	23.9	2.6	100	1460	28.6	3.6	120
REDBOOK	9584	635	8.5	6.6	150	*324	7.0	3.4	123	340	7.7	3.5	135	456	8.9	4.8	156
ROAD & TRACK	2590	*281	3.8	10.8	245	**166	3.6	6.4	232	**54	1.2	2.1	79	*198	3.9	7.6	251
ROLLING STONE	3302	278	3.7	8.4	190	*212	4.6	6.4	233	**146	3.3	4.4	168	*214	4.2	6.5	213
RUNNER'S WORLD	1229	**127	1.7	10.3	233	**75	1.6	6.1	221	**64	1.4	5.2	198	**69	1.4	5.6	184
SATURDAY EVENING POST	2110	*121	1.6	5.7	129	**69	1.5	3.3	119	**76	1.7	3.6	137	**105	2.1	5.0	163
SCIENCE 84	1543	**102	1.4	6.6	149	**54	1.2	3.5	127	**47	1.1	3.0	116	**91	1.8	5.9	194
SCIENCE DIGEST	1747	*98	1.3	5.6	127	**48	1.0	2.7	100	**74	1.7	4.2	161	**69	1.4	3.9	130
SCIENTIFIC AMERICAN	1994	*167	2.2	8.4	189	*187	4.0	9.4	340	**79	1.8	4.0	150	*163	3.2	8.2	268
SELF	3119	289	3.9	9.3	209	*126	2.7	4.0	147	**123	2.8	3.9	150	*242	4.7	7.8	255
SEVENTEEN	3923	*240	3.2	6.1	138	**102	2.2	2.6	94	**96	2.2	2.4	93	*155	3.0	4.0	130
SKI	1501	*110	1.5	7.3	165	**94	2.0	6.3	227	**40	0.9	2.7	101	**66	1.3	4.4	144
SMITHSONIAN	5976	410	5.5	6.9	155	452	9.8	7.6	274	202	4.6	3.4	128	348	6.8	5.8	191
SOAP OPERA DIGEST	4228	*93	1.3	2.2	50	**18	0.4	0.4	15	**59	1.3	1.4	53	**62	1.2	1.5	48
SOUTHERN LIVING	6488	321	4.3	4.9	112	*185	4.0	2.9	103	*166	3.8	2.6	97	*156	3.1	2.4	79
SPORT	3500	*191	2.6	5.5	123	**129	2.8	3.7	134	**155	3.5	4.4	168	**155	3.0	4.4	145
THE SPORTING NEWS	2456	*151	2.0	6.1	139	**51	1.1	2.1	75	**92	2.1	3.7	142	**101	2.0	4.1	135
SPORTS AFIELD	3648	*190	2.6	5.2	118	**59	1.3	1.6	59	**123	2.8	3.4	128	**152	3.0	4.2	137
SPORTS ILLUSTRATED	14484	949	12.8	6.6	148	687	14.9	4.7	172	481	10.9	3.3	126	570	11.2	3.9	129
STAR	12661	461	6.2	3.6	82	*170	3.7	1.3	49	320	7.2	2.5	96	285	5.6	2.3	74
SUNDAY	52799	2746	37.0	5.2	117	1945	42.1	3.7	134	1781	40.3	3.4	128	2053	40.2	3.9	128
SUNSET	3513	*223	3.0	6.3	143	*117	2.5	3.3	121	**104	2.4	3.0	112	*255	5.0	7.3	238
TV GUIDE	42766	1845	24.8	4.3	97	968	20.9	2.3	82	1046	23.7	2.4	93	1227	24.0	2.9	94
TENNIS	1254	**159	2.1	12.7	286	**37	0.8	3.0	107	**30	0.7	2.4	91	**85	1.7	6.8	222
TIME	22054	1819	24.5	8.2	186	1236	26.7	5.6	203	843	19.1	3.8	145	1253	24.5	5.7	186
TOWN & COUNTRY	1555	*193	2.6	12.4	280	*131	2.8	8.4	306	**81	1.8	5.2	198	**80	1.6	5.1	169
TRAVEL & LEISURE	2173	*159	2.1	7.3	165	*197	4.3	9.1	329	**99	2.2	4.6	173	*105	2.1	4.8	159
TRUE STORY	4636	**132	1.8	2.8	64	**17	0.4	0.4	13	**78	1.8	1.7	64	**39	0.8	0.8	28
U.S.NEWS & WORLD REPORT	10353	722	9.7	7.0	157	483	10.4	4.7	169	270	6.1	2.6	99	520	10.2	5.0	165
USA TODAY	4994	385	5.2	7.7	174	307	6.6	6.1	223	244	5.5	4.9	186	224	4.4	4.5	147
US	3528	*170	2.3	4.8	109	*103	2.2	2.9	106	**70	1.6	2.0	75	*179	3.5	5.1	167
VOGUE	5424	378	5.1	7.0	157	325	7.0	6.0	217	*191	4.3	3.5	134	395	7.7	7.3	239
WALL STREET JOURNAL	6292	544	7.3	8.6	195	398	8.6	6.3	229	*207	4.7	3.3	125	328	6.4	5.2	171
WEIGHT WATCHERS	2762	*136	1.8	4.9	111	**85	1.8	3.1	112	**68	1.5	2.5	94	*143	2.8	5.2	170
WOMAN'S DAY	16320	900	12.1	5.5	125	416	9.0	2.5	92	411	9.3	2.5	96	568	11.1	3.5	114
WORKING MOTHER	1496	**100	1.3	6.7	151	**30	0.6	2.0	73	**55	1.2	3.7	140	**61	1.2	4.1	134
WORKING WOMAN	1851	*157	2.1	8.5	192	**47	1.0	2.5	92	**82	1.9	4.4	168	**156	3.1	8.4	277
WORLD TENNIS	580	**85	1.1	14.7	331	**11	0.2	1.9	69	**8	0.2	1.4	52	**106	2.1	18.3	600
ZIFF-DAVIS MAG NETWK (GROSS)	12412	886	11.9	7.1	161	579	12.5	4.7	169	297	6.7	2.4	91	665	13.0	5.4	176
BLAIR INSERTS	91671	4912	66.1	5.4	121	3422	74.0	3.7	135	2867	64.9	3.1	119	3469	67.9	3.8	124
DAILY NEWSPAPERS																	
READ ANY	109190	5094	68.6	4.7	105	3334	72.1	3.1	111	3049	69.0	2.8	106	3571	69.9	3.3	107
READ ONE	89587	3999	53.8	4.5	101	2340	50.6	2.6	95	2510	56.8	2.8	106	2757	53.9	3.1	101
READ TWO OR MORE	19602	1094	14.7	5.6	126	994	21.5	5.1	184	540	12.2	2.8	105	815	15.9	4.2	136
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5579	75.1	5.1	115	3689	79.8	3.4	122	3306	74.9	3.0	115	3908	76.5	3.6	117
READ ONE	95074	4694	63.2	4.9	111	2869	62.0	3.0	109	2777	62.9	2.9	111	3169	62.0	3.3	109
READ TWO OR MORE	14588	885	11.9	6.1	137	819	17.7	5.6	204	529	12.0	3.6	138	739	14.5	5.1	166
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.26				34.23				33.26				31.04			
30 DAY REACH	149706	6871	92.5	4.6	104	4272	92.4	2.9	103	3979	90.1	2.7	101	4750	92.9	3.2	104
50 SHWG - 30 DAY AV FREQ	15.16	16.20				17.79				17.36				16.33			
30 DAY REACH	142406	6635	89.3	4.7	105	4111	88.9	2.9	105	3809	86.3	2.7	102	4512	88.3	3.2	104
25 SHWG - 30 DAY AV FREQ	8.23	8.69				9.72				9.41				8.67			
30 DAY REACH	131152	6183	83.2	4.7	106	3776	81.6	2.9	104	3524	79.8	2.7	102	4269	83.5	3.3	107
CABLE TV: HOME WIRED	66879	3499	47.1	5.2	118	1958	42.3	2.9	106	1879	42.5	2.8	107	2135	41.8	3.2	105
HOME NOT WIRED	100848	3929	52.9	3.9	88	2667	57.7	2.6	96	2536	57.4	2.5	96	2976	58.2	3.0	97
HAVE PAY CABLE	35024	2159	29.1	6.2	139	1235	26.7	3.5	128	1198	27.1	3.4	130	1319	25.8	3.8	124

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL	BLUE NUN				BOLLA				CELLA				LANCERS			
	U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	7428	100.0	4.4	100	4625	100.0	2.8	100	4416	100.0	2.6	100	5111	100.0	3.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	4755	64.0	5.0	112	2916	63.0	3.0	111	2711	61.4	2.8	108	3208	62.8	3.4	110
10:00 AM - 3:00 PM	63599	3140	42.3	4.9	111	1688	36.5	2.7	96	1772	40.1	2.8	106	1930	37.8	3.0	100
3:00 PM - 7:00 PM	72097	3616	48.7	5.0	113	2367	51.2	3.3	119	2114	47.9	2.9	111	2450	47.9	3.4	112
7:00 PM - MIDNIGHT	36670	1816	24.4	5.0	112	1155	25.0	3.1	114	990	22.4	2.7	103	1004	19.6	2.7	90
MIDNIGHT - 6:00 AM	21908	1049	14.1	4.8	108	724	15.7	3.3	120	655	14.8	3.0	114	757	14.8	3.5	113
6:00 AM - MIDNIGHT	127571	6142	82.7	4.8	109	3787	81.9	3.0	108	3547	80.3	2.8	106	4124	80.7	3.2	106
ENTIRE DAY	129239	6210	83.6	4.8	108	3930	85.0	3.0	110	3637	82.4	2.8	107	4175	81.7	3.2	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2048	27.6	6.0	136	960	20.8	2.8	102	967	21.9	2.8	108	1083	21.2	3.2	105
ALL NEWS	6062	337	4.5	5.6	126	350	7.6	5.8	209	*178	4.0	2.9	112	248	4.9	4.1	134
AOR/PROGRESSIVE	11884	674	9.1	5.7	128	557	12.0	4.7	170	250	5.7	2.1	80	403	7.9	3.4	111
BEAUTIFUL MUSIC	11180	588	7.9	5.3	119	280	6.1	2.5	91	276	6.3	2.5	94	407	8.0	3.6	119
BLACK	4538	*201	2.7	4.4	100	**105	2.3	2.3	84	**108	2.4	2.4	90	**99	1.9	2.2	72
CLASSICAL	3857	171	2.3	4.4	100	218	4.7	5.7	205	*90	2.0	2.3	89	*134	2.6	3.5	114
CHR/ROCK	21946	1205	16.2	5.5	124	934	20.2	4.3	154	912	20.7	4.2	158	913	17.9	4.2	137
COUNTRY	27262	1060	14.3	3.9	88	555	12.0	2.0	74	722	16.3	2.6	101	742	14.5	2.7	89
GOLDEN OLDIES	3339	*214	2.9	6.4	145	*118	2.6	3.5	128	**108	2.4	3.2	123	**127	2.5	3.8	125
MOR/NOSTALGIA	10346	420	5.7	4.1	92	293	6.3	2.8	103	361	8.2	3.5	133	354	6.9	3.4	112
NEWS/TALK	8929	444	6.0	5.0	112	311	6.7	3.5	126	326	7.4	3.7	139	313	6.1	3.5	115
RELIGIOUS	5488	*212	2.9	3.9	87	**115	2.5	2.1	76	**125	2.8	2.3	87	*148	2.9	2.7	89
SOFT ROCK	1232	**78	1.1	6.3	143	**37	0.8	3.0	109	**28	0.6	2.3	86	**36	0.7	2.9	96
URBAN CONTEMPORARY	3184	*178	2.4	5.6	126	*128	2.8	4.0	146	**97	2.2	3.0	116	**64	1.3	2.0	66
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	320	4.3	4.6	105	*163	3.5	2.4	86	*132	3.0	1.9	73	*134	2.6	1.9	64
ABC DIRECTION	5212	278	3.7	5.3	120	217	4.7	4.2	151	*212	4.8	4.1	154	*172	3.4	3.3	108
ABC ENTERTAINMENT	10385	439	5.9	4.2	95	221	4.8	2.1	77	*192	4.3	1.8	70	299	5.9	2.9	94
ABC FM	4762	*237	3.2	5.0	112	*131	2.8	2.8	100	**106	2.4	2.2	85	**117	2.3	2.5	81
ABC INFORMATION	11339	644	8.7	5.7	128	246	5.3	2.2	79	427	9.7	3.8	143	407	8.0	3.6	118
ABC ROCK	4878	*240	3.2	4.9	111	*253	5.5	5.2	188	**126	2.9	2.6	98	*172	3.4	3.5	116
CBS	10709	482	6.5	4.5	102	337	7.3	3.1	114	331	7.5	3.1	117	352	6.9	3.3	108
MUTUAL	10251	527	7.1	5.1	116	270	5.8	2.6	96	*272	6.2	2.7	101	246	4.8	2.4	79
NBC	12243	638	8.6	5.2	118	366	7.9	3.0	108	*291	6.6	2.4	90	435	8.5	3.6	117
RADIORADIO	4606	225	3.0	4.9	110	*168	3.6	3.6	132	*183	4.1	4.0	151	*141	2.8	3.1	100
RKO ONE	5148	337	4.5	6.5	148	*152	3.3	3.0	107	227	5.1	4.4	167	*131	2.6	2.5	84
RKO TWO	7313	300	4.0	4.1	93	*204	4.4	2.8	101	*137	3.1	1.9	71	*203	4.0	2.8	91
THE SOURCE	5981	*246	3.3	4.1	93	*224	4.8	3.7	136	*120	2.7	2.0	76	*211	4.1	3.5	116
NON-WIRED : BLAIR	19329	914	12.3	4.7	107	595	12.9	3.1	112	567	12.8	2.9	111	515	10.1	2.7	87
INTERNET	27139	1547	20.8	5.7	129	1106	23.9	4.1	148	1039	23.5	3.8	145	1090	21.3	4.0	132
KATZ RADIO GROUP	36319	1866	25.1	5.1	116	1179	25.5	3.2	118	1006	22.8	2.8	105	1254	24.5	3.5	113
SUPERNET	22361	1076	14.5	4.8	109	505	10.9	2.3	82	677	15.3	3.0	115	651	12.7	2.9	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	622	8.4	4.3	97	326	7.0	2.2	81	438	9.9	3.0	114	497	9.7	3.4	112
WKDAY 9:00 AM - 1:00 PM	18688	574	7.7	3.1	69	290	6.3	1.6	56	411	9.3	2.2	84	412	8.1	2.2	72
WKDAY 1:00 PM - 4:30 PM	24061	780	10.5	3.2	73	431	9.3	1.8	65	523	11.8	2.2	83	500	9.8	2.1	68
WKDAY 4:30 PM - 7:30 PM	44079	1757	23.7	4.0	90	976	21.1	2.2	80	1000	22.6	2.3	86	1213	23.7	2.8	90
WKDAY 7:30 PM - 8:00 PM	61979	2434	32.8	3.9	89	1571	34.0	2.5	92	1546	35.0	2.5	95	1712	33.5	2.8	91
WKDAY 11:00 PM - 11:30 PM	49084	1997	26.9	4.1	92	1212	26.2	2.5	90	1354	30.7	2.8	105	1293	25.3	2.6	86
WKDAY 11:30 PM - 1:00 AM	16560	650	8.8	3.9	89	396	8.6	2.4	87	471	10.7	2.8	108	445	8.7	2.7	88
M-SAT 8-11 PM+SUN 7-11 PM	66967	2905	39.1	4.3	98	1802	39.0	2.7	98	1815	41.1	2.7	103	2008	39.3	3.0	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	320	4.3	3.5	78	213	4.6	2.3	83	280	6.3	3.0	115	263	5.1	2.8	93
ANOTHER WORLD N	6138	147	2.0	2.4	54	*115	2.5	1.9	68	*74	1.7	1.2	46	*71	1.4	1.2	38
AS THE WORLD TURNS C	7707	227	3.1	2.9	67	*77	1.7	1.0	36	*151	3.4	2.0	74	*134	2.6	1.7	57
CAPITOL C	4688	*177	2.4	3.8	85	**54	1.2	1.2	42	*96	2.2	2.0	78	*86	1.7	1.8	60
CBS MORN. NEWS 1 C	2792	*108	1.5	3.9	87	**39	0.8	1.4	51	*79	1.8	2.8	107	*102	2.0	3.7	120
CBS MORN. NEWS 2 C	2071	*80	1.1	3.9	87	**25	0.5	1.2	44	*58	1.3	2.8	106	*52	1.0	2.5	82
DAYS OF OUR LIVES N	8018	308	4.1	3.8	87	143	3.1	1.8	65	154	3.5	1.9	73	153	3.0	1.9	63
FACTS OF LIFE - DAYTIME N	3487	*119	1.6	3.4	77	*53	1.1	1.5	55	*45	1.0	1.3	49	*88	1.7	2.5	83
FAMILY FEUD A	4817	*118	1.6	2.4	55	*65	1.4	1.3	49	*88	2.0	1.8	69	*79	1.5	1.6	54
GENERAL HOSPITAL A	8333	243	3.3	2.9	66	143	3.1	1.7	62	217	4.9	2.6	99	194	3.8	2.3	76
GOOD MORNING, AMERICA-730 A	5472	212	2.9	3.9	87	118	2.6	2.2	78	119	2.7	2.2	83	173	3.4	3.2	104
GOOD MORNING, AMERICA-830 A	3965	134	1.8	3.4	76	*108	2.3	2.7	99	*112	2.5	2.8	107	108	2.1	2.7	89
GUIDING LIGHT C	7542	276	3.7	3.7	83	*92	2.0	1.2	44	170	3.8	2.3	86	136	2.7	1.8	59
ONE LIFE TO LIVE A	6018	187	2.5	3.1	70	*86	1.9	1.4	52	120	2.7	2.0	76	112	2.2	1.9	61
PRESS YOUR LUCK C	3589	*63	0.8	1.8	40	**52	1.1	1.4	53	*78	1.8	2.2	83	*49	1.0	1.4	45
PRICE IS RIGHT 1 C	7418	189	2.5	2.5	58	*74	1.6	1.0	36	150	3.4	2.0	77	86	1.7	1.2	38
PRICE IS RIGHT 2 C	8276	199	2.7	2.4	54	*87	1.9	1.1	38	165	3.7	2.0	76	109	2.1	1.3	43
RYAN'S HOPE A	4358	115	1.5	2.6	60	*124	2.7	2.8	103	*131	3.0	3.0	114	*101	2.0	2.3	76
SALE OF THE CENTURY N	3749	102	1.4	2.7	61	*120	2.6	3.2	116	*68	1.5	1.8	69	*74	1.4	2.0	65
SEARCH FOR TOMORROW N	2884	*100	1.3	3.5	78	**63	1.4	2.2	79	**68	1.5	2.4	90	**57	1.1	2.0	65
TODAY SHOW 1 N	4869	232	3.1	4.8	108	194	4.2	4.0	144	*209	4.7	4.3	163	209	4.1	4.3	141
TODAY SHOW 2 N	4135	149	2.0	3.6	81	*68	1.5	1.6	60	*80	1.8	1.9	73	121	2.4	2.9	96
$25,000 PYRAMID C	4361	*102	1.4	2.3	53	*88	1.9	2.0	73	*166	3.8	3.8	145	*120	2.3	2.8	90
WHEEL OF FORTUNE N	6187	125	1.7	2.0	46	*88	1.9	1.4	52	*89	2.0	1.4	55	*116	2.3	1.9	62
YOUNG AND THE RESTLESS C	8186	237	3.2	2.9	65	*85	1.8	1.0	38	158	3.6	1.9	73	135	2.6	1.6	54
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	225	3.0	4.8	107	*149	3.2	3.2	114	*159	3.6	3.4	128	*162	3.2	3.4	112
NBA PLAYOFF GAME -1 C	5127	283	3.8	5.5	125	*110	2.4	2.1	78	*137	3.1	2.7	101	177	3.5	3.5	113
NBC MAJOR LEAGUE PRE-GAME N	3945	**90	1.2	2.3	52	**80	1.7	2.0	74	**100	2.3	2.5	96	**75	1.5	1.9	62
SPORTSWORLD - SUN N	3370	*161	2.2	4.8	108	**81	1.8	2.4	87	**69	1.6	2.0	78	**109	2.1	3.2	106
SUNDAY MORNING C	4200	*167	2.2	4.0	90	*84	1.8	2.0	73	*190	4.3	4.5	172	*185	3.6	4.4	145

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

		TOTAL U.S. '000	BLUE NUN				BOLLA				CELLA				LANCERS			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	7428	100.0	4.4	100	4625	100.0	2.8	100	4416	100.0	2.6	100	5111	100.0	3.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1982	26.7	3.8	86	1163	25.1	2.2	81	1178	26.7	2.3	86	1400	27.4	2.7	88
NETWORK AFFILIATES - LATE		39164	1585	21.3	4.0	91	910	19.7	2.3	84	1054	23.9	2.7	102	1049	20.5	2.7	88
INDEPENDENTS - LATE		5133	255	3.4	5.0	112	264	5.7	5.1	187	153	3.5	3.0	113	183	3.6	3.6	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	872	11.7	3.8	86	422	9.1	1.8	67	534	12.1	2.3	89	621	12.2	2.7	89
ABC MONDAY NIGHT MOVIE	A	11258	552	7.4	4.9	111	261	5.6	2.3	84	239	5.4	2.1	81	291	5.7	2.6	85
ABC SUNDAY NIGHT MOVIE	A	23600	1046	14.1	4.4	100	647	14.0	2.7	99	670	15.2	2.8	108	666	13.0	2.8	93
ABC WORLD NEWS TONIGHT	A	12801	502	6.8	3.9	89	304	6.6	2.4	86	266	6.0	2.1	79	375	7.3	2.9	96
AFTERMASH	C	10966	342	4.6	3.1	70	*252	5.4	2.3	83	*308	7.0	2.8	107	*305	6.0	2.8	91
ALICE	C	17050	628	8.5	3.7	83	373	8.1	2.2	79	367	8.3	2.2	82	436	8.5	2.6	84
AMERICAN PARADE	C	11998	467	6.3	3.9	88	270	5.8	2.3	82	420	9.5	3.5	133	355	6.9	3.0	97
BENSON	A	19258	700	9.4	3.6	82	458	9.9	2.4	86	487	11.0	2.5	96	469	9.2	2.4	80
BLUE THUNDER	A	11478	433	5.8	3.8	85	281	6.1	2.4	89	397	9.0	3.5	131	281	5.5	2.4	80
CAGNEY & LACEY	C	18263	820	11.0	4.5	101	382	8.3	2.1	76	626	14.2	3.4	130	498	9.7	2.7	89
CBS EVENING NEWS-DEAN	C	7733	299	4.0	3.9	87	*169	3.7	2.2	79	*238	5.4	3.1	117	*281	5.5	3.6	119
CBS EVENING NEWS-RATHER	C	15653	662	8.9	4.2	95	350	7.6	2.2	81	455	10.3	2.9	110	427	8.4	2.7	90
CBS SAT. NEWS-SCHIEFFER	C	8744	382	5.1	4.4	99	213	4.6	2.4	88	259	5.9	3.0	113	295	5.8	3.4	111
CBS SATURDAY NIGHT MOVIE	C	12000	546	7.4	4.5	103	308	6.7	2.6	93	341	7.7	2.8	108	360	7.0	3.0	98
CBS WEDNESDAY NIGHT MOVIE	C	11522	378	5.1	3.3	74	278	6.0	2.4	88	231	5.2	2.0	76	225	4.4	2.0	64
CHEERS	N	16818	993	13.4	5.9	133	543	11.7	3.2	117	604	13.7	3.6	136	736	14.4	4.4	144
DALLAS	C	37510	1543	20.8	4.1	93	812	17.6	2.2	79	1088	24.6	2.9	110	1137	22.2	3.0	99
DIFF'RENT STROKES	N	11258	366	4.9	3.3	73	*211	4.6	1.9	68	*236	5.3	2.1	80	*273	5.3	2.4	80
DOUBLE TROUBLE	N	12248	597	8.0	4.9	110	194	4.2	1.6	57	311	7.0	2.5	96	375	7.3	3.1	100
DUCK FACTORY	N	11100	601	8.1	5.4	122	275	5.9	2.5	90	506	11.5	4.6	173	416	8.1	3.7	123
DUKES OF HAZZARD	C	12353	434	5.8	3.5	79	250	5.4	2.0	73	314	7.1	2.5	97	286	5.6	2.3	76
DYNASTY	A	33279	1350	18.2	4.1	92	757	16.4	2.3	82	946	21.4	2.8	108	967	18.9	2.9	95
FACTS OF LIFE	N	13410	549	7.4	4.1	92	210	4.5	1.6	57	302	6.8	2.3	86	354	6.9	2.6	87
FALCON CREST	C	31093	1268	17.1	4.1	92	649	14.0	2.1	76	1089	24.7	3.5	133	904	17.7	2.9	95
FALL GUY	A	18649	777	10.5	4.2	94	459	9.9	2.5	89	483	10.9	2.6	98	572	11.2	3.1	101
FAMILY TIES	N	13101	528	7.1	4.0	91	207	4.5	1.6	57	*230	5.2	1.8	67	340	6.7	2.6	85
FANTASY ISLAND	A	13069	618	8.3	4.7	107	308	6.7	2.4	85	314	7.1	2.4	91	303	5.9	2.3	76
FOULUPS,BLEEPS & BLUNDERS	A	16588	692	9.3	4.2	94	430	9.3	2.6	94	340	7.7	2.0	78	476	9.3	2.9	94
FOUR SEASONS	C	9302	*309	4.2	3.3	75	*286	6.2	3.1	112	*255	5.8	2.7	104	*277	5.4	3.0	98
GIMME A BREAK	N	13955	500	6.7	3.6	81	211	4.6	1.5	55	*185	4.2	1.3	50	302	5.9	2.2	71
HART TO HART	A	15735	690	9.3	4.4	99	243	5.3	1.5	56	405	9.2	2.6	98	390	7.6	2.5	81
HILL STREET BLUES	N	18257	983	13.2	5.4	122	578	12.5	3.2	115	625	14.2	3.4	130	612	12.0	3.4	110
HOTEL	A	24236	928	12.5	3.8	86	474	10.2	2.0	71	622	14.1	2.6	97	616	12.1	2.5	83
JEFFERSONS	C	17010	590	7.9	3.5	78	370	8.0	2.2	79	372	8.4	2.2	83	335	6.6	2.0	65
JENNIFER SLEPT HERE	N	9397	324	4.4	3.4	78	*152	3.3	1.6	59	*191	4.3	2.0	77	*234	4.6	2.5	82
KATE & ALLIE	C	16762	834	11.2	5.0	112	380	8.2	2.3	82	552	12.5	3.3	125	548	10.7	3.3	107
KNIGHT RIDER	N	13164	667	9.0	5.1	114	399	8.6	3.0	110	367	8.3	2.8	106	447	8.7	3.4	111
LOVE BOAT	A	20400	821	11.1	4.0	91	450	9.7	2.2	80	522	11.8	2.6	97	546	10.7	2.7	88
MAGNUM PI	C	22543	1121	15.1	5.0	112	530	11.5	2.4	85	760	17.2	3.4	128	580	11.3	2.6	84
MAMA'S FAMILY	N	9852	449	6.0	4.6	103	201	4.3	2.0	74	308	7.0	3.1	119	265	5.2	2.7	88
MASTER, THE	N	8082	327	4.4	4.0	91	*206	4.5	2.5	92	*145	3.3	1.8	68	*190	3.7	2.4	77
MATT HOUSTON	A	12881	522	7.0	4.1	92	307	6.6	2.4	86	332	7.5	2.6	98	367	7.2	2.8	94
NBC MONDAY NIGHT MOVIE	N	23889	1056	14.2	4.4	100	742	16.0	3.1	113	730	16.5	3.1	116	928	18.2	3.9	127
NBC NIGHTLY NEWS	N	11156	487	6.6	4.4	99	302	6.5	2.7	98	230	5.2	2.1	78	306	6.0	2.7	90
NBC NIGHTLY NEWS-SAT	N	7363	242	3.3	3.3	74	*175	3.8	2.4	86	**130	2.9	1.8	67	*239	4.7	3.2	107
NBC NIGHTLY NEWS-SUN	N	6214	246	3.3	4.0	89	*126	2.7	2.0	74	*153	3.5	2.5	94	*142	2.8	2.3	75
NBC SUNDAY NIGHT MOVIE	N	17590	953	12.8	5.4	122	620	13.4	3.5	128	445	10.1	2.5	96	696	13.6	4.0	130
NEWHART	C	16740	810	10.9	4.8	109	404	8.7	2.4	88	533	12.1	3.2	121	502	9.8	3.0	98
ONE DAY AT A TIME	C	11820	403	5.4	3.4	77	191	4.1	1.6	59	313	7.1	2.6	101	313	6.1	2.6	87
PEOPLE ARE FUNNY	N	9138	415	5.6	4.5	103	*172	3.7	1.9	68	*280	6.3	3.1	116	*276	5.4	3.0	99
REAL PEOPLE	N	15979	567	7.6	3.5	80	243	5.3	1.5	55	334	7.6	2.1	79	375	7.3	2.3	77
REMINGTON STEELE	N	14395	671	9.0	4.7	105	390	8.4	2.7	98	407	9.2	2.8	107	393	7.7	2.7	90
RIPLEY'S BELIEVE IT - NOT	A	11362	459	6.2	4.0	91	381	8.2	3.4	122	276	6.3	2.4	92	334	6.5	2.9	96
RIPTIDE	N	13920	535	7.2	3.8	87	298	6.4	2.1	78	367	8.3	2.6	100	370	7.2	2.7	87
SCARECROW & MRS. KING	C	17571	1004	13.5	5.7	129	440	9.5	2.5	91	599	13.6	3.4	129	513	10.0	2.9	96
SIMON & SIMON	C	20208	803	10.8	4.0	90	478	10.3	2.4	86	560	12.7	2.8	105	531	10.4	2.6	86
60 MINUTES	C	27668	1232	16.6	4.5	101	772	16.7	2.8	101	806	18.3	2.9	111	915	17.9	3.3	109
ST. ELSEWHERE	N	13699	801	10.8	5.8	132	414	9.0	3.0	110	502	11.4	3.7	139	539	10.5	3.9	129
THREE'S COMPANY	A	20632	810	10.9	3.9	89	497	10.7	2.4	87	418	9.5	2.0	77	554	10.8	2.7	88
T.J. HOOKER	A	17136	717	9.7	4.2	94	362	7.8	2.1	77	533	12.1	3.1	118	493	9.6	2.9	94
TONIGHT SHOW	N	4963	207	2.8	4.2	94	140	3.0	2.8	102	178	4.0	3.6	136	166	3.2	3.3	110
TRAPPER JOHN, M.D.	C	16332	582	7.8	3.6	80	341	7.4	2.1	76	319	7.2	2.0	74	293	5.7	1.8	59
TV BLOOPERS & PRAC. JOKES	N	18881	743	10.0	3.9	89	327	7.1	1.7	63	433	9.8	2.3	87	544	10.6	2.9	95
20/20	A	18315	767	10.3	4.2	95	380	8.2	2.1	75	434	9.8	2.4	90	423	8.3	2.3	76
WEBSTER	A	18722	765	10.3	4.1	92	372	8.0	2.0	72	405	9.2	2.2	82	492	9.6	2.6	86
WORLD NEWS - SUN	A	5327	*239	3.2	4.5	101	**104	2.2	2.0	71	**92	2.1	1.7	66	*205	4.0	3.8	126
YELLOW ROSE	N	8370	266	3.6	3.2	72	*156	3.4	1.9	68	*204	4.6	2.4	93	*181	3.5	2.2	71
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1121	15.1	4.3	98	651	14.1	2.5	91	672	15.2	2.6	99	642	12.6	2.5	81
BASKETBALL - COLLEGE GAMES		14468	871	11.7	6.0	136	440	9.5	3.0	110	*356	8.1	2.5	93	*463	9.1	3.2	105
BASKETBALL - PRO GAMES		12124	631	8.5	5.2	118	384	8.3	3.2	115	*222	5.0	1.8	70	*326	6.4	2.7	88
BOWLING		9412	*262	3.5	2.8	63	**136	2.9	1.4	52	**100	2.3	1.1	40	*284	5.6	3.0	99
BOXING		15409	783	10.5	5.1	115	460	9.9	3.0	108	518	11.7	3.4	128	*465	9.1	3.0	99
FOOTBALL - COLLEGE GAMES		21400	1220	16.4	5.7	129	689	14.9	3.2	117	561	12.7	2.6	100	729	14.3	3.4	112
FOOTBALL - PRO GAMES		35944	2320	31.2	6.5	146	1108	24.0	3.1	112	1277	28.9	3.6	135	1235	24.2	3.4	113
GOLF		9759	730	9.8	7.5	169	*373	8.1	3.8	139	*364	8.2	3.7	142	*517	10.1	5.3	174
POST-SEASON COLL. FOOTBALL		18123	1132	15.2	6.2	141	726	15.7	4.0	145	568	12.9	3.1	119	650	12.7	3.6	118
POST-SEASON PRO FOOTBALL		22091	1575	21.2	7.1	161	764	16.5	3.5	125	942	21.3	4.3	162	885	17.3	4.0	131
TENNIS		6764	567	7.6	8.4	189	363	7.8	5.4	195	**217	4.9	3.2	122	*227	4.4	3.4	110
WRESTLING - PROFESSIONAL		9695	*240	3.2	2.5	56	**154	3.3	1.6	58	**238	5.4	2.5	93	**159	3.1	1.6	54

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

		MATEUS				RIUNITE											
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	5686	100.0	3.4	100	12026	100.0	7.2	100								
MALES	79263	2314	40.7	2.9	86	4875	40.5	6.2	86								
FEMALES	88464	3373	59.3	3.8	112	7151	59.5	8.1	113								
18 - 24	28671	*608	10.7	2.1	63	2155	17.9	7.5	105								
25 - 34	39536	1664	29.3	4.2	124	3644	30.3	9.2	129								
35 - 44	28978	1375	24.2	4.7	140	2647	22.0	9.1	127								
45 - 54	22345	856	15.1	3.8	113	1433	11.9	6.4	89								
55 - 64	22224	772	13.6	3.5	102	1404	11.7	6.3	88								
65 OR OLDER	25973	411	7.2	1.6	47	742	6.2	2.9	40								
18 - 34	68207	2271	39.9	3.3	98	5799	48.2	8.5	119								
18 - 49	108058	4090	71.9	3.8	112	9197	76.5	8.5	119								
25 - 54	90859	3896	68.5	4.3	126	7725	64.2	8.5	119								
35 - 49	39851	1819	32.0	4.6	135	3398	28.3	8.5	119								
50 OR OLDER	59669	1596	28.1	2.7	79	2829	23.5	4.7	66								
GRADUATED COLLEGE	28091	1813	31.9	6.5	190	2509	20.9	8.9	125								
ATTENDED COLLEGE	28938	1618	28.5	5.6	165	2819	23.4	9.7	136								
GRADUATED HIGH SCHOOL	65503	1755	30.9	2.7	79	5178	43.1	7.9	110								
DID NOT GRADUATE HIGH SCHOOL	45195	*500	8.8	1.1	33	1519	12.6	3.4	47								
EMPLOYED MALES	56429	2030	35.7	3.6	106	3937	32.7	7.0	97								
EMPLOYED FEMALES	43971	2308	40.6	5.2	155	4555	37.9	10.4	144								
EMPLOYED FULL-TIME	87773	3906	68.7	4.5	131	7226	60.1	8.2	115								
EMPLOYED PART-TIME	12627	*432	7.6	3.4	101	1266	10.5	10.0	140								
NOT EMPLOYED	67327	1349	23.7	2.0	59	3534	29.4	5.2	73								
PROFESSIONAL/MANAGER	25845	1935	34.0	7.5	221	2418	20.1	9.4	130								
TECH/CLERICAL/SALES	30895	1423	25.0	4.6	136	3088	25.7	10.0	139								
PRECISION/CRAFT	12629	*271	4.8	2.1	63	942	7.8	7.5	104								
OTHER EMPLOYED	31031	709	12.5	2.3	67	2043	17.0	6.6	92								
SINGLE	35557	952	16.7	2.7	79	2438	20.3	6.9	96								
MARRIED	103585	3948	69.4	3.8	112	7932	66.0	7.7	107								
DIVORCED/SEPARATED/WIDOWED	28585	786	13.8	2.7	81	1656	13.8	5.8	81								
PARENTS	59295	2334	41.0	3.9	116	5219	43.4	8.8	123								
WHITE	146081	5252	92.4	3.6	106	10939	91.0	7.5	104								
BLACK	17974	*259	4.6	1.4	43	991	8.2	5.5	77								
OTHER	3672	**176	3.1	4.8	141	**96	0.8	2.6	36								
NORTHEAST-CENSUS	37005	1789	31.5	4.8	143	4183	34.8	11.3	158								
NORTH CENTRAL	42642	874	15.4	2.0	60	3559	29.6	8.3	116								
SOUTH	56777	1403	24.7	2.5	73	2660	22.1	4.7	65								
WEST	31303	1621	28.5	5.2	153	1625	13.5	5.2	72								
NORTHEAST-MKTG.	38125	1783	31.4	4.7	138	3763	31.3	9.9	138								
EAST CENTRAL	24794	531	9.3	2.1	63	2176	18.1	8.8	122								
WEST CENTRAL	28511	761	13.4	2.7	79	2590	21.5	9.1	127								
SOUTH	48953	1230	21.6	2.5	74	2256	18.8	4.6	64								
PACIFIC	27344	1382	24.3	5.1	149	1241	10.3	4.5	63								
COUNTY SIZE A	69301	3072	54.0	4.4	131	4721	39.3	6.8	95								
COUNTY SIZE B	50633	1783	31.4	3.5	104	4143	34.5	8.2	114								
COUNTY SIZE C	26259	578	10.2	2.2	65	2227	18.5	8.5	118								
COUNTY SIZE D	21534	*253	4.4	1.2	35	934	7.8	4.3	60								
METRO CENTRAL CITY	50014	2229	39.2	4.5	131	3359	27.9	6.7	94								
METRO SUBURBAN	76832	2759	48.5	3.6	106	5953	49.5	7.7	108								
NON METRO	40881	699	12.3	1.7	50	2714	22.6	6.6	93								
TOP 5 ADI'S	39550	2003	35.2	5.1	149	2661	-22.1	6.7	94								
TOP 10 ADI'S	54877	2419	42.5	4.4	130	3608	30.0	6.6	92								
TOP 20 ADI'S	77516	3225	56.7	4.2	123	4900	40.7	6.3	88								
HSHLD INC. $50,000 OR MORE	17257	1250	22.0	7.2	214	1668	13.9	9.7	135								
$40,000 OR MORE	33235	2215	39.0	6.7	197	3075	25.6	9.3	129								
$30,000 OR MORE	59693	3300	58.0	5.5	163	5344	44.4	9.0	125								
$25,000 OR MORE	76275	4034	70.9	5.3	156	7030	58.5	9.2	129								
$20,000 - $24,999	18607	600	10.6	3.2	95	1386	11.5	7.4	104								
$15,000 - $19,999	17175	*480	8.4	2.8	82	1263	10.5	7.4	103								
$10,000 - $14,999	24569	*316	5.6	1.3	38	1247	10.4	5.1	71								
UNDER $10,000	31101	*256	4.5	0.8	24	1100	9.1	3.5	49								
HOUSEHOLD OF 1 PERSON	19441	524	9.2	2.7	80	963	8.0	5.0	69								
2 PEOPLE	51803	1598	28.1	3.1	91	3470	28.9	6.7	93								
3 OR 4 PEOPLE	66933	2790	49.1	4.2	123	5343	44.4	8.0	111								
5 OR MORE PEOPLE	29550	*774	13.6	2.6	77	2250	18.7	7.6	106								
NO CHILD IN HSHLD	96587	3009	52.9	3.1	92	5944	49.4	6.2	86								
CHILD(REN) UNDER 2 YRS	10844	*336	5.9	3.1	91	847	7.0	7.8	109								
2 - 5 YEARS	26358	886	15.6	3.4	99	2218	18.4	8.4	117								
6 - 11 YEARS	30453	1006	17.7	3.3	97	2623	21.8	8.6	120								
12 - 17 YEARS	36575	1360	23.9	3.7	110	2942	24.5	8.0	112								
RESIDENCE OWNED	117770	4112	72.3	3.5	103	8527	70.9	7.2	101								
VALUE: $50,000 OR MORE	70166	3313	58.3	4.7	139	5801	48.2	8.3	115								
VALUE: UNDER $50,000	47604	799	14.1	1.7	50	2726	22.7	5.7	80								

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

		TOTAL U.S.	MATEUS				RIUNITE											
		'000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	5686	100.0	3.4	100	12026	100.0	7.2	100								
MAGAZINES	QUINTILE 1	34022	1689	29.7	5.0	146	3577	29.7	10.5	147								
	QUINTILE 2	34800	1895	33.3	5.4	161	3049	25.4	8.8	122								
	QUINTILE 3	30514	886	15.6	2.9	86	2201	18.3	7.2	101								
	QUINTILE 4	33324	615	10.8	1.8	54	1790	14.9	5.4	75								
	QUINTILE 5	35066	601	10.6	1.7	51	1409	11.7	4.0	56								
NEWSPAPERS	QUINTILE 1	29107	1615	28.4	5.5	164	2675	23.9	9.9	138								
	QUINTILE 2	49095	1931	34.0	3.9	116	3699	30.8	7.5	105								
	QUINTILE 3	23107	596	10.5	2.6	76	1595	13.3	6.9	96								
	QUINTILE 4	33556	966	17.0	2.9	85	2477	20.6	7.4	103								
	QUINTILE 5	32863	579	10.2	1.8	52	1380	11.5	4.2	59								
OUTDOOR	QUINTILE 1	33431	1522	26.8	4.6	134	3058	25.4	9.1	128								
	QUINTILE 2	33478	1072	18.9	3.2	94	2661	22.1	7.9	111								
	QUINTILE 3	33574	1296	22.8	3.9	114	2346	19.5	7.0	97								
	QUINTILE 4	33935	1029	18.1	3.0	89	2193	18.2	6.5	90								
	QUINTILE 5	33310	768	13.5	2.3	68	1769	14.7	5.3	74								
RADIO-DRIVE	QUINTILE 1	33136	1267	22.3	3.8	113	2570	21.4	7.8	108								
TIME	QUINTILE 2	31658	940	16.5	3.0	88	2381	19.8	7.5	105								
	QUINTILE 3	32541	1193	21.0	3.7	108	2475	20.6	7.6	106								
	QUIKTILE 4	34247	1236	21.7	3.6	106	2630	21.9	7.7	107								
	QUINTILE 5	36144	1049	18.4	2.9	86	1971	16.4	5.5	76								
RADIO-MID-	TERCILE 1	45037	1568	27.6	3.5	103	3548	29.5	7.9	110								
DAY	TERCILE 2	44819	1648	29.0	3.7	108	3521	29.3	7.9	110								
	TERCILE 3	77872	2470	43.4	3.2	94	4956	41.2	6.4	89								
RADIO-TOTAL	QUINTILE 1	33763	1203	21.2	3.6	105	2606	21.7	7.7	108								
	QUINTILE 2	33240	1024	18.0	3.1	91	2493	20.7	7.5	105								
	QUINTILE 3	33408	1277	22.5	3.8	113	2852	23.7	8.5	119								
	QUINTILE 4	34792	1345	23.7	3.9	114	2462	20.5	7.1	99								
	QUINTILE 5	32524	838	14.7	2.6	76	1612	13.4	5.0	69								
TV-PRIME	QUINTILE 1	33090	1103	19.4	3.3	98	2414	20.1	7.3	102								
TIME	QUINTILE 2	33357	1066	18.7	3.2	94	2363	19.6	7.1	99								
	QUINTILE 3	33980	1199	21.1	3.5	104	2488	20.7	7.3	102								
	QUINTILE 4	33854	1212	21.3	3.6	106	2456	20.4	7.3	101								
	QUINTILE 5	33444	1106	19.5	3.3	98	2305	19.2	6.9	96								
TV-DAYTIME	TERCILE 1	49121	1296	22.8	2.6	78	2844	23.6	5.8	81								
	TERCILE 2	48823	1603	28.2	3.3	97	3957	32.9	8.1	113								
	TERCILE 3	69782	2787	49.0	4.0	118	5225	43.4	7.5	104								
TV-TOTAL	QUINTILE 1	33584	1000	17.6	3.0	88	1970	16.4	5.9	82								
	QUINTILE 2	33441	867	15.2	2.6	76	2414	20.1	7.2	101								
	QUINTILE 3	33505	1059	18.6	3.2	93	2536	21.1	7.6	106								
	QUINTILE 4	33466	1535	27.0	4.6	135	2662	22.1	8.0	111								
	QUINTILE 5	33731	1224	21.5	3.6	107	2443	20.3	7.2	101								
MAGAZINES-NEWSPAPERS: DUAL		44503	2580	45.4	5.8	171	4607	38.3	10.4	144								
MAGAZINE IMPERATIVE		39363	1338	23.5	3.4	100	3170	26.4	8.1	112								
NEWSPAPER IMPERATIVE		46441	1206	21.2	2.6	77	2699	22.4	5.8	81								
MAGAZINES-OUTDOOR: DUAL		33726	1864	32.8	5.5	163	3516	29.2	10.4	145								
MAGAZINE IMPERATIVE		52846	2285	40.2	4.3	128	4357	36.2	8.2	115								
OUTDOOR IMPERATIVE		52140	1168	20.5	2.2	66	3128	26.0	6.0	84								
MAGAZINES-RADIO: DUAL		37081	1602	28.2	4.3	127	3674	30.6	9.9	138								
MAGAZINE IMPERATIVE		49747	2514	44.2	5.1	149	4412	36.7	8.9	124								
RADIO IMPERATIVE		49208	1126	19.8	2.3	67	2877	23.9	5.8	82								
MAGAZINES-TELEVISION: DUAL		33103	1318	23.2	4.0	117	2839	23.6	8.6	120								
MAGAZINE IMPERATIVE		54575	2863	50.4	5.2	155	5255	43.7	9.6	134								
TELEVISION IMPERATIVE		53249	973	17.1	1.8	54	2517	20.9	4.7	66								
NEWSPAPERS-OUTDOOR: DUAL		36255	1562	27.5	4.3	127	3269	27.2	9.0	126								
NEWSPAPER IMPERATIVE		55591	2239	39.4	4.0	119	4074	33.9	7.3	102								
OUTDOOR IMPERATIVE		48319	1426	25.1	3.0	87	3435	28.6	7.1	99								
NEWSPAPERS-RADIO: DUAL		37262	1669	29.4	4.5	132	3254	27.1	8.7	122								
NEWSPAPER IMPERATIVE		54423	2279	40.1	4.2	124	4189	34.8	7.7	107								
RADIO IMPERATIVE		46650	1041	18.3	2.2	66	3075	25.6	6.6	92								
NEWSPAPERS-TELEVISION: DUAL		35974	1323	23.3	3.7	108	2593	21.6	7.2	101								
NEWSPAPER IMPERATIVE		56095	2629	46.2	4.7	138	4945	41.1	8.8	123								
TELEVISION IMPERATIVE		47170	900	15.8	1.9	56	2712	22.6	5.7	80								
OUTDOOR-RADIO: DUAL		33748	1153	20.3	3.4	101	2967	24.7	8.8	123								
OUTDOOR IMPERATIVE		52785	2133	37.5	4.0	119	3941	32.8	7.5	104								
RADIO IMPERATIVE		52852	1754	30.8	3.3	98	3648	30.3	6.9	96								
OUTDOOR-TELEVISION: DUAL		32030	1180	20.8	3.7	109	2612	21.7	8.2	114								
OUTDOOR IMPERATIVE		54626	2265	39.8	4.1	122	4559	37.9	8.3	116								
TELEVISION IMPERATIVE		54874	1194	21.0	2.2	64	3230	26.9	5.9	82								
RADIO-TELEVISION: DUAL		33386	943	16.6	2.8	83	2281	19.0	6.8	95								
RADIO IMPERATIVE		53510	2146	37.7	4.0	118	4409	36.7	8.2	114								
TELEVISION IMPERATIVE		54023	1595	28.1	3.0	87	3451	28.7	6.4	89								

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL		MATEUS				RIUNITE										
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	5686	100.0	3.4	100	12026	100.0	7.2	100								
ATLANTIC MONTHLY	867	**61	1.1	7.0	208	**76	0.6	8.8	122								
BARRON'S	1580	**168	3.0	10.6	314	**154	1.3	9.7	136								
BETTER HOMES & GARDENS	22203	997	17.5	4.5	132	2234	18.6	10.1	140								
BON APPETIT	3810	*185	3.3	4.9	143	372	3.1	9.8	136								
BUSINESS WEEK	4663	*247	4.3	5.3	156	274	2.3	5.9	82								
CAR AND DRIVER	3102	**78	1.4	2.5	74	322	2.7	10.4	145								
CBS MAGAZINE NETWORK (GROSS)	7311	*212	3.7	2.9	86	750	6.2	10.3	143								
CHANGING TIMES	3400	*183	3.2	5.4	159	380	3.2	11.2	156								
COLONIAL HOMES	1796	**77	1.4	4.3	126	*164	1.4	9.1	127								
CONDE NAST MAG. PKG. (GROSS)	19924	1081	19.0	5.4	160	2127	17.7	10.7	149								
CONSUMERS DIGEST	3125	*158	2.8	5.1	149	340	2.8	10.9	152								
COSMOPOLITAN	10577	515	9.1	4.9	144	1222	10.2	11.6	161								
COUNTRY LIVING	3746	*204	3.6	5.4	161	517	4.3	13.8	192								
CUISINE	2214	*181	3.2	8.2	241	274	2.3	12.4	173								
CYCLE WORLD	2394	**29	0.5	1.2	36	*238	2.0	9.9	139								
DCI:CREATIVE IDEAS FOR LIV	3068	**146	2.6	4.8	140	258	2.1	8.4	117								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	432	7.6	4.5	133	725	6.0	7.6	106								
DISCOVER	2277	**98	1.7	4.3	127	*178	1.5	7.8	109								
EBONY	7187	*123	2.2	1.7	50	536	4.5	7.5	104								
ESQUIRE	2560	**92	1.6	3.6	106	198	1.6	7.7	108								
ESSENCE	3242	**43	0.8	1.3	39	*208	1.7	6.4	89								
FAMILY CIRCLE	19639	784	13.8	4.0	118	2125	17.7	10.8	151								
THE FAMILY HANDYMAN	3540	*154	2.7	4.4	128	442	3.7	12.5	174								
FAMILY WEEKLY	23924	806	14.2	3.4	99	1885	15.7	7.9	110								
FIELD & STREAM	9883	*287	5.0	2.9	86	728	6.1	7.4	103								
FOOD & WINE	1030	**71	1.2	6.9	203	*119	1.0	11.6	161								
FORBES	2679	280	4.9	10.5	308	270	2.2	10.1	141								
FORTUNE	2931	*231	4.1	7.9	232	229	1.9	7.8	109								
GENTLEMEN'S QUARTERLY	3481	*141	2.5	4.1	119	319	2.7	9.2	128								
GLAMOUR	7163	378	6.6	5.3	156	781	6.5	10.9	152								
GOLF DIGEST	2355	*102	1.8	4.3	128	264	2.2	11.2	156								
GOLF DIGEST/TENNIS (GROSS)	3610	*171	3.0	4.7	140	376	3.1	10.4	145								
GOLF MAGAZINE	2046	*150	2.6	7.3	216	*262	2.2	12.8	179								
GOLF MAGAZINE/SKI (GROSS)	3547	*207	3.6	5.8	172	371	3.1	10.5	146								
GOOD HOUSEKEEPING	20353	971	17.1	4.8	141	2102	17.5	10.3	144								
HARPER'S BAZAAR	3362	*171	3.0	5.1	150	307	2.6	9.1	127								
HEALTH	2987	**119	2.1	4.0	118	*323	2.7	10.8	151								
HEARST MAG CORP. BUY (GROSS)	67928	3311	58.2	4.9	144	7520	62.5	11.1	154								
HEARST MAN POWER (GROSS)	11282	422	7.4	3.7	110	1065	8.9	9.4	132								
HEARST WOMAN POWER (GROSS)	40514	2005	35.3	4.9	146	4642	38.6	11.5	160								
HOUSE BEAUTIFUL	4885	*237	4.2	4.9	143	572	4.8	11.7	163								
INC.	1308	**98	1.7	7.5	221	**120	1.0	9.2	128								
JET	6498	*130	2.3	2.0	59	408	3.4	6.3	88								
LADIES' HOME JOURNAL	14797	640	11.3	4.3	128	1481	12.3	10.0	140								
LHJ FAMILY GRP COMBO(GROSS)	21743	907	16.0	4.2	123	2306	19.2	10.6	148								
LIFE	9881	443	7.8	4.5	132	932	7.7	9.4	132								
L.A. TIMES HOME MAGAZINE	2775	*309	5.4	11.1	328	*158	1.3	5.7	79								
MADEMOISELLE	4219	*230	4.0	5.5	161	411	3.4	9.7	136								
MC CALL'S	16422	779	13.7	4.7	140	1758	14.6	10.7	149								
MC CALL'S/WRK MOTHER (GROSS)	17919	863	15.2	4.8	142	1903	15.8	10.6	148								
MECHANIX ILLUSTRATED	4433	*176	3.1	4.0	117	477	4.0	10.8	150								
METROPOLITAN HOME	1504	**127	2.2	8.4	249	*201	1.7	13.4	186								
MONEY	4723	273	4.8	5.8	171	432	3.6	9.1	128								
MOTHER EARTH NEWS	2325	*159	2.8	6.8	202	304	2.5	13.1	182								
MS.	1189	**72	1.3	6.1	179	*163	1.4	13.7	191								
NATIONAL ENQUIRER	18892	379	6.7	2.0	59	1504	12.5	8.0	111								
NATIONAL GEOGRAPHIC	22129	1204	21.2	5.4	160	2192	18.2	9.9	138								
NATIONAL SUNDAY MAGAZINE PKG	103750	4309	75.8	4.2	123	8428	70.1	8.1	113								
NATURAL HISTORY	1379	**65	1.1	4.7	139	**53	0.4	3.8	54								
NEW WOMAN	2289	**137	2.4	6.0	177	374	3.1	16.3	228								
NEW YORK INCLUDING CUE	1088	**55	1.0	5.1	149	**58	0.5	5.3	74								
THE NEW YORKER	2459	*196	3.4	8.0	235	*232	1.9	9.4	132								
NEWSWEEK	16527	818	14.4	4.9	146	1535	12.8	9.3	130								
THE N.Y. TIMES DAILY EDITION	2739	308	5.4	11.2	332	217	1.8	7.9	110								
THE N.Y. TIMES MAGAZINE	4443	397	7.0	8.9	264	250	2.1	5.6	78								
OMNI	2799	*121	2.1	4.3	128	*250	2.1	8.9	125								
ON CABLE	2209	**105	1.8	4.8	140	*203	1.7	9.2	128								
1001 HOME IDEAS	3959	*148	2.6	3.7	110	502	4.2	12.7	177								
ORGANIC GARDENING	3111	**109	1.9	3.5	103	*192	1.6	6.2	86								
OUTDOOR LIFE	5024	**103	1.8	2.1	60	400	3.3	8.0	111								
PARADE MAGAZINE	51292	2219	39.0	4.3	128	4219	35.1	8.2	115								

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	MATEUS				RIUNITE											
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5686	100.0	3.4	100	12026	100.0	7.2	100								
PARENTS	5298	*281	4.9	5.3	156	707	5.9	13.3	186								
PENTHOUSE	5129	*216	3.8	4.2	124	452	3.8	8.8	123								
PEOPLE	21070	885	15.6	4.2	124	2095	17.4	9.9	139								
PLAYBOY	10562	372	6.5	3.5	104	894	7.4	8.5	118								
POPULAR HOT RODDING	2498	**46	0.8	1.8	54	*146	1.2	5.8	82								
POPULAR MECHANICS	5887	*255	4.5	4.3	128	580	4.8	9.9	137								
POPULAR SCIENCE	4317	*201	3.5	4.7	137	474	3.9	11.0	153								
PREVENTION	5792	*249	4.4	4.3	127	607	5.0	10.5	146								
PSYCHOLOGY TODAY	3284	*222	3.9	6.8	199	333	2.8	10.1	141								
READER'S DIGEST	40046	1600	28.1	4.0	118	3466	28.8	8.7	121								
REDBOOK	9584	519	9.1	5.4	160	1318	11.0	13.8	192								
ROAD & TRACK	2590	**81	1.4	3.1	92	*272	2.3	10.5	146								
ROLLING STONE	3302	*161	2.8	4.9	144	390	3.2	11.8	165								
RUNNER'S WORLD	1229	**65	1.1	5.3	156	**140	1.2	11.4	159								
SATURDAY EVENING POST	2110	**67	1.2	3.2	94	*173	1.4	8.2	114								
SCIENCE 84	1543	**124	2.2	8.0	237	*132	1.1	8.6	119								
SCIENCE DIGEST	1747	**54	0.9	3.1	91	*156	1.3	8.9	125								
SCIENTIFIC AMERICAN	1994	*139	2.4	7.0	206	*147	1.2	7.4	103								
SELF	3119	*182	3.2	5.8	172	432	3.6	13.9	193								
SEVENTEEN	3923	**100	1.8	2.5	75	300	2.5	7.6	107								
SKI	1501	**57	1.0	3.8	112	*109	0.9	7.3	101								
SMITHSONIAN	5976	387	6.8	6.5	191	558	4.6	9.3	130								
SOAP OPERA DIGEST	4228	**82	1.4	1.9	57	337	2.8	8.0	111								
SOUTHERN LIVING	6488	*286	5.0	4.4	130	467	3.9	7.2	100								
SPORT	3500	**75	1.3	2.1	63	*299	2.5	8.5	119								
THE SPORTING NEWS	2456	**53	0.9	2.2	64	*292	2.4	11.9	166								
SPORTS AFIELD	3648	**113	2.0	3.1	91	329	2.7	9.0	126								
SPORTS ILLUSTRATED	14484	602	10.6	4.2	123	1247	10.4	8.6	120								
STAR	12661	270	4.7	2.1	63	907	7.5	7.2	100								
SUNDAY	52799	2142	37.7	4.1	120	4400	36.6	8.3	116								
SUNSET	3513	*269	4.7	7.7	226	*145	1.2	4.1	58								
TV GUIDE	42766	1443	25.4	3.4	100	2922	24.3	6.8	95								
TENNIS	1254	**69	1.2	5.5	162	**112	0.9	8.9	125								
TIME	22054	1199	21.1	5.4	160	2217	18.4	10.1	140								
TOWN & COUNTRY	1555	*158	2.8	10.2	300	*179	1.5	11.5	161								
TRAVEL & LEISURE	2173	*195	3.4	9.0	265	265	2.2	12.2	170								
TRUE STORY	4636	**26	0.5	0.6	17	395	3.3	8.5	119								
U.S.NEWS & WORLD REPORT	10353	466	8.2	4.5	133	947	7.9	9.1	128								
USA TODAY	4994	364	6.4	7.3	215	552	4.6	11.1	154								
US	3528	*149	2.6	4.2	125	451	3.8	12.8	178								
VOGUE	5424	291	5.1	5.4	158	504	4.2	9.3	130								
WALL STREET JOURNAL	6292	436	7.7	6.9	204	622	5.2	9.9	138								
WEIGHT WATCHERS	2762	*139	2.4	5.0	148	278	2.3	10.1	140								
WOMAN'S DAY	16320	789	13.9	4.8	143	1758	14.6	10.8	150								
WORKING MOTHER	1496	**84	1.5	5.6	166	*144	1.2	9.6	134								
WORKING WOMAN	1851	**108	1.9	5.8	172	*247	2.1	13.3	186								
WORLD TENNIS	580	**54	0.9	9.3	275	**56	0.5	9.7	135								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	498	8.8	4.0	118	1237	10.3	10.0	139								
BLAIR INSERTS	91671	3969	69.8	4.3	128	7507	62.4	8.2	114								
DAILY NEWSPAPERS																	
READ ANY	109190	4169	73.3	3.8	113	8445	70.2	7.7	108								
READ ONE	89587	3041	53.5	3.4	100	6654	55.3	7.4	104								
READ TWO OR MORE	19602	1129	19.9	5.8	170	1790	14.9	9.1	127								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4565	80.3	4.2	123	8996	74.8	8.2	114								
READ ONE	95074	3647	64.1	3.8	113	7550	62.8	7.9	111								
READ TWO OR MORE	14588	919	16.2	6.3	186	1446	12.0	9.9	138								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.67				34.20											
30 DAY REACH	149706	5309	93.4	3.5	105	11009	91.5	7.4	103								
50 SHWG - 30 DAY AV FREQ	15.16	16.44				17.72											
30 DAY REACH	142406	5119	90.0	3.6	106	10638	88.5	7.5	104								
25 SHWG - 30 DAY AV FREQ	8.23	8.68				9.52											
30 DAY REACH	131152	4845	85.2	3.7	109	9953	82.8	7.6	106								
CABLE TV: HOME WIRED	66879	2607	45.8	3.9	115	6014	50.0	9.0	125								
HOME NOT WIRED	100848	3079	54.2	3.1	90	6011	50.0	6.0	83								
HAVE PAY CABLE	35024	1703	30.0	4.9	143	3827	31.8	10.9	152								

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

		TOTAL	MATEUS				RIUNITE											
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	IND
TOTAL ADULTS		167727	5686	100.0	3.4	100	12026	100.0	7.2	100								
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	3418	60.1	3.6	105	7527	62.6	7.9	110								
10:00 AM - 3:00 PM		63599	2342	41.2	3.7	109	5035	41.9	7.9	110								
3:00 PM - 7:00 PM		72097	2810	49.4	3.9	115	5839	48.6	8.1	113								
7:00 PM - MIDNIGHT		36670	1192	21.0	3.3	96	2674	22.2	7.3	102								
MIDNIGHT - 6:00 AM		21908	949	16.7	4.3	128	1915	15.9	8.7	122								
6:00 AM - MIDNIGHT		127571	4575	80.5	3.6	106	9860	82.0	7.7	108								
ENTIRE DAY		129239	4666	82.1	3.6	106	10003	83.2	7.7	108								
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	1259	22.1	3.7	109	2992	24.9	8.8	123								
ALL NEWS		6062	361	6.3	6.0	176	518	4.3	8.5	119								
AOR/PROGRESSIVE		11884	372	6.5	3.1	92	854	7.1	7.2	100								
BEAUTIFUL MUSIC		11180	558	9.8	5.0	147	960	8.0	8.6	120								
BLACK		4538	**129	2.3	2.8	84	323	2.7	7.1	99								
CLASSICAL		3857	*185	3.3	4.8	141	247	2.1	6.4	89								
CHR/ROCK		21946	1002	17.6	4.6	135	1983	16.5	9.0	126								
COUNTRY		27262	818	14.4	3.0	89	1871	15.6	6.9	96								
GOLDEN OLDIES		3339	*187	3.3	5.6	165	*227	1.9	6.8	95								
MOR/NOSTALGIA		10346	280	4.9	2.7	80	654	5.4	6.3	88								
NEWS/TALK		8929	486	8.5	5.4	161	754	6.3	8.4	118								
RELIGIOUS		5488	**189	3.3	3.4	102	303	2.5	5.5	77								
SOFT ROCK		1232	**45	0.8	3.7	108	**110	0.9	8.9	125								
URBAN CONTEMPORARY		3184	**76	1.3	2.4	70	301	2.5	9.5	132								
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	*144	2.5	2.1	61	660	5.5	9.5	133								
ABC DIRECTION		5212	265	4.7	5.1	150	484	4.0	9.3	130								
ABC ENTERTAINMENT		10385	416	7.3	4.0	118	704	5.9	6.8	95								
ABC FM		4762	**103	1.8	2.2	64	385	3.2	8.1	113								
ABC INFORMATION		11339	512	9.0	4.5	133	907	7.5	8.0	112								
ABC ROCK		4878	*226	4.0	4.6	137	401	3.3	8.2	115								
CBS		10709	404	7.1	3.8	111	889	7.4	8.3	116								
MUTUAL		10251	379	6.7	3.7	109	813	6.8	7.9	111								
NBC		12243	431	7.6	3.5	104	998	8.3	8.2	114								
RADIORADIO		4606	*146	2.6	3.2	94	392	3.3	8.5	119								
RKO ONE		5148	*201	3.5	3.9	115	367	3.1	7.1	99								
RKO TWO		7313	259	4.6	3.5	104	452	3.8	6.2	86								
THE SOURCE		5981	*163	2.9	2.7	80	315	2.6	5.3	73								
NON-WIRED : BLAIR		19329	718	12.6	3.7	110	1470	12.2	7.6	106								
INTERNET		27139	1233	21.7	4.5	134	2190	18.2	8.1	113								
KATZ RADIO GROUP		36319	1464	25.7	4.0	119	2825	23.5	7.8	108								
SUPERNET		22361	704	12.4	3.1	93	1732	14.4	7.7	108								
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	459	8.1	3.2	93	990	8.2	6.8	95								
WKDAY 9:00 AM - 1:00 PM		18688	495	8.7	2.6	78	1132	9.4	6.1	84								
WKDAY 1:00 PM - 4:30 PM		24061	560	9.8	2.3	69	1563	13.0	6.5	91								
WKDAY 4:30 PM - 7:30 PM		44079	1336	23.5	3.0	89	2867	23.8	6.5	91								
WKDAY 7:30 PM - 8:00 PM		61979	1939	34.1	3.1	92	4176	34.7	6.7	94								
WKDAY 11:00 PM - 11:30 PM		49084	1673	29.4	3.4	101	3548	29.5	7.2	101								
WKDAY 11:30 PM - 1:00 AM		16560	522	9.2	3.2	93	1171	9.7	7.1	99								
M-SAT 8-11 PM+SUN 7-11 PM		66967	2263	39.8	3.4	100	4860	40.4	7.3	101								
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	373	6.6	4.0	119	624	5.2	6.7	94								
ANOTHER WORLD	N	6138	125	2.2	2.0	60	317	2.6	5.2	72								
AS THE WORLD TURNS	C	7707	*104	1.8	1.3	40	535	4.4	6.9	97								
CAPITOL	C	4688	*74	1.3	1.6	47	410	3.4	8.7	122								
CBS MORN. NEWS 1	C	2792	*89	1.6	3.2	94	145	1.2	5.2	72								
CBS MORN. NEWS 2	C	2071	*53	0.9	2.6	75	124	1.0	6.0	84								
DAYS OF OUR LIVES	N	8018	204	3.6	2.5	75	463	3.8	5.8	81								
FACTS OF LIFE - DAYTIME	N	3487	*46	0.8	1.3	39	192	1.6	5.5	77								
FAMILY FEUD	A	4817	*111	2.0	2.3	68	208	1.7	4.3	60								
GENERAL HOSPITAL	A	8333	205	3.6	2.5	73	564	4.7	6.8	94								
GOOD MORNING, AMERICA-730	A	5472	178	3.1	3.3	96	367	3.1	6.7	94								
GOOD MORNING, AMERICA-830	A	3965	186	3.3	4.7	138	308	2.6	7.8	108								
GUIDING LIGHT	C	7542	*131	2.3	1.7	51	577	4.8	7.7	107								
ONE LIFE TO LIVE	A	6018	186	3.3	3.1	91	407	3.4	6.8	94								
PRESS YOUR LUCK	C	3589	*103	1.8	2.9	85	166	1.4	4.6	65								
PRICE IS RIGHT 1	C	7418	135	2.4	1.8	54	420	3.5	5.7	79								
PRICE IS RIGHT 2	C	8276	134	2.4	1.6	48	449	3.7	5.4	76								
RYAN'S HOPE	A	4358	215	3.8	4.9	146	356	3.0	8.2	114								
SALE OF THE CENTURY	N	3749	*86	1.5	2.3	68	255	2.1	6.8	95								
SEARCH FOR TOMORROW	N	2884	*112	2.0	3.9	115	222	1.8	7.7	107								
TODAY SHOW 1	N	4869	184	3.2	3.8	111	476	4.0	9.8	136								
TODAY SHOW 2	N	4135	*88	1.5	2.1	63	255	2.1	6.2	86								
$25,000 PYRAMID	C	4361	138	2.4	3.2	93	322	2.7	7.4	103								
WHEEL OF FORTUNE	N	6187	120	2.1	1.9	57	353	2.9	5.7	80								
YOUNG AND THE RESTLESS	C	8186	155	2.7	1.9	56	518	4.3	6.3	88								
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	*141	2.5	3.0	88	367	3.1	7.8	108								
NBA PLAYOFF GAME -1	C	5127	180	3.2	3.5	104	345	2.9	6.7	94								
NBC MAJOR LEAGUE PRE-GAME	N	3945	**85	1.5	2.2	64	*203	1.7	5.1	72								
SPORTSWORLD - SUN	N	3370	*115	2.0	3.4	101	308	2.6	9.1	127								
SUNDAY MORNING	C	4200	**136	2.4	3.2	96	340	2.8	8.1	113								

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IMPORTED DINNER/TABLE WINES: BRANDS
(ADULTS)

		TOTAL U.S. '000	MATEUS				RIUNITE											
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	5686	100.0	3.4	100	12026	100.0	7.2	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1585	27.9	3.0	89	3322	27.6	6.4	89								
NETWORK AFFILIATES - LATE		39164	1303	22.9	3.3	98	2817	23.4	7.2	100								
INDEPENDENTS - LATE		5133	207	3.6	4.0	119	305	2.5	5.9	83								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	639	11.2	2.8	83	1520	12.6	6.7	93								
ABC MONDAY NIGHT MOVIE	A	11258	402	7.1	3.6	105	851	7.1	7.6	105								
ABC SUNDAY NIGHT MOVIE	A	23600	761	13.4	3.2	95	1558	13.0	6.6	92								
ABC WORLD NEWS TONIGHT	A	12801	478	8.4	3.7	110	958	8.0	7.5	104								
AFTERMASH	C	10966	*333	5.9	3.0	90	742	6.2	6.8	94								
ALICE	C	17050	494	8.7	2.9	85	1160	9.6	6.8	95								
AMERICAN PARADE	C	11998	361	6.3	3.0	89	850	7.1	7.1	99								
BENSON	A	19258	577	10.1	3.0	88	1145	9.5	5.9	83								
BLUE THUNDER	A	11478	285	5.0	2.5	73	790	6.6	6.9	96								
CAGNEY & LACEY	C	18263	702	12.3	3.8	113	1502	12.5	8.2	115								
CBS EVENING NEWS-DEAN	C	7733	*243	4.3	3.1	93	400	3.3	5.2	72								
CBS EVENING NEWS-RATHER	C	15653	455	8.0	2.9	86	1077	9.0	6.9	96								
CBS SAT. NEWS-SCHIEFFER	C	8744	292	5.1	3.3	99	461	3.8	5.3	74								
CBS SATURDAY NIGHT MOVIE	C	12000	300	5.3	2.5	74	820	6.8	6.8	95								
CBS WEDNESDAY NIGHT MOVIE	C	11522	304	5.3	2.6	78	793	6.6	6.9	96								
CHEERS	N	16818	734	12.9	4.4	129	1462	12.2	8.7	121								
DALLAS	C	37510	1362	24.0	3.6	107	2578	21.4	6.9	96								
DIFF'RENT STROKES	N	11258	*337	5.9	3.0	88	633	5.3	5.6	78								
DOUBLE TROUBLE	N	12248	291	5.1	2.4	70	867	7.2	7.1	99								
DUCK FACTORY	N	11100	357	6.3	3.2	95	938	7.8	8.5	118								
DUKES OF HAZZARD	C	12353	302	5.3	2.4	72	747	6.2	6.0	84								
DYNASTY	A	33279	1217	21.4	3.7	108	2511	20.9	7.5	105								
FACTS OF LIFE	N	13410	288	5.1	2.1	63	894	7.4	6.7	93								
FALCON CREST	C	31093	1044	18.4	3.4	99	2312	19.2	7.4	104								
FALL GUY	A	18649	698	12.3	3.7	110	1402	11.7	7.5	105								
FAMILY TIES	N	13101	265	4.7	2.0	60	931	7.7	7.1	99								
FANTASY ISLAND	A	13069	475	8.4	3.6	107	934	7.8	7.1	100								
FOULUPS,BLEEPS & BLUNDERS	A	16588	507	8.9	3.1	90	1202	10.0	7.2	101								
FOUR SEASONS	C	9302	*281	4.9	3.0	89	640	5.3	6.9	96								
GIMME A BREAK	N	13955	273	4.8	2.0	58	765	6.4	5.5	76								
HART TO HART	A	15735	432	7.6	2.7	81	1230	10.2	7.8	109								
HILL STREET BLUES	N	18257	855	15.0	4.7	138	1436	11.9	7.9	110								
HOTEL	A	24236	790	13.9	3.3	96	1740	14.5	7.2	100								
JEFFERSONS	C	17010	512	9.0	3.0	89	1189	9.9	7.0	97								
JENNIFER SLEPT HERE	N	9397	*279	4.9	3.0	88	643	5.3	6.8	95								
KATE & ALLIE	C	16762	532	9.4	3.2	94	1422	11.8	8.5	118								
KNIGHT RIDER	N	13164	505	8.9	3.8	113	938	7.8	7.1	99								
LOVE BOAT	A	20400	757	13.3	3.7	109	1281	10.7	6.3	88								
MAGNUM PI	C	22543	769	13.5	3.4	101	1655	13.8	7.3	102								
MAMA'S FAMILY	N	9852	283	5.0	2.9	85	698	5.8	7.1	99								
MASTER, THE	N	8082	*193	3.4	2.4	70	700	5.8	8.7	121								
MATT HOUSTON	A	12881	345	6.1	2.7	79	1013	8.4	7.9	110								
NBC MONDAY NIGHT MOVIE	N	23889	864	15.2	3.6	107	1974	16.4	8.3	115								
NBC NIGHTLY NEWS	N	11156	330	5.8	3.0	87	692	5.8	6.2	87								
NBC NIGHTLY NEWS-SAT	N	7363	*235	4.1	3.2	94	343	2.9	4.7	65								
NBC NIGHTLY NEWS-SUN	N	6214	*190	3.3	3.1	90	335	2.8	5.4	75								
NBC SUNDAY NIGHT MOVIE	N	17590	546	9.6	3.1	92	1593	13.2	9.1	126								
NEWHART	C	16740	519	9.1	3.1	91	1322	11.0	7.9	110								
ONE DAY AT A TIME	C	11820	292	5.1	2.5	73	758	6.3	6.4	89								
PEOPLE ARE FUNNY	N	9138	*246	4.3	2.7	79	582	4.8	6.4	89								
REAL PEOPLE	N	15979	386	6.8	2.4	71	949	7.9	5.9	83								
REMINGTON STEELE	N	14395	454	8.0	3.2	93	1079	9.0	7.5	105								
RIPLEY'S BELIEVE IT - NOT	A	11362	310	5.5	2.7	80	725	6.0	6.4	89								
RIPTIDE	N	13920	491	8.6	3.5	104	1024	8.5	7.4	103								
SCARECROW & MRS. KING	C	17571	566	10.0	3.2	95	1341	11.2	7.6	106								
SIMON & SIMON	C	20208	522	9.2	2.6	76	1566	13.0	7.7	108								
60 MINUTES	C	27668	1066	18.7	3.9	114	2104	17.5	7.6	106								
ST. ELSEWHERE	N	13699	597	10.5	4.4	129	1109	9.2	8.1	113								
THREE'S COMPANY	A	20632	596	10.5	2.9	85	1340	11.1	6.5	91								
T.J. HOOKER	A	17136	477	8.4	2.8	82	1182	9.8	6.9	96								
TONIGHT SHOW	N	4963	193	3.4	3.9	115	363	3.0	7.3	102								
TRAPPER JOHN, M.D.	C	16332	473	8.3	2.9	85	1078	9.0	6.6	92								
TV BLOOPERS & PRAC. JOKES	N	18881	580	10.2	3.1	91	1336	11.1	7.1	99								
20/20	A	18315	606	10.7	3.3	98	1342	11.2	7.3	102								
WEBSTER	A	18722	478	8.4	2.6	75	1177	9.8	6.3	88								
WORLD NEWS - SUN	A	5327	*182	3.2	3.4	101	327	2.7	6.1	86								
YELLOW ROSE	N	8370	*174	3.1	2.1	61	528	4.4	6.3	88								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	955	16.8	3.7	109	1995	16.6	7.7	108								
BASKETBALL - COLLEGE GAMES		14468	672	11.8	4.6	137	1413	11.7	9.8	136								
BASKETBALL - PRO GAMES		12124	*371	6.5	3.1	90	1015	8.4	8.4	117								
BOWLING		9412	**212	3.7	2.3	66	475	3.9	5.0	70								
BOXING		15409	643	11.3	4.2	123	1332	11.1	8.6	121								
FOOTBALL - COLLEGE GAMES		21400	954	16.8	4.5	132	1905	15.8	8.9	124								
FOOTBALL - PRO GAMES		35944	1769	31.1	4.9	145	3438	28.6	9.6	133								
GOLF		9759	667	11.7	6.8	202	1008	8.4	10.3	144								
POST-SEASON COLL. FOOTBALL		18123	962	16.9	5.3	157	1512	12.6	8.3	116								
POST-SEASON PRO FOOTBALL		22091	1222	21.5	5.5	163	2129	17.7	9.6	134								
TENNIS		6764	*284	5.0	4.2	124	612	5.1	9.0	126								
WRESTLING - PROFESSIONAL		9695	**183	3.2	1.9	56	*451	3.8	4.7	65								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BASE = ADULTS (167727)

3A. DO YOU YOURSELF DRINK THEM?

	'000	%	UNWEIGHTED
YES	30922	18.4	3798
NO	136805	81.6	15312

IF YOU DO

3B. WHO DECIDES WHICH BRANDS OF PORT SHERRY AND DESSERT WINES YOU DRINK? (MARK AS MANY AS APPLY)

	'000	%	UNWEIGHTED
YOURSELF	23244	13.9	2892
YOUR HUSBAND/WIFE	8744	5.2	1012
LIQUOR DEALER	784	.5	100
OTHER MALE	1868	1.1	212
OTHER FEMALE	1922	1.1	189
DO NOT KNOW	1504	.9	185

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
3C. WHAT KINDS DO YOU DRINK?									
DRY	15145	9.0	8436	5.0	4752	2.8	1957	1.2	1925
SWEET	17056	10.2	10275	6.1	4501	2.7	2280	1.4	2029
OTHER	4858	2.9	2395	1.4	868	.5	1595	1.0	560
DO NOT KNOW	2165	1.3							278
3D. WHICH BRANDS DO YOU DRINK?									
ALMADEN	5457	3.3	979	.6	3240	1.9	1239	.7	637
CHRISTIAN BROTHERS	4765	2.8	637	.4	2931	1.7	1198	.7	596
COLONY	1701	1.0	264	.2	1018	.6	420	.3	197
GALLO	9102	5.4	2435	1.5	5014	3.0	1653	1.0	1112
GOLD SEAL	727	.4	110	.1	470	.3	147	.1	90
GREAT WESTERN	808	.5	191	.1	351	.2	266	.2	107
HARVEY'S BRISTOL CREAM	6683	4.0	1939	1.2	3398	2.0	1346	.8	863
ITALIAN SWISS COLONY	1586	.9	283	.2	920	.5	383	.2	195
KROFTS	273	.2	65	*	186	.1	22	*	40
LA INA	561	.3	19	*	412	.2	130	.1	58
PAUL MASSON	7582	4.5	1416	.8	4100	2.4	2066	1.2	906
TAYLOR	5905	3.5	1433	.9	3126	1.9	1346	.8	724
TIO PEPE	392	.2	33	*	263	.2	96	.1	51
W. H. DRY SACK	1288	.8	133	.1	746	.4	409	.2	191
OTHER BRANDS	9948	5.9	5012	3.0	2856	1.7	2081	1.2	1215
DO NOT KNOW	714	.4							78

3E. ABOUT HOW MANY DRINKS OR GLASSES OF PORT, SHERRY OR DESSERT WINES DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
8 OR MORE	H	856	.5	106
7	H	902	.5	105
5 - 6	H	1007	.6	142
3 - 4	H	3422	2.0	442
2	M	5093	3.0	647
1	M	5329	3.2	670
NONE	L	14313	8.5	1686

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
8 OR MORE	2997	1.8	362
7	1711	1.0	214
5 - 6	2573	1.5	319
3 - 4	5436	3.2	697
2	5540	3.3	738
1	4767	2.8	581
NONE	7899	4.7	887

PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE - TWO A '000	MEDIUM USERS ONE - TWO B % DOWN	MEDIUM USERS ONE - TWO C % ACROSS	MEDIUM USERS ONE - TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS	167727	30922	100.0	18.4	100	6187	100.0	3.7	100	10422	100.0	6.2	100	14313	100.0	8.5	100
MALES	79263	12729	41.2	16.1	87	2686	43.4	3.4	92	4118	39.5	5.2	84	5925	41.4	7.5	88
FEMALES	88464	18193	58.8	20.6	112	3501	56.6	4.0	107	6304	60.5	7.1	115	8389	58.6	9.5	111
18 - 24	28671	4552	14.7	15.9	86	843	13.6	2.9	80	1365	13.1	4.8	77	2344	16.4	8.2	96
25 - 34	39536	6773	21.9	17.1	93	1101	17.8	2.8	75	1991	19.1	5.0	81	3681	25.7	9.3	109
35 - 44	28978	5616	18.2	19.4	105	1135	18.3	3.9	106	1966	18.9	6.8	109	2515	17.6	8.7	102
45 - 54	22345	4730	15.3	21.2	115	846	13.7	3.8	103	1508	14.5	6.7	109	2377	16.6	10.6	125
55 - 64	22224	4572	14.8	20.6	112	1052	17.0	4.7	128	1691	16.2	7.6	122	1829	12.8	8.2	96
65 OR OLDER	25973	4679	15.1	18.0	98	1209	19.5	4.7	126	1902	18.2	7.3	118	1568	11.0	6.0	71
18 - 34	68207	11325	36.6	16.6	90	1944	31.4	2.9	77	3356	32.2	4.9	79	6025	42.1	8.8	104
18 - 49	108058	19149	61.9	17.7	96	3474	56.1	3.2	87	6053	58.1	5.6	90	9622	67.2	8.9	104
25 - 54	90859	17119	55.4	18.8	102	3082	49.8	3.4	92	5465	52.4	6.0	97	8572	59.9	9.4	111
35 - 49	39851	7824	25.3	19.6	106	1530	24.7	3.8	104	2697	25.9	6.8	109	3597	25.1	9.0	106
50 OR OLDER	59669	11773	38.1	19.7	107	2712	43.8	4.5	123	4369	41.9	7.3	118	4691	32.8	7.9	92
GRADUATED COLLEGE	28091	7243	23.4	25.8	140	1309	21.2	4.7	126	2239	21.5	8.0	128	3695	25.8	13.2	154
ATTENDED COLLEGE	28938	6418	20.8	22.2	120	1093	17.7	3.8	102	2296	22.0	7.9	128	3029	21.2	10.5	123
GRADUATED HIGH SCHOOL	65503	11587	37.5	17.7	96	2200	35.6	3.4	91	3823	36.7	5.8	94	5564	38.9	8.5	100
DID NOT GRADUATE HIGH SCHOOL	45195	5674	18.3	12.6	68	1585	25.6	3.5	95	2065	19.8	4.6	74	2025	14.1	4.5	53
EMPLOYED MALES	56429	8923	28.9	15.8	86	1663	26.9	2.9	80	2958	28.4	5.2	84	4302	30.1	7.6	89
EMPLOYED FEMALES	43971	9948	32.2	22.6	123	1780	28.8	4.0	110	3239	31.1	7.4	119	4929	34.4	11.2	131
EMPLOYED FULL-TIME	87773	16332	52.8	18.6	101	2976	48.1	3.4	92	5225	50.1	6.0	96	8131	56.8	9.3	109
EMPLOYED PART-TIME	12627	2539	8.2	20.1	109	*466	7.5	3.7	100	973	9.3	7.7	124	1100	7.7	8.7	102
NOT EMPLOYED	67327	12051	39.0	17.9	97	2744	44.4	4.1	110	4225	40.5	6.3	101	5082	35.5	7.5	88
PROFESSIONAL/MANAGER	25845	6358	20.6	24.6	133	1103	17.8	4.3	116	1864	17.9	7.2	116	3392	23.7	13.1	154
TECH/CLERICAL/SALES	30895	6569	21.2	21.3	115	1102	17.8	3.6	97	2294	22.0	7.4	119	3173	22.2	10.3	120
PRECISION/CRAFT	12629	1713	5.5	13.6	74	*333	5.4	2.6	71	720	6.9	5.7	92	660	4.6	5.2	61
OTHER EMPLOYED	31031	4232	13.7	13.6	74	905	14.6	2.9	79	1321	12.7	4.3	69	2006	14.0	6.5	76
SINGLE	35557	6743	21.8	19.0	103	1353	21.9	3.8	103	2121	20.4	6.0	96	3269	22.8	9.2	108
MARRIED	103585	18998	61.4	18.3	99	3938	63.6	3.8	103	6109	58.6	5.9	95	8952	62.5	8.6	101
DIVORCED/SEPARATED/WIDOWED	28585	5181	16.8	18.1	98	896	14.5	3.1	85	2193	21.0	7.7	123	2093	14.6	7.3	86
PARENTS	59295	10061	32.5	17.0	92	1923	31.1	3.2	88	3165	30.4	5.3	86	4973	34.7	8.4	98
WHITE	146081	27372	88.5	18.7	102	5302	85.7	3.6	98	9279	89.0	6.4	102	12790	89.4	8.8	103
BLACK	17974	2888	9.3	16.1	87	748	12.1	4.2	113	920	8.8	5.1	82	1220	8.5	6.8	80
OTHER	3672	*663	2.1	18.1	98	**136	2.2	3.7	100	**224	2.1	6.1	98	**303	2.1	8.3	97
NORTHEAST-CENSUS	37005	8653	28.0	23.4	127	2081	33.6	5.6	152	3064	29.4	8.3	133	3509	24.5	9.5	111
NORTH CENTRAL	42642	7880	25.5	18.5	100	1087	17.6	2.5	69	2930	28.1	6.9	111	3862	27.0	9.1	106
SOUTH	56777	7863	25.4	13.8	75	1746	28.2	3.1	83	2454	23.5	4.3	70	3663	25.6	6.5	76
WEST	31303	6527	21.1	20.9	113	1272	20.6	4.1	110	1975	19.0	6.3	102	3280	22.9	10.5	123
NORTHEAST-MKTG.	38125	9119	29.5	23.9	130	2117	34.2	5.6	151	3263	31.3	8.6	138	3739	26.1	9.8	115
EAST CENTRAL	24794	4069	13.2	16.4	89	803	13.0	3.2	88	1385	13.3	5.6	90	1881	13.1	7.6	89
WEST CENTRAL	28511	5764	18.6	20.2	110	727	11.8	2.5	69	2053	19.7	7.2	116	2984	20.8	10.5	123
SOUTH	48953	6311	20.4	12.9	70	1342	21.7	2.7	74	1996	19.2	4.1	66	2973	20.8	6.1	71
PACIFIC	27344	5661	18.3	20.7	112	1198	19.4	4.4	119	1726	16.6	6.3	102	2737	19.1	10.0	117
COUNTY SIZE A	69301	15475	50.0	22.3	121	3468	56.1	5.0	136	5330	51.1	7.7	124	6677	46.6	9.6	113
COUNTY SIZE B	50633	8992	29.1	17.8	96	1613	26.1	3.2	86	3219	30.9	6.4	102	4159	29.1	8.2	96
COUNTY SIZE C	26259	3959	12.8	15.1	82	773	12.5	2.9	80	1194	11.5	4.5	73	1992	13.9	7.6	89
COUNTY SIZE D	21534	2496	8.1	11.6	63	*332	5.4	1.5	42	679	6.5	3.2	51	1485	10.4	6.9	81
METRO CENTRAL CITY	50014	10263	33.2	20.5	111	2458	39.7	4.9	133	3263	31.3	6.5	105	4543	31.7	9.1	106
METRO SUBURBAN	76832	15301	49.5	19.9	108	2844	46.0	3.7	100	5561	53.4	7.2	116	6896	48.2	9.0	105
NON METRO	40881	5359	17.3	13.1	71	885	14.3	2.2	59	1599	15.3	3.9	63	2875	20.1	7.0	82
TOP 5 ADI'S	39550	9348	30.2	23.6	128	1981	32.0	5.0	136	3224	30.9	8.2	131	4143	28.9	10.5	123
TOP 10 ADI'S	54877	12198	39.4	22.2	121	2759	44.6	5.0	136	4228	40.6	7.7	124	5211	36.4	9.5	111
TOP 20 ADI'S	77516	16729	54.1	21.6	117	3638	58.8	4.7	127	5801	55.7	7.5	120	7289	50.9	9.4	110
HSHLD INC. $50,000 OR MORE	17257	4386	14.2	25.4	138	662	10.7	3.8	104	1583	15.2	9.2	148	2141	15.0	12.4	145
$40,000 OR MORE	33235	7839	25.4	23.6	128	1336	21.6	4.0	109	2737	26.3	8.2	133	3766	26.3	11.3	133
$30,000 OR MORE	59693	13091	42.3	21.9	119	2230	36.0	3.7	101	4527	43.4	7.6	122	6334	44.3	10.6	124
$25,000 OR MORE	76275	16398	53.0	21.5	117	2935	47.4	3.8	104	5522	53.0	7.2	117	7941	55.5	10.4	122
$20,000 - $24,999	18607	3429	11.1	18.4	100	611	9.9	3.3	89	1313	12.6	7.1	114	1505	10.5	8.1	95
$15,000 - $19,999	17175	2971	9.6	17.3	94	687	11.1	4.0	108	972	9.3	5.7	91	1313	9.2	7.6	90
$10,000 - $14,999	24569	4203	13.6	17.1	93	868	14.0	3.5	96	1380	13.2	5.6	90	1955	13.7	8.0	93
UNDER $10,000	31101	3922	12.7	12.6	68	1086	17.6	3.5	95	1236	11.9	4.0	64	1600	11.2	5.1	60
HOUSEHOLD OF 1 PERSON	19441	3832	12.4	19.7	107	840	13.6	4.3	117	1386	13.3	7.1	115	1606	11.2	8.3	97
2 PEOPLE	51803	10132	32.8	19.6	106	2100	33.9	4.1	110	3610	34.6	7.0	112	4422	30.9	8.5	100
3 OR 4 PEOPLE	66933	12093	39.1	18.1	98	2199	35.5	3.3	89	3715	35.6	5.6	89	6179	43.2	9.2	108
5 OR MORE PEOPLE	29550	4865	15.7	16.5	89	1048	16.9	3.5	96	1711	16.4	5.8	93	2106	14.7	7.1	84
NO CHILD IN HSHLD	96587	18839	60.9	19.5	106	3812	61.6	3.9	107	6662	63.9	6.9	111	8365	58.4	8.7	101
CHILD(REN) UNDER 2 YRS	10844	1525	4.9	14.1	76	**314	5.1	2.9	78	*312	3.0	2.9	46	899	6.3	8.3	97
2 - 5 YEARS	26358	3988	12.9	15.1	82	596	9.6	2.3	61	1192	11.4	4.5	73	2201	15.4	8.4	98
6 - 11 YEARS	30453	5088	16.5	16.7	91	1027	16.6	3.4	91	1695	16.3	5.6	90	2366	16.5	7.8	91
12 - 17 YEARS	36575	6657	21.5	18.2	99	1411	22.8	3.9	105	2301	22.1	6.3	101	2945	20.6	8.1	94
RESIDENCE OWNED	117770	22342	72.3	19.0	103	4298	69.5	3.6	99	7881	75.6	6.7	108	10163	71.0	8.6	101
VALUE: $50,000 OR MORE	70166	15795	51.1	22.5	122	2890	46.7	4.1	112	5671	54.4	8.1	130	7234	50.5	10.3	121
VALUE: UNDER $50,000	47604	6548	21.2	13.8	75	1408	22.8	3.0	80	2210	21.2	4.6	75	2929	20.5	6.2	72

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	30922	100.0	18.4	100	6187	100.0	3.7	100	10422	100.0	6.2	100	14313	100.0	8.5	100
MAGAZINES	QUINTILE 1	34022	8221	26.6	24.2	131	1463	23.6	4.3	117	2909	27.9	8.6	138	3849	26.9	11.3	133
	QUINTILE 2	34800	7322	23.7	21.0	114	1358	21.9	3.9	106	2463	23.6	7.1	114	3501	24.5	10.1	118
	QUINTILE 3	30514	5166	16.7	16.9	92	1032	16.7	3.4	92	1740	16.7	5.7	92	2394	16.7	7.8	92
	QUINTILE 4	33324	5571	18.0	16.7	91	1192	19.3	3.6	97	1724	16.5	5.2	83	2655	18.5	8.0	93
	QUINTILE 5	35066	4641	15.0	13.2	72	1141	18.4	3.3	88	1587	15.2	4.5	73	1913	13.4	5.5	64
NEWSPAPERS	QUINTILE 1	29107	7453	24.1	25.6	139	1600	25.9	5.5	149	2759	26.5	9.5	153	3094	21.6	10.6	125
	QUINTILE 2	49095	9549	30.9	19.5	106	1935	31.3	3.9	107	3371	32.3	6.9	111	4243	29.6	8.6	101
	QUINTILE 3	23107	4595	14.9	19.9	108	830	13.4	3.6	97	1331	12.8	5.8	93	2434	17.0	10.5	123
	QUINTILE 4	33556	5657	18.3	16.9	91	1084	17.5	3.2	88	1892	18.2	5.6	91	2681	18.7	8.0	94
	QUINTILE 5	32863	3669	11.9	11.2	61	738	11.9	2.2	61	1071	10.3	3.3	52	1860	13.0	5.7	66
OUTDOOR	QUINTILE 1	33431	6418	20.8	19.2	104	1197	19.3	3.6	97	2062	19.8	6.2	99	3159	22.1	9.4	111
	QUINTILE 2	33478	6173	20.0	18.4	100	1092	17.6	3.3	88	2021	19.4	6.0	97	3060	21.4	9.1	107
	QUINTILE 3	33574	6344	20.5	18.9	102	1410	22.8	4.2	114	2183	20.9	6.5	105	2751	19.2	8.2	96
	QUINTILE 4	33935	6138	19.8	18.1	98	1365	22.1	4.0	109	2120	20.3	6.2	101	2654	18.5	7.8	92
	QUINTILE 5	33310	5850	18.9	17.6	95	1124	18.2	3.4	91	2036	19.5	6.1	98	2690	18.8	8.1	95
RADIO-DRIVE TIME	QUINTILE 1	33136	6332	20.5	19.1	104	1339	21.6	4.0	110	2287	21.9	6.9	111	2706	18.9	8.2	96
	QUINTILE 2	31658	6117	19.8	19.3	105	1198	19.4	3.8	103	1942	18.6	6.1	99	2978	20.8	9.4	110
	QUINTILE 3	32541	5660	18.3	17.4	94	1165	18.8	3.6	97	1821	17.5	5.6	90	2674	18.7	8.2	96
	QUINTILE 4	34247	6724	21.7	19.6	106	1253	20.3	3.7	99	2229	21.4	6.5	105	3242	22.7	9.5	111
	QUINTILE 5	36144	6089	19.7	16.8	91	1232	19.9	3.4	92	2144	20.6	5.9	95	2713	19.0	7.5	88
RADIO-MID-DAY	TERCILE 1	45037	8537	27.6	19.0	103	1791	28.9	4.0	108	2722	26.1	6.0	97	4025	28.1	8.9	105
	TERCILE 2	44819	8653	28.0	19.3	105	1686	27.3	3.8	102	2953	28.3	6.6	106	4014	28.0	9.0	105
	TERCILE 3	77872	13732	44.4	17.6	96	2710	43.8	3.5	94	4747	45.5	6.1	98	6274	43.8	8.1	94
RADIO-TOTAL	QUINTILE 1	33763	6471	20.9	19.2	104	1304	21.1	3.9	105	2157	20.7	6.4	103	3011	21.0	8.9	105
	QUINTILE 2	33240	6162	19.9	18.5	101	1285	20.8	3.9	105	1969	18.9	5.9	95	2908	20.3	8.7	103
	QUINTILE 3	33408	6512	21.1	19.5	106	1381	22.3	4.1	112	2266	21.7	6.8	109	2865	20.0	8.6	100
	QUINTILE 4	34792	6280	20.3	18.1	98	1119	18.1	3.2	87	2121	20.4	6.1	98	3040	21.2	8.7	102
	QUINTILE 5	32524	5498	17.8	16.9	92	1099	17.8	3.4	92	1909	18.3	5.9	94	2490	17.4	7.7	90
TV-PRIME TIME	QUINTILE 1	33090	6514	21.1	19.7	107	1613	26.1	4.9	132	2231	21.4	6.7	109	2669	18.6	8.1	95
	QUINTILE 2	33357	6287	20.3	18.8	102	1315	21.3	3.9	107	2093	20.1	6.3	101	2879	20.1	8.6	101
	QUINTILE 3	33980	6366	20.6	18.7	102	1063	17.2	3.1	85	2022	19.4	6.0	96	3281	22.9	9.7	113
	QUINTILE 4	33854	6428	20.8	19.0	103	1170	18.9	3.5	94	2323	22.3	6.9	110	2935	20.5	8.7	102
	QUINTILE 5	33444	5328	17.2	15.9	86	1026	16.6	3.1	83	1753	16.8	5.2	84	2549	17.8	7.6	89
TV-DAYTIME	TERCILE 1	49121	8783	28.4	17.9	97	1842	29.8	3.7	102	2985	28.6	6.1	98	3956	27.6	8.1	94
	TERCILE 2	48823	8743	28.3	17.9	97	1866	30.2	3.8	104	2950	28.3	6.0	97	3927	27.4	8.0	94
	TERCILE 3	69782	13396	43.3	19.2	104	2479	40.1	3.6	96	4487	43.1	6.4	103	6430	44.9	9.2	108
TV-TOTAL	QUINTILE 1	33584	6225	20.1	18.5	101	1381	22.3	4.1	111	2196	21.1	6.5	105	2648	18.5	7.9	92
	QUINTILE 2	33441	6387	20.7	19.1	104	1430	23.1	4.3	116	2017	19.4	6.0	97	2941	20.5	8.8	103
	QUINTILE 3	33505	6454	20.9	19.3	104	1315	21.3	3.9	106	2183	20.9	6.5	105	2955	20.6	8.8	103
	QUINTILE 4	33466	5705	18.4	17.0	92	944	15.3	2.8	76	2033	19.5	6.1	98	2727	19.1	8.1	95
	QUINTILE 5	33731	6152	19.9	18.2	99	1117	18.1	3.3	90	1993	19.1	5.9	95	3042	21.3	9.0	106
MAGAZINES-NEWSPAPERS: DUAL		44503	10565	34.2	23.7	129	2102	34.0	4.7	128	3895	37.4	8.8	141	4569	31.9	10.3	120
MAGAZINE IMPERATIVE		39363	7210	23.3	18.3	99	1243	20.1	3.2	86	2243	21.5	5.7	92	3725	26.0	9.5	111
NEWSPAPER IMPERATIVE		46441	8640	27.9	18.6	101	1912	30.9	4.1	112	2872	27.6	6.2	100	3856	26.9	8.3	97
MAGAZINES-OUTDOOR: DUAL		33726	7363	23.8	21.8	118	1115	18.0	3.3	90	2439	23.4	7.2	116	3809	26.6	11.3	132
MAGAZINE IMPERATIVE		52846	11266	36.4	21.3	116	2335	37.7	4.4	120	4040	38.8	7.6	123	4891	34.2	9.3	108
OUTDOOR IMPERATIVE		52140	8321	26.9	16.0	87	1898	30.7	3.6	99	2627	25.2	5.0	81	3796	26.5	7.3	85
MAGAZINES-RADIO: DUAL		37081	7632	24.7	20.6	112	1611	26.0	4.3	118	2514	24.1	6.8	109	3507	24.5	9.5	111
MAGAZINE IMPERATIVE		49747	10856	35.1	21.8	118	1795	29.0	3.6	98	3874	37.2	7.8	125	5187	36.2	10.4	122
RADIO IMPERATIVE		49208	8190	26.5	16.6	90	1712	27.7	3.5	94	2681	25.7	5.4	88	3797	26.5	7.7	90
MAGAZINES-TELEVISION: DUAL		33103	7298	23.6	22.0	120	1588	25.7	4.8	130	2591	24.9	7.8	126	3118	21.8	9.4	110
MAGAZINE IMPERATIVE		54575	11144	36.0	20.4	111	1820	29.4	3.3	90	3755	36.0	6.9	111	5569	38.9	10.2	120
TELEVISION IMPERATIVE		53249	8400	27.2	15.8	86	2015	32.6	3.8	103	2624	25.2	4.9	79	3761	26.3	7.1	83
NEWSPAPERS-OUTDOOR: DUAL		36255	7904	25.6	21.8	118	1517	24.5	4.2	113	2732	26.2	7.5	121	3655	25.5	10.1	118
NEWSPAPER IMPERATIVE		55591	11806	38.2	21.2	115	2570	41.5	4.6	125	4200	40.3	7.6	122	5036	35.2	9.1	106
OUTDOOR IMPERATIVE		48319	7549	24.4	15.6	85	1434	23.2	3.0	80	2207	21.2	4.6	74	3908	27.3	8.1	95
NEWSPAPERS-RADIO: DUAL		37242	8238	26.6	22.1	120	1622	26.2	4.4	118	2845	27.3	7.6	123	3770	26.3	10.1	119
NEWSPAPER IMPERATIVE		54423	11660	37.7	21.4	116	2441	39.5	4.5	122	4159	39.9	7.6	123	5060	35.4	9.3	109
RADIO IMPERATIVE		46650	7262	23.5	15.6	84	1472	23.8	3.2	86	2152	20.6	4.6	74	3638	25.4	7.8	91
NEWSPAPERS-TELEVISION: DUAL		35974	7903	25.6	22.0	119	1706	27.6	4.7	129	2866	27.5	8.0	128	3330	23.3	9.3	108
NEWSPAPER IMPERATIVE		56095	11813	38.2	21.1	114	2228	36.0	4.0	108	4151	39.8	7.4	119	5434	38.0	9.7	114
TELEVISION IMPERATIVE		47170	7277	23.5	15.4	84	1607	26.0	3.4	92	2180	20.9	4.6	74	3490	24.4	7.4	87
OUTDOOR-RADIO: DUAL		33748	6246	20.2	18.5	100	1266	20.5	3.8	102	1886	18.1	5.6	90	3093	21.6	9.2	107
OUTDOOR IMPERATIVE		52785	9975	32.3	18.9	103	1835	29.7	3.5	94	3468	33.3	6.6	106	4672	32.6	8.9	104
RADIO IMPERATIVE		52882	10162	32.9	19.2	104	2236	36.1	4.2	115	3450	33.1	6.5	105	4477	31.3	8.5	99
OUTDOOR-TELEVISION: DUAL		32030	6720	21.7	21.0	114	1440	23.3	4.5	122	2177	20.9	6.8	109	3103	21.7	9.7	114
OUTDOOR IMPERATIVE		54626	9611	31.1	17.6	95	1582	25.6	2.9	79	3167	30.4	5.8	93	4862	34.0	8.9	104
TELEVISION IMPERATIVE		54874	9834	31.8	17.9	97	2252	36.4	4.1	111	3345	32.1	6.1	98	4237	29.6	7.7	90
RADIO-TELEVISION: DUAL		33386	6573	21.3	19.7	107	1317	21.3	3.9	107	2193	21.0	6.6	106	3063	21.4	9.2	108
RADIO IMPERATIVE		53810	9798	31.7	18.2	99	1940	31.4	3.6	98	3200	30.7	5.9	96	4658	32.5	8.7	101
TELEVISION IMPERATIVE		54023	9958	32.2	18.4	100	2302	37.2	4.3	116	3367	32.3	6.2	100	4290	30.0	7.9	93

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	30922	100.0	18.4	100	6187	100.0	3.7	100	10422	100.0	6.2	100	14313	100.0	8.5	100
ATLANTIC MONTHLY	867	231	0.7	26.6	145	**24	0.4	2.8	75	**96	0.9	11.1	178	**110	0.8	12.7	149
BARRON'S	1580	584	1.9	37.0	200	**81	1.3	5.1	139	*174	1.7	11.0	177	330	2.3	20.9	245
BETTER HOMES & GARDENS	22203	5118	16.6	23.1	125	929	15.0	4.2	113	1836	17.6	8.3	133	2353	16.4	10.6	124
BON APPETIT	3810	1168	3.8	30.7	166	*174	2.8	4.6	124	454	4.4	11.9	192	540	3.8	14.2	166
BUSINESS WEEK	4663	1135	3.7	24.3	132	*203	3.3	4.4	118	385	3.7	8.3	133	547	3.8	11.7	137
CAR AND DRIVER	3102	550	1.8	17.7	96	**70	1.1	2.3	61	*159	1.5	5.1	82	321	2.2	10.3	121
CBS MAGAZINE NETWORK (GROSS)	7311	1502	4.9	20.5	111	*187	3.0	2.6	69	587	5.6	8.0	129	729	5.1	10.0	117
CHANGING TIMES	3400	881	2.8	25.9	141	*157	2.5	4.6	125	269	2.6	7.9	127	455	3.2	13.4	157
COLONIAL HOMES	1796	418	1.4	23.3	126	**41	0.7	2.3	62	*151	1.4	8.4	135	*226	1.6	12.6	147
CONDE NAST MAG. PKG. (GROSS)	19924	4983	16.1	25.0	136	970	15.7	4.9	132	1792	17.2	9.0	145	2221	15.5	11.1	131
CONSUMERS DIGEST	3125	731	2.4	23.4	127	*164	2.7	5.2	142	*225	2.2	7.2	116	342	2.4	10.9	128
COSMOPOLITAN	10577	2461	8.0	23.3	126	417	6.7	3.9	107	849	8.1	8.0	129	1195	8.3	11.3	132
COUNTRY LIVING	3746	1034	3.3	27.6	150	**91	1.5	2.4	66	355	3.4	9.5	153	588	4.1	15.7	184
CUISINE	2214	713	2.3	32.2	175	*119	1.9	5.4	146	257	2.5	11.6	187	337	2.4	15.2	178
CYCLE WORLD	2394	355	1.1	14.8	80	**64	1.0	2.7	72	**157	1.5	6.6	106	**135	0.9	5.6	66
DCI:CREATIVE IDEAS FOR LIV	3068	785	2.5	25.6	139	*115	1.9	3.7	102	245	2.4	8.0	129	425	3.0	13.9	162
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2108	6.8	22.1	120	321	5.2	3.4	91	611	5.9	6.4	103	1176	8.2	12.3	144
DISCOVER	2277	587	1.9	25.8	140	**94	1.5	4.1	112	*191	1.8	8.4	135	302	2.1	13.3	155
EBONY	7187	1459	4.7	20.3	110	365	5.9	5.1	138	440	4.2	6.1	99	653	4.6	9.1	106
ESQUIRE	2560	588	1.9	23.0	125	*138	2.2	5.4	146	*206	2.0	8.0	130	244	1.7	9.5	112
ESSENCE	3242	635	2.1	19.6	106	*201	3.2	6.2	168	*130	1.2	4.0	65	304	2.1	9.4	110
FAMILY CIRCLE	19639	4608	14.9	23.5	127	952	15.4	4.8	131	1669	16.0	8.5	137	1987	13.9	10.1	119
THE FAMILY HANDYMAN	3540	780	2.5	22.0	120	*145	2.3	4.1	111	*233	2.2	6.6	106	402	2.8	11.4	133
FAMILY WEEKLY	23924	4080	13.2	17.1	93	761	12.3	3.2	86	1372	13.2	5.7	92	1947	13.6	8.1	95
FIELD & STREAM	9883	1743	5.6	17.6	96	298	4.8	3.0	82	679	6.5	6.9	111	767	5.4	7.8	91
FOOD & WINE	1030	369	1.2	35.8	194	**55	0.9	5.3	145	*122	1.2	11.8	191	*193	1.3	18.7	220
FORBES	2679	809	2.6	30.2	164	*144	2.3	5.4	146	191	1.8	7.1	115	475	3.3	17.7	208
FORTUNE	2931	835	2.7	28.5	155	*136	2.2	4.6	126	*203	1.9	6.9	111	496	3.5	16.9	198
GENTLEMEN'S QUARTERLY	3481	701	2.3	20.1	109	*115	1.9	3.3	90	*163	1.6	4.7	75	423	3.0	12.2	142
GLAMOUR	7163	1731	5.6	24.2	131	334	5.4	4.7	126	562	5.4	7.8	126	835	5.8	11.7	137
GOLF DIGEST	2355	714	2.3	30.3	164	*173	2.8	7.3	199	267	2.6	11.3	182	274	1.9	11.6	136
GOLF DIGEST/TENNIS (GROSS)	3610	1114	3.6	30.9	167	231	3.7	6.4	173	430	4.1	11.9	192	454	3.2	12.6	147
GOLF MAGAZINE	2046	415	1.3	20.3	110	**71	1.1	3.5	94	*190	1.8	9.3	149	*155	1.1	7.6	89
GOLF MAGAZINE/SKI (GROSS)	3547	744	2.4	21.0	114	*130	2.1	3.7	99	354	3.4	10.0	161	260	1.8	7.3	86
GOOD HOUSEKEEPING	20353	4677	15.1	23.0	125	908	14.7	4.5	121	1646	15.8	8.1	130	2123	14.8	10.4	122
HARPER'S BAZAAR	3362	863	2.8	25.7	139	*170	2.7	5.1	137	287	2.8	8.5	137	406	2.8	12.1	142
HEALTH	2987	669	2.2	22.4	121	**123	2.0	4.1	112	*240	2.3	8.0	129	*305	2.1	10.2	120
HEARST MAG CORP. BUY (GROSS)	67928	15674	50.7	23.1	125	2542	41.1	3.7	101	5536	53.1	8.1	131	7596	53.1	11.2	131
HEARST MAN POWER (GROSS)	11282	2088	6.8	18.5	100	321	5.2	2.8	77	800	7.7	7.1	114	967	6.8	8.6	100
HEARST WOMAN POWER (GROSS)	40514	9309	30.1	23.0	125	1690	27.3	4.2	113	3248	31.2	8.0	129	4372	30.5	10.8	126
HOUSE BEAUTIFUL	4885	1271	4.1	26.0	141	*175	2.8	3.6	97	449	4.3	9.2	148	648	4.5	13.3	155
INC.	1308	379	1.2	29.0	157	**101	1.6	7.7	209	**105	1.0	8.0	129	*172	1.2	13.1	154
JET	6498	1305	4.2	20.1	109	328	5.3	5.0	137	372	3.6	5.7	92	604	4.2	9.3	109
LADIES' HOME JOURNAL	14797	3403	11.0	23.0	125	692	11.2	4.7	127	1297	12.4	8.8	141	1414	9.9	9.6	112
LHJ FAMILY GRP COMBO(GROSS)	21743	5051	16.3	23.2	126	936	15.1	4.3	117	1874	18.0	8.6	139	2242	15.7	10.3	121
LIFE	9881	2192	7.1	22.2	120	407	6.6	4.1	112	798	7.7	8.1	130	987	6.9	10.0	117
L.A. TIMES HOME MAGAZINE	2775	747	2.4	26.9	146	*145	2.3	5.2	142	177	1.7	6.4	103	424	3.0	15.3	179
MADEMOISELLE	4219	960	3.1	22.8	123	**152	2.5	3.6	98	368	3.5	8.7	140	440	3.1	10.4	122
MC CALL'S	16422	3897	12.6	23.7	129	698	11.3	4.3	115	1376	13.2	8.4	135	1823	12.7	11.1	130
MC CALL'S/WRK MOTHER (GROSS)	17919	4172	13.5	23.3	126	743	12.0	4.1	112	1470	14.1	8.2	132	1959	13.7	10.9	128
MECHANIX ILLUSTRATED	4433	873	2.8	19.7	107	*266	4.3	6.0	163	241	2.3	5.4	87	365	2.6	8.2	96
METROPOLITAN HOME	1504	476	1.5	31.6	172	**38	0.6	2.5	68	*183	1.8	12.2	196	*255	1.8	17.0	199
MONEY	4723	1332	4.3	28.2	153	*155	2.5	3.3	89	523	5.0	11.1	178	653	4.6	13.8	162
MOTHER EARTH NEWS	2325	484	1.6	20.8	113	**41	0.7	1.8	48	*147	1.4	6.3	102	*296	2.1	12.7	149
MS.	1189	343	1.1	28.8	156	**63	1.0	5.3	144	*121	1.2	10.2	164	*160	1.1	13.5	158
NATIONAL ENQUIRER	18892	3095	10.0	16.4	89	681	11.0	3.6	98	1130	10.8	6.0	96	1284	9.0	6.8	80
NATIONAL GEOGRAPHIC	22129	5560	18.0	25.1	136	966	15.6	4.4	118	2009	19.3	9.1	146	2585	18.1	11.7	137
NATIONAL SUNDAY MAGAZINE PKG	103750	21666	70.1	20.9	113	4345	70.2	4.2	114	7470	71.7	7.2	116	9851	68.8	9.5	111
NATURAL HISTORY	1379	427	1.4	31.0	168	**66	1.1	4.8	130	*185	1.8	13.4	216	*176	1.2	12.8	150
NEW WOMAN	2289	565	1.8	24.7	134	*116	1.9	5.1	137	*153	1.5	6.7	108	*297	2.1	13.0	152
NEW YORK INCLUDING CUE	1088	313	1.0	28.8	156	**48	0.8	4.4	120	*127	1.2	11.7	188	*138	1.0	12.7	149
THE NEW YORKER	2459	900	2.9	36.6	199	*146	2.4	5.9	161	280	2.7	11.4	183	474	3.3	19.3	226
NEWSWEEK	16527	4017	13.0	24.3	132	704	11.4	4.3	115	1393	13.4	8.4	136	1920	13.4	11.6	136
THE N.Y. TIMES DAILY EDITION	2739	838	2.7	30.6	166	*146	2.4	5.3	145	345	3.3	12.6	203	347	2.4	12.7	148
THE N.Y. TIMES MAGAZINE	4443	1541	5.0	34.7	188	295	4.8	6.6	180	631	6.1	14.2	229	615	4.3	13.8	162
OMNI	2799	655	2.1	23.4	127	**117	1.9	4.2	113	*248	2.4	8.9	143	290	2.0	10.4	121
ON CABLE	2209	522	1.7	23.6	128	**122	2.0	5.5	150	*205	2.0	9.3	149	*196	1.4	8.9	104
1001 HOME IDEAS	3959	979	3.2	24.7	134	**121	2.0	3.1	83	337	3.2	8.5	137	522	3.6	13.2	155
ORGANIC GARDENING	3111	674	2.2	21.7	118	**128	2.1	4.1	112	*211	2.0	6.8	109	336	2.3	10.8	127
OUTDOOR LIFE	5024	845	2.7	16.8	91	*135	2.2	2.7	73	348	3.3	6.9	111	362	2.5	7.2	84
PARADE MAGAZINE	51292	10775	34.8	21.0	114	2241	36.2	4.4	118	3749	36.0	7.3	118	4785	33.4	9.3	109

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	30922	100.0	18.4	100	6187	100.0	3.7	100	10422	100.0	6.2	100	14313	100.0	8.5	100
PARENTS	5298	1032	3.3	19.5	106	*108	1.7	2.0	55	275	2.6	5.2	84	650	4.5	12.3	144
PENTHOUSE	5129	975	3.2	19.0	103	*208	3.4	4.1	110	366	3.5	7.1	115	401	2.8	7.8	92
PEOPLE	21070	4551	14.7	21.6	117	832	13.4	3.9	107	1343	12.9	6.4	103	2376	16.6	11.3	132
PLAYBOY	10562	2021	6.5	19.1	104	332	5.4	3.1	85	710	6.8	6.7	108	979	6.8	9.3	109
POPULAR HOT RODDING	2498	348	1.1	13.9	76	**37	0.6	1.5	40	**96	0.9	3.8	62	*214	1.5	8.6	100
POPULAR MECHANICS	5887	1049	3.4	17.8	97	*128	2.1	2.2	59	417	4.0	7.1	114	505	3.5	8.6	101
POPULAR SCIENCE	4317	1089	3.5	25.2	137	*175	2.8	4.1	110	368	3.5	8.5	137	546	3.8	12.6	148
PREVENTION	5792	1319	4.3	22.8	124	302	4.9	5.2	141	403	3.9	7.0	112	614	4.3	10.6	124
PSYCHOLOGY TODAY	3284	765	2.5	23.3	126	*127	2.1	3.9	105	*259	2.5	7.9	127	379	2.6	11.5	135
READER'S DIGEST	40046	8566	27.7	21.4	116	1665	26.9	4.2	113	2809	27.0	7.0	113	4092	28.6	10.2	120
REDBOOK	9584	2171	7.0	22.7	123	365	5.9	3.8	103	752	7.2	7.8	126	1054	7.4	11.0	129
ROAD & TRACK	2590	454	1.5	17.5	95	**40	0.6	1.5	42	*195	1.9	7.5	121	*219	1.5	8.5	99
ROLLING STONE	3302	682	2.2	20.7	112	**99	1.6	3.0	81	*259	2.5	7.8	126	324	2.3	9.8	115
RUNNER'S WORLD	1229	*272	0.9	22.1	120	**83	1.3	6.8	183	**73	0.7	5.9	96	**117	0.8	9.5	112
SATURDAY EVENING POST	2110	483	1.6	22.9	124	*121	2.0	5.7	155	*156	1.5	7.4	119	*206	1.4	9.8	114
SCIENCE 84	1543	371	1.2	24.0	130	**101	1.6	6.5	177	*153	1.5	9.9	160	*117	0.8	7.6	89
SCIENCE DIGEST	1747	409	1.3	23.4	127	**59	1.0	3.4	92	*113	1.1	6.5	104	*237	1.7	13.6	159
SCIENTIFIC AMERICAN	1994	596	1.9	29.9	162	**44	0.7	2.2	60	*207	2.0	10.4	167	344	2.4	17.3	202
SELF	3119	744	2.4	23.9	129	*145	2.3	4.6	126	*233	2.2	7.5	120	367	2.6	11.8	138
SEVENTEEN	3923	878	2.8	22.4	121	**167	2.7	4.3	115	*287	2.8	7.3	118	424	3.0	10.8	127
SKI	1501	329	1.1	21.9	119	**60	1.0	4.0	108	*164	1.6	10.9	176	*106	0.7	7.1	83
SMITHSONIAN	5976	1903	6.2	31.8	173	323	5.2	5.4	147	714	6.9	11.9	192	865	6.0	14.5	170
SOAP OPERA DIGEST	4228	812	2.6	19.2	104	*177	2.9	4.2	113	*216	2.1	5.1	82	420	2.9	9.9	116
SOUTHERN LIVING	6488	1324	4.3	20.4	111	207	3.3	3.2	86	366	3.5	5.6	91	751	5.2	11.6	136
SPORT	3500	692	2.2	19.8	107	*182	2.9	5.2	141	*279	2.7	8.0	128	*230	1.6	6.6	77
THE SPORTING NEWS	2456	464	1.5	18.9	102	**85	1.4	3.5	94	*192	1.8	7.8	126	*187	1.3	7.6	89
SPORTS AFIELD	3648	629	2.0	17.2	94	*134	2.2	3.7	100	*270	2.6	7.4	119	*225	1.6	6.2	72
SPORTS ILLUSTRATED	14484	2644	8.6	18.3	99	476	7.7	3.3	89	966	9.3	6.7	107	1202	8.4	8.3	97
STAR	12661	2264	7.3	17.9	97	556	9.0	4.4	119	703	6.7	5.6	89	1004	7.0	7.9	93
SUNDAY	52799	12156	39.3	23.0	125	2645	42.8	5.0	136	4215	40.4	8.0	128	5297	37.0	10.0	118
SUNSET	3513	1034	3.3	29.4	160	*173	2.8	4.9	134	316	3.0	9.0	145	545	3.8	15.5	182
TV GUIDE	42766	7660	24.8	17.9	97	1715	27.7	4.0	109	2479	23.8	5.8	93	3466	24.2	8.1	95
TENNIS	1254	400	1.3	31.9	173	**57	0.9	4.5	123	**162	1.6	12.9	208	*181	1.3	14.4	169
TIME	22054	5508	17.8	25.0	135	1069	17.3	4.8	131	2032	19.5	9.2	148	2408	16.8	10.9	128
TOWN & COUNTRY	1555	501	1.6	32.2	175	**42	0.7	2.7	73	*188	1.8	12.1	195	272	1.9	17.5	205
TRAVEL & LEISURE	2173	710	2.3	32.7	177	**75	1.2	3.5	94	297	2.8	13.7	220	338	2.4	15.6	182
TRUE STORY	4636	542	1.8	11.7	63	**120	1.9	2.6	70	*194	1.9	4.2	67	*228	1.6	4.9	58
U.S.NEWS & WORLD REPORT	10353	2378	7.7	23.0	125	419	6.8	4.0	110	942	9.0	9.1	146	1017	7.1	9.8	115
USA TODAY	4994	1292	4.2	25.9	140	301	4.9	6.0	163	415	4.0	8.3	134	576	4.0	11.5	135
US	3528	748	2.4	21.2	115	*159	2.6	4.5	122	*219	2.1	6.2	100	370	2.6	10.5	123
VOGUE	5424	1548	5.0	28.5	155	339	5.5	6.3	169	630	6.0	11.6	187	580	4.1	10.7	125
WALL STREET JOURNAL	6292	1699	5.5	27.0	146	318	5.1	5.1	137	467	4.5	7.4	119	913	6.4	14.5	170
WEIGHT WATCHERS	2762	641	2.1	23.2	126	*151	2.4	5.5	148	*199	1.9	7.2	116	292	2.0	10.6	124
WOMAN'S DAY	16320	3879	12.5	23.8	129	657	10.6	4.0	109	1336	12.8	8.2	132	1886	13.2	11.6	135
WORKING MOTHER	1496	276	0.9	18.4	100	**45	0.7	3.0	82	**95	0.9	6.4	102	**136	1.0	9.1	107
WORKING WOMAN	1851	499	1.6	27.0	146	**41	0.7	2.2	60	*163	1.6	8.8	142	*295	2.1	15.9	187
WORLD TENNIS	580	*177	0.6	30.5	166	**34	0.5	5.9	159	**46	0.4	7.9	128	**96	0.7	16.6	194
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2472	8.0	19.9	108	284	4.6	2.3	62	962	9.2	7.8	125	1226	8.6	9.9	116
BLAIR INSERTS	91671	20122	65.1	22.0	119	3943	63.7	4.3	117	6964	66.8	7.6	122	9215	64.4	10.1	118
DAILY NEWSPAPERS																	
READ ANY	109190	22240	71.9	20.4	110	4556	73.6	4.2	113	7766	74.5	7.1	114	9917	69.3	9.1	106
READ ONE	89587	17546	56.7	19.6	106	3639	58.8	4.1	110	5951	57.1	6.6	107	7955	55.6	8.9	104
READ TWO OR MORE	19602	4694	15.2	23.9	130	917	14.8	4.7	127	1815	17.4	9.3	149	1962	13.7	10.0	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	22856	73.9	20.8	113	4562	73.7	4.2	113	7886	75.7	7.2	116	10408	72.7	9.5	111
READ ONE	95074	19036	61.6	20.0	109	3736	60.4	3.9	107	6463	62.0	6.8	109	8837	61.7	9.3	109
READ TWO OR MORE	14588	3821	12.4	26.2	142	827	13.4	5.7	154	1423	13.7	9.8	157	1571	11.0	10.8	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.17				28.00				27.89				30.60			
30 DAY REACH	149706	27744	89.7	18.5	101	5552	89.7	3.7	101	9324	89.5	6.2	100	12868	89.9	8.6	101
50 SHWG - 30 DAY AV FREQ	15.16	15.27				14.65				14.59				16.04			
30 DAY REACH	142406	26544	85.8	18.6	101	5317	85.9	3.7	101	8923	85.6	6.3	101	12304	86.0	8.6	101
25 SHWG - 30 DAY AV FREQ	8.23	8.28				7.85				8.00				8.68			
30 DAY REACH	131152	24419	79.0	18.6	101	4955	80.1	3.8	102	8114	77.9	6.2	100	11350	79.3	8.7	101
CABLE TV: HOME WIRED	66879	12938	41.8	19.3	105	2646	42.8	4.0	107	4197	40.3	6.3	101	6095	42.6	9.1	107
HOME NOT WIRED	100848	17985	58.2	17.8	97	3541	57.2	3.5	95	6225	59.7	6.2	99	8219	57.4	8.1	96
HAVE PAY CABLE	35024	7299	23.6	20.8	113	1386	22.4	4.0	107	2385	22.9	6.8	110	3528	24.6	10.1	118

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C ACROSS %	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C ACROSS %	HEAVY USERS D INDX	MEDIUM USERS ONE - TWO A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C ACROSS %	MEDIUM USERS D INDX	LIGHT USERS NONE A '000	LIGHT USERS B % DOWN	LIGHT USERS C ACROSS %	LIGHT USERS D INDX
TOTAL ADULTS	167727	30922	100.0	18.4	100	6187	100.0	3.7	100	10422	100.0	6.2	100	14313	100.0	8.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	18055	58.4	18.9	102	3566	57.6	3.7	101	6126	58.8	6.4	103	8362	58.4	8.7	102
10:00 AM - 3:00 PM	63599	12317	39.8	19.4	105	2398	38.8	3.8	102	4104	39.4	6.5	104	5815	40.6	9.1	107
3:00 PM - 7:00 PM	72097	13469	43.6	18.7	101	2712	43.8	3.8	102	4411	42.3	6.1	98	6346	44.3	8.8	103
7:00 PM - MIDNIGHT	36670	6830	22.1	18.6	101	1364	22.0	3.7	101	2128	20.4	5.8	93	3338	23.3	9.1	107
MIDNIGHT - 6:00 AM	21908	4210	13.6	19.2	104	770	12.4	3.5	95	1562	15.0	7.1	115	1878	13.1	8.6	100
6:00 AM - MIDNIGHT	127571	23938	77.4	18.8	102	4712	76.2	3.7	100	7979	76.6	6.3	101	11247	78.6	8.8	103
ENTIRE DAY	129239	24220	78.3	18.7	102	4788	77.4	3.7	100	8053	77.3	6.2	100	11379	79.5	8.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6847	22.1	20.1	109	1295	20.9	3.8	103	2200	21.1	6.5	104	3353	23.4	9.9	116
ALL NEWS	6062	1568	5.1	25.9	140	308	5.0	5.1	138	644	6.2	10.6	171	615	4.3	10.1	119
AOR/PROGRESSIVE	11884	2131	6.9	17.9	97	429	6.9	3.6	98	570	5.5	4.8	77	1131	7.9	9.5	112
BEAUTIFUL MUSIC	11180	2196	7.1	19.6	107	448	7.2	4.0	109	767	7.4	6.9	110	981	6.9	8.8	103
BLACK	4538	880	2.8	19.4	105	*253	4.1	5.6	151	315	3.0	6.9	112	313	2.2	6.9	81
CLASSICAL	3857	993	3.2	25.7	140	*197	3.2	5.1	138	311	3.0	8.1	130	484	3.4	12.5	147
CHR/ROCK	21946	4366	14.1	19.9	108	652	10.5	3.0	81	1479	14.2	6.7	108	2235	15.6	10.2	119
COUNTRY	27262	4287	13.9	15.7	85	847	13.7	3.1	84	1419	13.6	5.2	84	2022	14.1	7.4	87
GOLDEN OLDIES	3339	502	1.6	15.0	82	*134	2.2	4.0	109	*150	1.4	4.5	72	217	1.5	6.5	76
MOR/NOSTALGIA	10346	2086	6.7	20.2	109	476	7.7	4.6	125	646	6.2	6.2	100	964	6.7	9.3	109
NEWS/TALK	8929	2042	6.6	22.9	124	330	5.3	3.7	100	741	7.1	8.3	134	971	6.8	10.9	127
RELIGIOUS	5488	844	2.7	15.4	83	**185	3.0	3.4	91	236	2.3	4.3	69	423	3.0	7.7	90
SOFT ROCK	1232	*136	0.4	11.0	60	**51	0.8	4.1	112	**55	0.5	4.5	72	**30	0.2	2.4	29
URBAN CONTEMPORARY	3184	756	2.4	23.7	129	237	3.8	7.4	202	*255	2.4	8.0	129	265	1.9	8.3	98
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1184	3.8	17.1	93	211	3.4	3.1	83	418	4.0	6.0	97	555	3.9	8.0	94
ABC DIRECTION	5212	1223	4.0	23.5	127	305	4.9	5.9	159	334	3.2	6.4	103	584	4.1	11.2	131
ABC ENTERTAINMENT	10385	1959	6.3	18.9	102	360	5.8	3.5	94	551	5.3	5.3	85	1048	7.3	10.1	118
ABC FM	4762	769	2.5	16.1	88	*229	3.7	4.8	130	*176	1.7	3.7	59	364	2.5	7.6	90
ABC INFORMATION	11339	2300	7.4	20.3	110	473	7.6	4.2	113	721	6.9	6.4	102	1106	7.7	9.8	114
ABC ROCK	4878	959	3.1	19.7	107	*262	4.2	5.4	146	*230	2.2	4.7	76	467	3.3	9.6	112
CBS	10709	2171	7.0	20.3	110	361	5.8	3.4	91	820	7.9	7.7	123	990	6.9	9.2	108
MUTUAL	10251	2004	6.5	19.5	106	449	7.3	4.4	119	599	5.7	5.8	94	957	6.7	9.3	109
NBC	12243	2420	7.8	19.8	107	550	8.9	4.5	122	728	7.0	5.9	96	1142	8.0	9.3	109
RADIORADIO	4606	891	2.9	19.3	105	*145	2.3	3.1	85	308	3.0	6.7	108	438	3.1	9.5	111
RKO ONE	5148	921	3.0	17.9	97	*181	2.9	3.5	95	276	2.6	5.4	86	464	3.2	9.0	106
RKO TWO	7313	1175	3.8	16.1	87	283	4.6	3.9	105	436	4.2	6.0	96	456	3.2	6.2	73
THE SOURCE	5981	1028	3.3	17.2	93	*157	2.5	2.6	71	322	3.1	5.4	87	549	3.8	9.2	108
NON-WIRED : BLAIR	19329	3580	11.6	18.5	100	588	9.5	3.0	82	1327	12.7	6.9	110	1665	11.6	8.6	101
INTERNET	27139	5612	18.1	20.7	112	1100	17.8	4.1	110	1599	15.3	5.9	95	2914	20.4	10.7	126
KATZ RADIO GROUP	36319	7331	23.7	20.2	109	1470	23.8	4.0	110	2416	23.2	6.7	107	3444	24.1	9.5	111
SUPERNET	22361	4407	14.3	19.7	107	865	14.0	3.9	105	1499	14.4	6.7	108	2042	14.3	9.1	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2676	8.7	18.4	100	574	9.3	3.9	107	914	8.8	6.3	101	1188	8.3	8.2	96
WKDAY 9:00 AM - 1:00 PM	18688	3334	10.8	17.8	97	668	10.8	3.6	97	1181	11.3	6.3	102	1485	10.4	7.9	93
WKDAY 1:00 PM - 4:30 PM	24061	4390	14.2	18.2	99	885	14.3	3.7	100	1492	14.3	6.2	100	2013	14.1	8.4	98
WKDAY 4:30 PM - 7:30 PM	44079	8229	26.6	18.7	101	1746	28.2	4.0	107	2880	27.6	6.5	105	3603	25.2	8.2	96
WKDAY 7:30 PM - 8:00 PM	61979	11469	37.1	18.5	100	2391	38.6	3.9	105	4010	38.5	6.5	104	5069	35.4	8.2	96
WKDAY 11:00 PM - 11:30 PM	49084	9416	30.5	19.2	104	1971	31.9	4.0	109	3302	31.7	6.7	108	4143	28.9	8.4	99
WKDAY 11:30 PM - 1:00 AM	16560	3180	10.3	19.2	104	644	10.4	3.9	105	1072	10.3	6.5	104	1464	10.2	8.8	104
M-SAT 8-11 PM+SUN 7-11 PM	66967	12847	41.5	19.2	104	2730	44.1	4.1	111	4328	41.5	6.5	104	5789	40.4	8.6	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1595	5.2	17.2	93	273	4.4	2.9	80	496	4.8	5.4	86	827	5.8	8.9	105
ANOTHER WORLD N	6138	980	3.2	16.0	87	182	2.9	3.0	80	299	2.9	4.9	78	499	3.5	8.1	95
AS THE WORLD TURNS C	7707	1350	4.4	17.5	95	221	3.6	2.9	78	465	4.5	6.0	97	664	4.6	8.6	101
CAPITOL C	4688	914	3.0	19.5	106	161	2.6	3.4	93	298	2.9	6.4	102	454	3.2	9.7	113
CBS MORN. NEWS 1 C	2792	501	1.6	17.9	97	98	1.6	3.5	95	158	1.5	5.7	91	246	1.7	8.8	103
CBS MORN. NEWS 2 C	2071	348	1.1	16.8	91	*70	1.1	3.4	92	115	1.1	5.6	89	164	1.1	7.9	93
DAYS OF OUR LIVES N	8018	1532	5.0	19.1	104	317	5.1	4.0	107	462	4.4	5.8	93	753	5.3	9.4	110
FACTS OF LIFE - DAYTIME N	3487	510	1.6	14.6	79	127	2.1	3.6	99	161	1.5	4.6	74	222	1.6	6.4	75
FAMILY FEUD A	4817	762	2.5	15.8	86	150	2.4	3.1	84	316	3.0	6.6	106	296	2.1	6.1	72
GENERAL HOSPITAL A	8333	1584	5.1	19.0	103	397	6.4	4.8	129	526	5.0	6.3	102	661	4.6	7.9	93
GOOD MORNING, AMERICA-730 A	5472	1142	3.7	20.9	113	200	3.2	3.7	99	429	4.1	7.8	126	513	3.6	9.4	110
GOOD MORNING, AMERICA-830 A	3965	872	2.8	22.0	119	157	2.5	4.0	107	375	3.6	9.5	152	340	2.4	8.6	100
GUIDING LIGHT C	7542	1440	4.7	19.1	104	244	3.9	3.2	88	489	4.7	6.5	104	708	4.9	9.4	110
ONE LIFE TO LIVE A	6018	1069	3.5	17.8	96	223	3.6	3.7	100	381	3.7	6.3	102	465	3.2	7.7	91
PRESS YOUR LUCK C	3589	513	1.7	14.3	78	128	2.1	3.6	97	156	1.5	4.3	70	229	1.6	6.4	75
PRICE IS RIGHT 1 C	7418	1205	3.9	16.2	88	209	3.4	2.8	76	474	4.5	6.4	103	523	3.7	7.1	83
PRICE IS RIGHT 2 C	8276	1402	4.5	16.9	92	226	3.7	2.7	74	556	5.3	6.7	108	620	4.3	7.5	88
RYAN'S HOPE A	4358	777	2.5	17.8	97	134	2.2	3.1	83	224	2.1	5.1	83	418	2.9	9.6	112
SALE OF THE CENTURY N	3749	622	2.0	16.6	90	127	2.1	3.4	92	272	2.6	7.3	117	223	1.6	5.9	70
SEARCH FOR TOMORROW N	2884	534	1.7	18.5	100	*77	1.2	2.7	72	186	1.8	6.4	104	270	1.9	9.4	110
TODAY SHOW 1 N	4869	1034	3.3	21.2	115	208	3.4	4.3	116	310	3.0	6.4	102	516	3.6	10.6	124
TODAY SHOW 2 N	4135	706	2.3	17.1	93	140	2.3	3.4	92	253	2.4	6.1	98	312	2.2	7.5	88
$25,000 PYRAMID C	4361	784	2.5	18.0	98	148	2.4	3.4	92	280	2.7	6.4	103	356	2.5	8.2	96
WHEEL OF FORTUNE N	6187	1020	3.3	16.5	89	212	3.4	3.4	93	365	3.5	5.9	95	443	3.1	7.2	84
YOUNG AND THE RESTLESS C	8186	1352	4.4	16.5	90	202	3.3	2.5	67	526	5.0	6.4	103	624	4.4	7.6	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	876	2.8	18.5	101	161	2.6	3.4	92	325	3.1	6.9	111	391	2.7	8.3	97
NBA PLAYOFF GAME -1 C	5127	915	3.0	17.8	97	138	2.2	2.7	73	377	3.6	7.4	118	399	2.8	7.8	91
NBC MAJOR LEAGUE PRE-GAME N	3945	705	2.3	17.9	97	*170	2.7	4.3	117	*224	2.1	5.7	91	311	2.2	7.9	92
SPORTSWORLD - SUN N	3370	535	1.7	15.9	86	*155	2.5	4.6	125	174	1.7	5.2	83	206	1.4	6.1	72
SUNDAY MORNING C	4200	829	2.7	19.7	107	196	3.2	4.7	127	271	2.6	6.5	104	362	2.5	8.6	101

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(ADULTS)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS ONE - TWO A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS NONE A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL ADULTS		167727	30922	100.0	18.4	100	6187	100.0	3.7	100	10422	100.0	6.2	100	14313	100.0	8.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	9774	31.6	18.7	101	1936	31.3	3.7	100	3510	33.7	6.7	108	4327	30.2	8.3	97
NETWORK AFFILIATES - LATE		39164	7534	24.4	19.2	104	1577	25.5	4.0	109	2672	25.6	6.8	110	3285	23.0	8.4	98
INDEPENDENTS - LATE		5133	1175	3.8	22.9	124	258	4.2	5.0	136	449	4.3	8.7	141	468	3.3	9.1	107
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3667	11.9	16.1	87	917	14.8	4.0	109	1219	11.7	5.3	86	1530	10.7	6.7	79
ABC MONDAY NIGHT MOVIE	A	11258	2113	6.8	18.8	102	451	7.3	4.0	109	651	6.2	5.8	93	1011	7.1	9.0	105
ABC SUNDAY NIGHT MOVIE	A	23600	4645	15.0	19.7	107	922	14.9	3.9	106	1607	15.4	6.8	110	2116	14.8	9.0	105
ABC WORLD NEWS TONIGHT	A	12801	2443	7.9	19.1	104	444	7.2	3.5	94	892	8.6	7.0	112	1107	7.7	8.6	101
AFTERMASH	C	10966	2099	6.8	19.1	104	329	5.3	3.0	81	840	8.1	7.7	123	930	6.5	8.5	99
ALICE	C	17050	3178	10.3	18.6	101	702	11.3	4.1	112	1105	10.6	6.5	104	1371	9.6	8.0	94
AMERICAN PARADE	C	11998	2300	7.4	19.2	104	450	7.3	3.8	102	844	8.1	7.0	113	1006	7.0	8.4	98
BENSON	A	19258	3867	12.5	20.1	109	791	12.8	4.1	111	1298	12.5	6.7	108	1778	12.4	9.2	108
BLUE THUNDER	A	11478	2041	6.6	17.8	96	449	7.3	3.9	106	646	6.2	5.6	91	945	6.6	8.2	96
CAGNEY & LACEY	C	18263	3425	11.1	18.8	102	732	11.8	4.0	109	1146	11.0	6.3	101	1547	10.8	8.5	99
CBS EVENING NEWS-DEAN	C	7733	1575	5.1	20.4	110	338	5.5	4.4	118	595	5.7	7.7	124	642	4.5	8.3	97
CBS EVENING NEWS-RATHER	C	15653	3119	10.1	19.9	108	656	10.6	4.2	114	1138	10.9	7.3	117	1325	9.3	8.5	99
CBS SAT. NEWS-SCHIEFFER	C	8744	1603	5.2	18.3	99	352	5.7	4.0	109	589	5.7	6.7	108	662	4.6	7.6	89
CBS SATURDAY NIGHT MOVIE	C	12000	2169	7.0	18.1	98	420	6.8	3.5	95	696	6.7	5.8	93	1053	7.4	8.8	103
CBS WEDNESDAY NIGHT MOVIE	C	11522	1906	6.2	16.5	90	378	6.1	3.3	89	657	6.3	5.7	92	872	6.1	7.6	89
CHEERS	N	16818	3724	12.0	22.1	120	654	10.6	3.9	105	1279	12.3	7.6	122	1792	12.5	10.7	125
DALLAS	C	37510	7366	23.8	19.6	107	1424	23.0	3.8	103	2426	23.3	6.5	104	3516	24.6	9.4	110
DIFF'RENT STROKES	N	11258	2012	6.5	17.9	97	433	7.0	3.8	104	766	7.3	6.8	110	813	5.7	7.2	85
DOUBLE TROUBLE	N	12248	2275	7.4	18.6	101	463	7.5	3.8	102	648	6.2	5.3	85	1163	8.1	9.5	111
DUCK FACTORY	N	11100	2285	7.4	20.6	112	463	7.5	4.2	113	741	7.1	6.7	107	1081	7.6	9.7	114
DUKES OF HAZZARD	C	12353	2104	6.8	17.0	92	498	8.0	4.0	109	643	6.2	5.2	84	963	6.7	7.8	91
DYNASTY	A	33279	6581	21.3	19.8	107	1429	23.1	4.3	116	2360	22.6	7.1	114	2793	19.5	8.4	98
FACTS OF LIFE	N	13410	2486	8.0	18.5	101	570	9.2	4.3	115	800	7.7	6.0	96	1116	7.8	8.3	98
FALCON CREST	C	31093	6219	20.1	20.0	108	1160	18.7	3.7	101	2177	20.9	7.0	113	2882	20.1	9.3	109
FALL GUY	A	18649	3351	10.8	18.0	97	700	11.3	3.8	102	1113	10.7	6.0	96	1538	10.7	8.2	97
FAMILY TIES	N	13101	2584	8.4	19.7	107	532	8.6	4.1	110	852	8.2	6.5	105	1199	8.4	9.2	107
FANTASY ISLAND	A	13069	2603	8.4	19.9	108	670	10.8	5.1	139	797	7.6	6.1	98	1137	7.9	8.7	102
FOULUPS,BLEEPS & BLUNDERS	A	16588	2988	9.7	18.0	98	609	9.8	3.7	100	1007	9.7	6.1	98	1371	9.6	8.3	97
FOUR SEASONS	C	9302	1856	6.0	20.0	108	311	5.0	3.3	91	614	5.9	6.6	106	931	6.5	10.0	117
GIMME A BREAK	N	13955	2458	7.9	17.6	96	513	8.3	3.7	100	868	8.3	6.2	100	1077	7.5	7.7	90
HART TO HART	A	15735	2934	9.5	18.6	101	691	11.2	4.4	119	1041	10.0	6.6	106	1202	8.4	7.6	90
HILL STREET BLUES	N	18257	3634	11.8	19.9	108	667	10.8	3.7	99	1177	11.3	6.4	104	1789	12.5	9.8	115
HOTEL	A	24236	4748	15.4	19.6	106	981	15.9	4.0	110	1662	15.9	6.9	110	2105	14.7	8.7	102
JEFFERSONS	C	17010	3286	10.6	19.3	105	702	11.3	4.1	112	1123	10.8	6.6	106	1461	10.2	8.6	101
JENNIFER SLEPT HERE	N	9397	1667	5.4	17.7	96	398	6.4	4.2	115	618	5.9	6.6	106	651	4.5	6.9	81
KATE & ALLIE	C	16762	3217	10.4	19.2	104	686	11.1	4.1	111	1010	9.7	6.0	97	1522	10.6	9.1	106
KNIGHT RIDER	N	13164	2323	7.5	17.6	96	514	8.3	3.9	106	674	6.5	5.1	82	1135	7.9	8.6	101
LOVE BOAT	A	20400	3872	12.5	19.0	103	978	15.8	4.8	130	1261	12.1	6.2	99	1634	11.4	8.0	94
MAGNUM PI	C	22543	4014	13.0	17.8	97	844	13.6	3.7	101	1304	12.5	5.8	93	1866	13.0	8.3	97
MAMA'S FAMILY	N	9852	1895	6.1	19.2	104	351	5.7	3.6	97	788	7.6	8.0	129	756	5.3	7.7	90
MASTER, THE	N	8082	1472	4.8	18.2	99	312	5.0	3.9	105	574	5.5	7.1	114	587	4.1	7.3	85
MATT HOUSTON	A	12881	2604	8.4	20.2	110	556	9.0	4.3	117	981	9.4	7.6	123	1067	7.5	8.3	97
NBC MONDAY NIGHT MOVIE	N	23889	4691	15.2	19.6	107	924	14.9	3.9	105	1474	14.1	6.2	99	2294	16.0	9.6	113
NBC NIGHTLY NEWS	N	11156	1989	6.4	17.8	97	424	6.9	3.8	103	602	5.8	5.4	87	963	6.7	8.6	101
NBC NIGHTLY NEWS-SAT	N	7363	1380	4.5	18.7	102	360	5.8	4.9	133	522	5.0	7.1	114	497	3.5	6.7	79
NBC NIGHTLY NEWS-SUN	N	6214	1248	4.0	20.1	109	314	5.1	5.1	137	464	4.5	7.5	120	469	3.3	7.5	88
NBC SUNDAY NIGHT MOVIE	N	17590	3296	10.7	18.7	102	659	10.7	3.7	102	1096	10.5	6.2	100	1542	10.8	8.8	103
NEWHART	C	16740	3158	10.2	18.9	102	730	11.8	4.4	118	1018	9.8	6.1	98	1410	9.9	8.4	99
ONE DAY AT A TIME	C	11820	2139	6.9	18.1	98	403	6.5	3.4	92	715	6.9	6.0	97	1020	7.1	8.6	101
PEOPLE ARE FUNNY	N	9138	1781	5.8	19.5	106	330	5.3	3.6	98	684	6.6	7.5	120	767	5.4	8.4	98
REAL PEOPLE	N	15979	2737	8.9	17.1	93	540	8.7	3.4	92	1039	10.0	6.5	105	1158	8.1	7.2	85
REMINGTON STEELE	N	14395	2597	8.4	18.0	98	554	9.0	3.8	104	823	7.9	5.7	92	1221	8.5	8.5	99
RIPLEY'S BELIEVE IT - NOT	A	11362	2318	7.5	20.4	111	448	7.2	3.9	107	803	7.7	7.1	114	1067	7.5	9.4	110
RIPTIDE	N	13920	2329	7.5	16.7	91	532	8.6	3.8	104	769	7.4	5.5	89	1029	7.2	7.4	87
SCARECROW & MRS. KING	C	17571	3291	10.6	18.7	102	708	11.4	4.0	109	952	9.1	5.4	87	1631	11.4	9.3	109
SIMON & SIMON	C	20208	3423	11.1	16.9	92	748	12.1	3.7	100	1185	11.4	5.9	94	1490	10.4	7.4	86
60 MINUTES	C	27668	5472	17.7	19.8	107	1105	17.9	4.0	108	1899	18.2	6.9	110	2468	17.2	8.9	105
ST. ELSEWHERE	N	13699	2753	8.9	20.1	109	509	8.2	3.7	101	826	7.9	6.0	97	1418	9.9	10.4	121
THREE'S COMPANY	A	20632	3670	11.9	17.8	96	825	13.3	4.0	108	1246	12.0	6.0	97	1599	11.2	7.8	91
T.J. HOOKER	A	17136	3264	10.6	19.0	103	784	12.7	4.6	124	973	9.3	5.7	91	1507	10.5	8.8	103
TONIGHT SHOW	N	4963	943	3.0	19.0	103	164	2.7	3.3	90	338	3.2	6.8	110	441	3.1	8.9	104
TRAPPER JOHN, M.D.	C	16332	2982	9.6	18.3	99	636	10.3	3.9	106	983	9.4	6.0	97	1362	9.5	8.3	98
TV BLOOPERS & PRAC. JOKES	N	18881	3316	10.7	17.6	95	643	10.4	3.4	92	1215	11.7	6.4	104	1458	10.2	7.7	90
20/20	A	18315	3516	11.4	19.2	104	715	11.6	3.9	106	1238	11.9	6.8	109	1563	10.9	8.5	100
WEBSTER	A	18722	3786	12.2	20.2	110	811	13.1	4.3	117	1248	12.0	6.7	107	1727	12.1	9.2	108
WORLD NEWS - SUN	A	5327	1156	3.7	21.7	118	*199	3.2	3.7	101	370	3.6	6.9	112	588	4.1	11.0	129
YELLOW ROSE	N	8370	1462	4.7	17.5	95	316	5.1	3.8	102	510	4.9	6.1	98	636	4.4	7.6	89
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4961	16.0	19.2	104	1128	18.2	4.4	118	1778	17.1	6.9	111	2056	14.4	8.0	93
BASKETBALL - COLLEGE GAMES		14468	2944	9.5	20.3	110	618	10.0	4.3	116	1100	10.6	7.6	122	1226	8.6	8.5	99
BASKETBALL - PRO GAMES		12124	2428	7.9	20.0	109	588	9.5	4.8	131	819	7.9	6.8	109	1021	7.1	8.4	99
BOWLING		9412	2015	6.5	21.4	116	*449	7.3	4.8	129	864	8.3	9.2	148	702	4.9	7.5	87
BOXING		15409	2803	9.1	18.2	99	654	10.6	4.2	115	1005	9.6	6.5	105	1144	8.0	7.4	87
FOOTBALL - COLLEGE GAMES		21400	4366	14.1	20.4	111	948	15.3	4.4	120	1498	14.4	7.0	113	1921	13.4	9.0	105
FOOTBALL - PRO GAMES		35944	7204	23.3	20.0	109	1418	22.9	3.9	107	2341	22.5	6.5	105	3446	24.1	9.6	112
GOLF		9759	2580	8.3	26.4	143	504	8.1	5.2	140	956	9.2	9.8	158	1120	7.8	11.5	134
POST-SEASON COLL. FOOTBALL		18123	3787	12.2	20.9	113	652	10.5	3.6	98	1277	12.3	7.0	113	1858	13.0	10.3	120
POST-SEASON PRO FOOTBALL		22091	4655	15.1	21.1	114	804	13.0	3.6	99	1471	14.1	6.7	107	2380	16.6	10.8	126
TENNIS		6764	1994	6.4	29.5	160	*296	4.8	4.4	119	765	7.3	11.3	182	933	6.5	13.8	162
WRESTLING - PROFESSIONAL		9695	1493	4.8	15.4	84	*373	6.0	3.8	104	538	5.2	5.5	89	583	4.1	6.0	70

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE - TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	12729	100.0	16.1	100	2686	100.0	3.4	100	4118	100.0	5.2	100	5925	100.0	7.5	100
HOUSEHOLD HEADS	66405	10739	84.4	16.2	101	2354	87.6	3.5	105	3474	84.4	5.2	101	4912	82.9	7.4	99
18 - 24	13945	1885	14.8	13.5	84	*301	11.2	2.2	64	*619	15.0	4.4	85	965	16.3	6.9	93
25 - 34	19334	2693	21.2	13.9	87	510	19.0	2.6	78	884	21.5	4.6	88	1299	21.9	6.7	90
35 - 44	14196	2436	19.1	17.2	107	474	17.6	3.3	99	726	17.6	5.1	98	1235	20.8	8.7	116
45 - 54	10896	2173	17.1	19.9	124	*427	15.9	3.9	116	638	15.5	5.9	113	1108	18.7	10.2	136
55 - 64	10378	1745	13.7	16.8	105	*390	14.5	3.8	111	545	13.2	5.3	101	810	13.7	7.8	104
65 OR OLDER	10514	1798	14.1	17.1	106	584	21.7	5.6	164	707	17.2	6.7	129	507	8.6	4.8	65
18 - 34	33279	4578	36.0	13.8	86	811	30.2	2.4	72	1503	36.5	4.5	87	2264	38.2	6.8	91
18 - 49	52904	8043	63.2	15.2	95	1503	56.0	2.8	84	2519	61.2	4.8	92	4021	67.9	7.6	102
25 - 54	44426	7301	57.4	16.4	102	1411	52.5	3.2	94	2248	54.6	5.1	97	3643	61.5	8.2	110
35 - 49	19625	3465	27.2	17.7	110	692	25.8	3.5	104	1016	24.7	5.2	100	1757	29.7	9.0	120
50 OR OLDER	26359	4687	36.8	17.8	111	1183	44.0	4.5	132	1600	38.9	6.1	117	1904	32.1	7.2	97
GRADUATED COLLEGE	15982	3755	29.5	23.5	146	708	26.4	4.4	131	1204	29.2	7.5	145	1844	31.1	11.5	154
ATTENDED COLLEGE	13629	2420	19.0	17.8	111	391	14.6	2.9	85	923	22.4	6.8	130	1106	18.7	8.1	109
GRADUATED HIGH SCHOOL	28591	4015	31.5	14.0	87	818	30.5	2.9	84	1156	28.1	4.0	78	2041	34.4	7.1	95
DID NOT GRADUATE HIGH SCHOOL	21061	2539	19.9	12.1	75	770	28.7	3.7	108	836	20.3	4.0	76	934	15.8	4.4	59
EMPLOYED FULL-TIME	52316	8265	64.9	15.8	98	1543	57.4	2.9	87	2649	64.3	5.1	97	4073	68.7	7.8	104
EMPLOYED PART-TIME	4113	658	5.2	16.0	100	**120	4.5	2.9	86	**309	7.5	7.5	145	**229	3.9	5.6	74
NOT EMPLOYED	22834	3806	29.9	16.7	104	1023	38.1	4.5	132	1160	28.2	5.1	98	1623	27.4	7.1	95
PROFESSIONAL/MANAGER	15034	3287	25.8	21.9	136	567	21.1	3.8	111	1121	27.2	7.5	144	1599	27.0	10.6	142
TECH/CLERICAL/SALES	11255	1903	15.0	16.9	105	*329	12.2	2.9	86	542	13.2	4.8	93	1031	17.4	9.2	123
PRECISION/CRAFT	11607	1468	11.5	12.6	79	*254	9.5	2.2	65	648	15.7	5.6	107	566	9.6	4.9	65
OTHER EMPLOYED	18534	2266	17.8	12.2	76	*513	19.1	2.8	82	647	15.7	3.5	67	1106	18.7	6.0	80
SINGLE	19562	3020	23.7	15.4	96	574	21.4	2.9	87	962	23.4	4.9	95	1485	25.1	7.6	102
MARRIED	51896	8437	66.3	16.3	101	1873	69.7	3.6	107	2588	62.8	5.0	96	3976	67.1	7.7	102
DIVORCED/SEPARATED/WIDOWED	7804	1272	10.0	16.3	101	*239	8.9	3.1	90	568	13.8	7.3	140	465	7.8	6.0	80
PARENTS	25372	3707	29.1	14.6	91	793	29.5	3.1	92	1109	26.9	4.4	84	1805	30.5	7.1	95
WHITE	69658	11058	86.9	15.9	99	2246	83.6	3.2	95	3602	87.5	5.2	100	5211	87.9	7.5	100
BLACK	7909	1305	10.3	16.5	103	*343	12.8	4.3	128	420	10.2	5.3	102	543	9.2	6.9	92
OTHER	1696	*366	2.9	21.6	134	**98	3.6	5.8	171	**97	2.4	5.7	110	**171	2.9	10.1	135
NORTHEAST-CENSUS	17202	3682	28.9	21.4	133	901	33.5	5.2	155	1211	29.4	7.0	136	1570	26.5	9.1	122
NORTH CENTRAL	20461	3139	24.7	15.3	96	483	18.0	2.4	70	1154	28.0	5.6	109	1503	25.4	7.3	98
SOUTH	26695	2911	22.9	10.9	68	700	26.1	2.6	77	925	22.5	3.5	67	1286	21.7	4.8	64
WEST	14906	2997	23.5	20.1	125	602	22.4	4.0	119	829	20.1	5.6	107	1566	26.4	10.5	141
NORTHEAST-MKTG.	17962	3696	29.0	20.6	128	874	32.5	4.9	144	1306	31.7	7.3	140	1517	25.6	8.4	113
EAST CENTRAL	11741	1584	12.4	13.5	84	*329	12.2	2.8	83	506	12.3	4.3	83	749	12.6	6.4	85
WEST CENTRAL	13518	2502	19.7	18.5	115	*377	14.0	2.8	82	836	20.3	6.2	119	1288	21.7	9.5	127
SOUTH	23168	2355	18.5	10.2	63	*548	20.4	2.4	70	689	16.7	3.0	57	1117	18.9	4.8	64
PACIFIC	12874	2593	20.4	20.1	125	558	20.8	4.3	128	782	19.0	6.1	117	1253	21.1	9.7	130
COUNTY SIZE A	32596	6449	50.7	19.8	123	1422	52.9	4.4	129	2092	50.8	6.4	124	2935	49.5	9.0	120
COUNTY SIZE B	23814	3748	29.4	15.7	98	796	29.6	3.3	99	1311	31.8	5.5	106	1641	27.7	6.9	92
COUNTY SIZE C	12663	1539	12.1	12.2	76	*283	10.5	2.2	66	*437	10.6	3.5	66	820	13.8	6.5	87
COUNTY SIZE D	10190	994	7.8	9.8	61	**186	6.9	1.8	54	*279	6.8	2.7	53	*529	8.9	5.2	69
METRO CENTRAL CITY	23190	4455	35.0	19.2	120	1156	43.0	5.0	147	1391	33.8	6.0	115	1908	32.2	8.2	110
METRO SUBURBAN	36920	6221	48.9	16.8	105	1163	43.3	3.2	93	2047	49.7	5.5	107	3012	50.8	8.2	109
NON METRO	19152	2053	16.1	10.7	67	*368	13.7	1.9	57	681	16.5	3.6	68	1004	16.9	5.2	70
TOP 5 ADI'S	18703	4007	31.5	21.4	133	880	32.8	4.7	139	1344	32.6	7.2	138	1784	30.1	9.5	128
TOP 10 ADI'S	26158	5190	40.8	19.8	124	1190	44.3	4.5	134	1791	43.5	6.8	132	2208	37.3	8.4	113
TOP 20 ADI'S	36612	6924	54.4	18.9	118	1536	57.2	4.2	124	2253	54.7	6.2	118	3135	52.9	8.6	115
HSHLD INC. $50,000 OR MORE	9326	1902	14.9	20.4	127	*331	12.3	3.5	105	652	15.8	7.0	135	919	15.5	9.9	132
$40,000 OR MORE	18002	3597	28.3	20.0	124	664	24.7	3.7	109	1177	28.6	6.5	126	1757	29.7	9.8	131
$30,000 OR MORE	31361	5954	46.8	19.0	118	1086	40.4	3.5	102	1975	48.0	6.3	121	2893	48.8	9.2	123
$25,000 OR MORE	39858	7477	58.7	18.8	117	1471	54.8	3.7	109	2455	59.6	6.2	119	3551	59.9	8.9	119
$20,000 - $24,999	8664	1165	9.2	13.4	84	**206	7.7	2.4	70	437	10.6	5.0	97	523	8.8	6.0	81
$15,000 - $19,999	7964	1036	8.1	13.0	81	*232	8.6	2.9	86	*339	8.2	4.3	82	466	7.9	5.9	78
$10,000 - $14,999	11093	1684	13.2	15.2	95	430	16.0	3.9	114	497	12.1	4.5	86	757	12.8	6.8	91
UNDER $10,000	11683	1368	10.7	11.7	73	*349	13.0	3.0	88	*391	9.5	3.3	64	628	10.6	5.4	72
HOUSEHOLD OF 1 PERSON	7453	1275	10.0	17.1	107	276	10.3	3.7	109	499	12.1	6.7	129	501	8.5	6.7	90
2 PEOPLE	24757	4299	33.8	17.4	108	953	35.5	3.8	114	1478	35.9	6.0	115	1867	31.5	7.5	101
3 OR 4 PEOPLE	32682	5315	41.8	16.3	101	1027	38.2	3.1	93	1512	36.7	4.6	89	2777	46.9	8.5	114
5 OR MORE PEOPLE	14370	1840	14.5	12.8	80	*431	16.0	3.0	89	*630	15.3	4.4	84	779	13.1	5.4	73
NO CHILD IN HSHLD	46768	8053	63.3	17.2	107	1681	62.6	3.6	106	2755	66.9	5.9	113	3618	61.1	7.7	103
CHILD(REN) UNDER 2 YRS	4799	603	4.7	12.6	78	**172	6.4	3.6	106	**124	3.0	2.6	50	*307	5.2	6.4	86
2 - 5 YEARS	11125	1441	11.3	13.0	81	*194	7.2	1.7	51	*451	11.0	4.1	78	796	13.4	7.2	96
6 - 11 YEARS	14193	2156	16.9	15.2	95	*457	17.0	3.2	95	661	16.1	4.7	90	1038	17.5	7.3	98
12 - 17 YEARS	17402	2464	19.4	14.2	88	516	19.2	3.0	88	763	18.5	4.4	84	1186	20.0	6.8	91
RESIDENCE OWNED	56398	9168	72.0	16.3	101	1910	71.1	3.4	100	3115	75.6	5.5	106	4142	69.9	7.3	98
VALUE: $50,000 OR MORE	34811	6627	52.1	19.0	119	1253	46.6	3.6	106	2349	57.0	6.7	130	3025	51.1	8.7	116
VALUE: UNDER $50,000	21587	2541	20.0	11.8	73	657	24.5	3.0	90	766	18.6	3.5	68	1117	18.9	5.2	69

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES		79263	12729	100.0	16.1	100	2686	100.0	3.4	100	4118	100.0	5.2	100	5925	100.0	7.5	100
MAGAZINES	QUINTILE 1	16033	3343	26.3	20.9	130	561	20.9	3.5	103	1156	28.1	7.2	139	1626	27.4	10.1	136
	QUINTILE 2	15354	2703	21.2	17.6	110	511	19.0	3.3	98	953	23.1	6.2	119	1239	20.9	8.1	108
	QUINTILE 3	15888	2441	19.2	15.4	96	586	21.8	3.7	109	718	17.4	4.5	87	1136	19.2	7.2	96
	QUINTILE 4	17310	2497	19.6	14.4	90	610	22.7	3.5	104	746	18.1	4.3	83	1140	19.2	6.6	88
	QUINTILE 5	14677	1747	13.7	11.9	74	417	15.5	2.8	84	546	13.3	3.7	72	784	13.2	5.3	71
NEWSPAPERS	QUINTILE 1	15277	3444	27.1	22.5	140	670	24.9	4.4	129	1251	30.4	8.2	158	1523	25.7	10.0	133
	QUINTILE 2	22745	3837	30.1	16.9	105	856	31.9	3.8	111	1321	32.1	5.8	112	1660	28.0	7.3	98
	QUINTILE 3	10692	1704	13.4	15.9	99	*311	11.6	2.9	86	490	11.9	4.6	88	903	15.2	8.4	113
	QUINTILE 4	11646	1743	13.7	15.0	93	*371	13.8	3.2	94	566	13.7	4.9	94	805	13.6	6.9	92
	QUINTILE 5	18903	2002	15.7	10.6	66	478	17.8	2.5	75	491	11.9	2.6	50	1034	17.5	5.5	73
OUTDOOR	QUINTILE 1	16620	2708	21.3	16.3	101	480	17.9	2.9	85	885	21.5	5.3	102	1343	22.7	8.1	108
	QUINTILE 2	16377	2925	23.0	17.9	111	553	20.6	3.4	100	877	21.3	5.4	103	1494	25.2	9.1	122
	QUINTILE 3	15995	2567	20.2	16.0	100	688	25.6	4.3	127	813	19.7	5.1	98	1067	18.0	6.7	89
	QUINTILE 4	15592	2108	16.6	13.5	84	452	16.8	2.9	86	702	17.0	4.5	87	955	16.1	6.1	82
	QUINTILE 5	14679	2421	19.0	16.5	103	513	19.1	3.5	103	842	20.4	5.7	110	1066	18.0	7.3	97
RADIO-DRIVE TIME	QUINTILE 1	15746	2506	19.7	15.9	99	569	21.2	3.6	107	782	19.0	5.0	96	1154	19.5	7.3	98
	QUINTILE 2	15067	2526	19.8	16.8	104	478	17.8	3.2	94	824	20.0	5.5	105	1224	20.7	8.1	109
	QUINTILE 3	15631	2445	19.2	15.6	97	510	19.0	3.3	96	770	18.7	4.9	95	1165	19.7	7.5	100
	QUINTILE 4	16245	2921	22.9	18.0	112	528	19.7	3.3	96	994	24.1	6.1	118	1398	23.6	8.6	115
	QUINTILE 5	16573	2332	18.3	14.1	88	602	22.4	3.6	107	748	18.2	4.5	87	983	16.6	5.9	79
RADIO-MID-DAY	TERCILE 1	21788	3621	28.4	16.6	103	721	26.8	3.3	98	1044	25.4	4.8	92	1856	31.3	8.5	114
	TERCILE 2	21151	3567	28.0	16.9	105	772	28.7	3.6	108	1220	29.6	5.8	111	1576	26.6	7.5	100
	TERCILE 3	36323	5541	43.5	15.3	95	1194	44.5	3.3	97	1854	45.0	5.1	98	2494	42.1	6.9	92
RADIO-TOTAL	QUINTILE 1	15977	2570	20.2	16.1	100	508	18.9	3.2	94	741	18.0	4.6	89	1321	22.3	8.3	111
	QUINTILE 2	15923	2694	21.2	16.9	105	555	20.7	3.5	103	863	21.0	5.4	104	1277	21.6	8.0	107
	QUINTILE 3	14980	2608	20.5	17.4	108	498	18.5	3.3	98	952	23.1	6.4	122	1158	19.5	7.7	103
	QUINTILE 4	17123	2536	19.9	14.8	92	575	21.4	3.4	99	790	19.2	4.6	89	1171	19.8	6.8	91
	QUINTILE 5	15260	2322	18.2	15.2	95	551	20.5	3.6	107	773	18.8	5.1	98	998	16.8	6.5	87
TV-PRIME TIME	QUINTILE 1	15674	2730	21.4	17.4	108	665	24.8	4.2	125	751	18.2	4.8	92	1314	22.2	8.4	112
	QUINTILE 2	15944	2560	20.1	16.1	100	701	26.1	4.4	130	758	18.4	4.8	92	1101	18.6	6.9	92
	QUINTILE 3	16037	2519	19.8	15.7	98	453	16.9	2.8	83	844	20.5	5.3	101	1223	20.6	7.6	102
	QUINTILE 4	15412	2482	19.5	16.1	100	343	12.8	2.2	66	981	23.8	6.4	123	1157	19.5	7.5	100
	QUINTILE 5	16194	2439	19.2	15.1	94	525	19.5	3.2	96	784	19.0	4.8	93	1130	19.1	7.0	93
TV-DAYTIME	TERCILE 1	19156	2986	23.5	15.6	97	788	29.3	4.1	121	855	20.8	4.5	86	1343	22.7	7.0	94
	TERCILE 2	19343	2855	22.4	14.8	92	708	26.4	3.7	108	980	23.8	5.1	98	1167	19.7	6.0	81
	TERCILE 3	40764	6889	54.1	16.9	105	1190	44.3	2.9	86	2284	55.5	5.6	108	3415	57.6	8.4	112
TV-TOTAL	QUINTILE 1	15844	2760	21.7	17.4	108	659	24.5	4.2	123	869	21.1	5.5	106	1232	20.8	7.8	104
	QUINTILE 2	15767	2439	19.2	15.5	96	718	26.7	4.6	134	646	15.7	4.1	79	1076	18.2	6.8	91
	QUINTILE 3	15775	2503	19.7	15.9	99	557	20.7	3.5	104	813	19.7	5.2	99	1133	19.1	7.2	96
	QUINTILE 4	15903	2229	17.5	14.0	87	*290	10.8	1.8	54	850	20.6	5.3	103	1089	18.4	6.8	92
	QUINTILE 5	15974	2798	22.0	17.5	109	463	17.2	2.9	86	941	22.9	5.9	113	1394	23.5	8.7	117
MAGAZINES-NEWSPAPERS: DUAL		21225	4453	35.0	21.0	131	886	33.0	4.2	123	1585	38.5	7.5	144	1983	33.5	9.3	125
MAGAZINE IMPERATIVE		17728	2621	20.6	14.8	92	515	19.2	2.9	86	804	19.5	4.5	87	1303	22.0	7.3	98
NEWSPAPER IMPERATIVE		22987	3590	28.2	15.6	97	798	29.7	3.5	102	1170	28.4	5.1	98	1622	27.4	7.1	94
MAGAZINES-OUTDOOR: DUAL		16244	3259	25.6	20.1	125	459	17.1	2.8	83	1034	25.1	6.4	123	1766	29.8	10.9	145
MAGAZINE IMPERATIVE		24016	4147	32.6	17.3	108	926	34.5	3.9	114	1531	37.2	6.4	123	1690	28.5	7.0	94
OUTDOOR IMPERATIVE		26020	3856	30.3	14.8	92	998	37.2	3.8	113	1102	26.8	4.2	82	1757	29.7	6.8	90
MAGAZINES-RADIO: DUAL		16918	2993	23.5	17.7	110	562	20.9	3.3	98	1048	25.4	6.2	119	1383	23.3	8.2	109
MAGAZINE IMPERATIVE		23456	4360	34.3	18.6	116	826	30.8	3.5	104	1512	36.7	6.4	124	2022	34.1	8.6	115
RADIO IMPERATIVE		23900	3639	28.6	15.2	95	764	28.4	3.2	94	1074	26.1	4.5	86	1801	30.4	7.5	101
MAGAZINES-TELEVISION: DUAL		15791	2844	22.3	18.0	112	706	26.3	4.5	132	939	22.8	5.9	114	1199	20.2	7.6	102
MAGAZINE IMPERATIVE		25476	4485	35.2	17.6	110	661	24.6	2.6	77	1561	37.9	6.1	118	2264	38.2	8.9	119
TELEVISION IMPERATIVE		25744	3727	29.3	14.5	90	1086	40.4	4.2	124	1002	24.3	3.9	75	1640	27.7	6.4	85
NEWSPAPERS-OUTDOOR: DUAL		17628	3421	26.9	19.4	121	646	24.1	3.7	108	1122	27.2	6.4	123	1654	27.9	9.4	126
NEWSPAPER IMPERATIVE		26414	4769	37.5	18.1	112	1108	41.3	4.2	124	1670	40.6	6.3	122	1991	33.6	7.5	101
OUTDOOR IMPERATIVE		23059	3129	24.6	13.6	84	651	24.2	2.8	83	844	20.5	3.7	70	1633	27.6	7.1	95
NEWSPAPERS-RADIO: DUAL		17996	3452	27.1	19.2	119	608	22.6	3.4	100	1167	28.3	6.5	125	1676	28.3	9:3	125
NEWSPAPER IMPERATIVE		26269	4912	38.6	18.7	116	1122	41.8	4.3	126	1731	42.0	6.6	127	2059	34.8	7.8	105
RADIO IMPERATIVE		21342	2973	23.4	13.9	87	631	23.5	3.0	87	852	20.7	4.0	77	1491	25.2	7.0	93
NEWSPAPERS-TELEVISION: DUAL		17359	3263	25.6	18.8	117	793	29.5	4.6	135	1106	26.9	6.4	123	1363	23.0	7.9	105
NEWSPAPER IMPERATIVE		26889	4943	38.8	18.4	114	857	31.9	3.2	94	1794	43.6	6.7	128	2293	38.7	8.5	114
TELEVISION IMPERATIVE		21698	2850	22.4	13.1	82	822	30.6	3.8	112	692	16.8	3.2	61	1337	22.6	6.2	82
OUTDOOR-RADIO: DUAL		16456	2839	22.3	17.3	107	623	23.2	3.8	112	769	18.7	4.7	90	1448	24.4	8.8	118
OUTDOOR IMPERATIVE		25870	4306	33.8	16.6	104	874	32.5	3.4	100	1440	35.0	5.6	107	1992	33.6	7.7	103
RADIO IMPERATIVE		23943	3852	30.3	16.1	100	760	28.3	3.2	94	1326	32.2	5.5	107	1766	29.8	7.4	99
OUTDOOR-TELEVISION: DUAL		15918	2749	21.6	17.3	108	671	25.0	4.2	124	754	18.3	4.7	91	1324	22.3	8.3	111
OUTDOOR IMPERATIVE		26398	4281	33.6	16.2	101	693	25.8	2.6	77	1362	33.1	5.2	99	2226	37.6	8.4	113
TELEVISION IMPERATIVE		24851	3822	30.0	15.4	96	1067	39.7	4.3	127	1212	29.4	4.9	94	1544	26.1	6.2	83
RADIO-TELEVISION: DUAL		15584	2622	20.6	16.8	105	514	19.1	3.3	97	833	20.2	5.3	103	1274	21.5	8.2	109
RADIO IMPERATIVE		25472	4102	32.2	16.1	100	722	26.9	2.8	84	1353	32.9	5.3	102	2027	34.2	8.0	106
TELEVISION IMPERATIVE		25578	4139	32.5	16.2	101	1246	46.4	4.9	144	1215	29.5	4.8	91	1677	28.3	6.6	88

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	12729	100.0	16.1	100	2686	100.0	3.4	100	4118	100.0	5.2	100	5925	100.0	7.5	100
ATLANTIC MONTHLY	452	*143	1.1	31.6	197	**14	0.5	3.1	91	**46	1.1	10.2	196	**83	1.4	18.4	246
BARRON'S	1058	328	2.6	31.0	193	**31	1.2	2.9	86	**92	2.2	8.7	167	*205	3.5	19.4	259
BETTER HOMES & GARDENS	4773	966	7.6	20.2	126	*147	5.5	3.1	91	414	10.1	8.7	167	406	6.9	8.5	114
BON APPETIT	1037	327	2.6	31.5	196	**64	2.4	6.2	182	*142	3.4	13.7	264	*121	2.0	11.7	156
BUSINESS WEEK	3193	685	5.4	21.5	134	*124	4.6	3.9	115	231	5.6	7.2	139	331	5.6	10.4	139
CAR AND DRIVER	2705	416	3.3	15.4	96	**51	1.9	1.9	56	*139	3.4	5.1	99	226	3.8	8.4	112
CBS MAGAZINE NETWORK (GROSS)	5678	997	7.8	17.6	109	*103	3.8	1.8	54	425	10.3	7.5	144	468	7.9	8.2	110
CHANGING TIMES	1847	415	3.3	22.5	140	*71	2.6	3.8	113	**91	2.2	4.9	95	*253	4.3	13.7	183
COLONIAL HOMES	492	*103	0.8	20.9	130	**9	0.3	1.8	54	**36	0.9	7.3	141	**59	1.0	12.0	160
CONDE NAST MAG. PKG. (GROSS)	2066	291	2.3	14.1	88	**60	2.2	2.9	86	**125	3.0	6.1	116	*106	1.8	5.1	69
CONSUMERS DIGEST	1719	287	2.3	16.7	104	**54	2.0	3.1	93	**64	1.6	3.7	72	*170	2.9	9.9	132
COSMOPOLITAN	1762	271	2.1	15.4	96	**37	1.4	2.1	62	**78	1.9	4.4	85	*155	2.6	8.8	118
COUNTRY LIVING	1110	*159	1.2	14.3	89	**19	0.7	1.7	51	**56	1.4	5.0	97	**85	1.4	7.7	102
CUISINE	660	182	1.4	27.6	172	**19	0.7	2.9	85	**59	1.4	8.9	172	*104	1.8	15.8	211
CYCLE WORLD	1924	*204	1.6	10.6	66	**31	1.2	1.6	48	**74	1.8	3.8	74	**99	1.7	5.1	69
DCI:CREATIVE IDEAS FOR LIV	437	**84	0.7	19.2	120	**19	0.7	4.3	128	**42	1.0	9.6	185	**23	0.4	5.3	70
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	406	3.2	16.3	101	*70	2.6	2.8	83	*90	2.2	3.6	70	246	4.2	9.9	132
DISCOVER	1279	302	2.4	23.6	147	**41	1.5	3.2	95	**82	2.0	6.4	123	*179	3.0	14.0	187
EBONY	2898	536	4.2	18.5	115	*104	3.9	3.6	106	*192	4.7	6.6	128	*240	4.1	8.3	111
ESQUIRE	1384	343	2.7	24.8	154	**51	1.9	3.7	109	**140	3.4	10.1	195	*152	2.6	11.0	147
ESSENCE	850	*189	1.5	22.2	138	**42	1.6	4.9	146	**57	1.4	6.7	129	**90	1.5	10.6	142
FAMILY CIRCLE	2430	448	3.5	18.4	115	**84	3.1	3.5	102	*138	3.4	5.7	109	*225	3.8	9.3	124
THE FAMILY HANDYMAN	2356	382	3.0	16.2	101	**32	1.2	1.4	40	*106	2.6	4.5	87	*244	4.1	10.4	139
FAMILY WEEKLY	11533	1690	13.3	14.7	91	309	11.5	2.7	79	479	11.6	4.2	80	902	15.2	7.8	105
FIELD & STREAM	7444	1075	8.4	14.4	90	*188	7.0	2.5	75	480	11.7	6.4	124	407	6.9	5.5	73
FOOD & WINE	416	*141	1.1	33.9	211	**20	0.7	4.8	142	**37	0.9	8.9	171	**84	1.4	20.2	270
FORBES	1865	461	3.6	24.7	154	*108	4.0	5.8	171	*107	2.6	5.7	110	246	4.2	13.2	176
FORTUNE	1849	418	3.3	22.6	141	*88	3.3	4.8	140	*103	2.5	5.6	107	227	3.8	12.3	164
GENTLEMEN'S QUARTERLY	2284	437	3.4	19.1	119	**74	2.8	3.2	96	**118	2.9	5.2	99	*245	4.1	10.7	144
GLAMOUR	538	**79	0.6	14.7	91	**10	0.4	1.9	55	**35	0.8	6.5	125	**35	0.6	6.5	87
GOLF DIGEST	1649	421	3.3	25.5	159	**85	3.2	5.2	152	*157	3.8	9.5	183	*178	3.0	10.8	144
GOLF DIGEST/TENNIS (GROSS)	2294	576	4.5	25.1	156	*102	3.8	4.4	131	*198	4.8	8.6	166	277	4.7	12.1	162
GOLF MAGAZINE	1577	273	2.1	17.3	108	**60	2.2	3.8	112	*99	2.4	6.3	121	*114	1.9	7.2	97
GOLF MAGAZINE/SKI (GROSS)	2487	459	3.6	18.5	115	**115	4.3	4.6	136	*178	4.3	7.2	138	166	2.8	6.7	89
GOOD HOUSEKEEPING	2569	447	3.5	17.4	108	**65	2.4	2.5	75	*183	4.4	7.1	137	*199	3.4	7.7	104
HARPER'S BAZAAR	431	**97	0.8	22.5	140	**15	0.6	3.5	103	**50	1.2	11.6	223	**33	0.6	7.7	102
HEALTH	788	**104	0.8	13.2	82	**10	0.4	1.3	37	**19	0.5	2.4	46	**76	1.3	9.6	129
HEARST MAG CORP. BUY (GROSS)	18781	3126	24.6	16.6	104	425	15.8	2.3	67	1242	30.2	6.6	127	1459	24.6	7.8	104
HEARST MAN POWER (GROSS)	9169	1438	11.3	15.7	98	219	8.2	2.4	70	576	14.0	6.3	121	643	10.9	7.0	94
HEARST WOMAN POWER (GROSS)	5452	863	6.8	15.8	99	*121	4.5	2.2	65	338	8.2	6.2	119	405	6.8	7.4	99
HOUSE BEAUTIFUL	1020	*208	1.6	20.4	127	**16	0.6	1.6	46	**104	2.5	10.2	196	**88	1.5	8.6	115
INC.	993	268	2.1	27.0	168	**94	3.5	9.5	279	**78	1.9	7.9	151	*96	1.6	9.7	129
JET	2808	508	4.0	18.1	113	**94	3.5	3.3	99	*178	4.3	6.3	122	*235	4.0	8.4	112
LADIES' HOME JOURNAL	1868	358	2.8	19.2	119	**77	2.9	4.1	122	*162	3.9	8.7	167	**119	2.0	6.4	85
LHJ FAMILY GRP COMBO(GROSS)	3582	651	5.1	18.2	113	*102	3.8	2.8	84	*254	6.2	7.1	136	*295	5.0	8.2	110
LIFE	4817	972	7.6	20.2	126	*157	5.8	3.3	96	303	7.4	6.3	121	512	8.6	10.6	142
L.A. TIMES HOME MAGAZINE	1465	408	3.2	27.8	173	**61	2.3	4.2	123	*122	3.0	8.3	160	*225	3.8	15.4	205
MADEMOISELLE	460	**40	0.3	8.7	54	**7	0.3	1.5	45	**11	0.3	2.4	46	**22	0.4	4.8	64
MC CALL'S	1764	436	3.4	24.7	154	**74	2.8	4.2	124	*137	3.3	7.8	149	*224	3.8	12.7	170
MC CALL'S/WRK MOTHER (GROSS)	2062	473	3.7	22.9	143	**74	2.8	3.6	106	*166	4.0	8.1	155	*233	3.9	11.3	151
MECHANIX ILLUSTRATED	3625	613	4.8	16.9	105	*209	7.8	5.8	170	*147	3.6	4.1	78	257	4.3	7.1	95
METROPOLITAN HOME	495	*143	1.1	28.9	180	**2	0.1	0.4	12	**52	1.3	10.5	202	**88	1.5	17.8	238
MONEY	3017	821	6.4	27.2	169	*131	4.9	4.3	128	329	8.0	10.9	210	362	6.1	12.0	161
MOTHER EARTH NEWS	1203	*162	1.3	13.5	84	**28	1.0	2.3	69	**32	0.8	2.7	51	**101	1.7	8.4	112
MS.	*257	**107	0.8	41.6	259	**12	0.4	4.7	138	**35	0.8	13.6	262	**60	1.0	23.3	312
NATIONAL ENQUIRER	6921	1060	8.3	15.3	95	*180	6.7	2.6	77	372	9.0	5.4	103	509	8.6	7.4	98
NATIONAL GEOGRAPHIC	11626	2570	20.2	22.1	138	434	16.2	3.7	110	930	22.6	8.0	154	1205	20.3	10.4	139
NATIONAL SUNDAY MAGAZINE PKG	49424	8918	70.1	18.0	112	1827	68.0	3.7	109	3042	73.9	6.2	118	4049	68.3	8.2	110
NATURAL HISTORY	753	*172	1.4	22.8	142	**41	1.5	5.4	161	**56	1.4	7.4	143	**75	1.3	10.0	133
NEW WOMAN	*296	**41	0.3	13.9	86	**0	0.0	0.0	0	**11	0.3	3.7	72	**30	0.5	10.1	136
NEW YORK INCLUDING CUE	541	*89	0.7	16.5	102	**24	0.9	4.4	131	**27	0.7	5.0	96	**38	0.6	7.0	94
THE NEW YORKER	1078	334	2.6	31.0	193	**58	2.2	5.4	159	**108	2.6	10.0	193	*168	2.8	15.6	208
NEWSWEEK	9602	1875	14.7	19.5	122	334	12.4	3.5	103	650	15.8	6.8	130	892	15.1	9.3	124
THE N.Y. TIMES DAILY EDITION	1376	339	2.7	24.6	153	*64	2.4	4.7	137	*101	2.5	7.3	141	173	2.9	12.6	168
THE N.Y. TIMES MAGAZINE	2110	639	5.0	30.3	189	*104	3.9	4.9	145	231	5.6	10.9	211	304	5.1	14.4	193
OMNI	1927	481	3.8	25.0	155	**65	2.4	3.4	100	*204	5.0	10.6	204	*212	3.6	11.0	147
ON CABLE	911	*126	1.0	13.8	86	**51	1.9	5.6	165	**24	0.6	2.6	51	**50	0.8	5.5	73
1001 HOME IDEAS	927	*189	1.5	20.4	127	**15	0.6	1.6	48	**74	1.8	8.0	154	**100	1.7	10.8	144
ORGANIC GARDENING	1430	222	1.7	15.5	97	**44	1.6	3.1	91	**72	1.7	5.0	97	**106	1.8	7.4	99
OUTDOOR LIFE	4064	576	4.5	14.2	88	**89	3.3	2.2	65	*230	5.6	5.7	109	258	4.4	6.3	85
PARADE MAGAZINE	24538	4503	35.4	18.4	114	934	34.8	3.8	112	1598	38.8	6.5	125	1971	33.3	8.0	107

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	12729	100.0	16.1	100	2686	100.0	3.4	100	4118	100.0	5.2	100	5925	100.0	7.5	100
PARENTS	1126	*158	1.2	14.0	87	**29	1.1	2.6	76	**43	1.0	3.8	74	**86	1.5	7.6	102
PENTHOUSE	4157	720	5.7	17.3	108	*119	4.4	2.9	84	318	7.7	7.6	147	283	4.8	6.8	91
PEOPLE	7591	1292	10.2	17.0	106	201	7.5	2.6	78	350	8.5	4.6	89	741	12.5	9.8	131
PLAYBOY	8379	1546	12.1	18.5	115	249	9.3	3.0	88	560	13.6	6.7	129	737	12.4	8.8	118
POPULAR HOT RODDING	2110	*289	2.3	13.7	85	**35	1.3	1.7	49	**83	2.0	3.9	76	*171	2.9	8.1	108
POPULAR MECHANICS	4850	778	6.1	16.0	100	*114	4.2	2.4	69	300	7.3	6.2	119	364	6.1	7.5	100
POPULAR SCIENCE	3397	776	6.1	22.8	142	*120	4.5	3.5	104	278	6.8	8.2	158	378	6.4	11.1	149
PREVENTION	1720	288	2.3	16.7	104	**110	4.1	6.4	189	**42	1.0	2.4	47	*137	2.3	8.0	107
PSYCHOLOGY TODAY	1344	321	2.5	23.9	149	**49	1.8	3.6	108	**114	2.8	8.5	163	*159	2.7	11.8	158
READER'S DIGEST	16016	2926	23.0	18.3	114	626	23.3	3.9	115	882	21.4	5.5	106	1418	23.9	8.9	118
REDBOOK	1121	*146	1.1	13.0	81	**19	0.7	1.7	50	**76	1.8	6.8	130	**50	0.8	4.5	60
ROAD & TRACK	2161	349	2.7	16.1	101	**30	1.1	1.4	41	**176	4.3	8.1	157	*143	2.4	6.6	89
ROLLING STONE	1948	*303	2.4	15.6	97	**12	0.4	0.6	18	**163	4.0	8.4	161	*128	2.2	6.6	88
RUNNER'S WORLD	899	*224	1.8	24.9	155	**68	2.5	7.6	223	**58	1.4	6.5	124	**98	1.7	10.9	146
SATURDAY EVENING POST	841	*182	1.4	21.6	135	**55	2.0	6.5	193	**26	0.6	3.1	60	**101	1.7	12.0	161
SCIENCE 84	841	*172	1.4	20.5	127	**20	0.7	2.4	70	**97	2.4	11.5	222	**55	0.9	6.5	87
SCIENCE DIGEST	1194	*178	1.4	14.9	93	**29	1.1	2.4	72	**62	1.5	5.2	100	**88	1.5	7.4	99
SCIENTIFIC AMERICAN	1379	386	3.0	28.0	174	**28	1.0	2.0	60	**123	3.0	8.9	172	*235	4.0	17.0	228
SELF	436	**60	0.5	13.8	86	**5	0.2	1.1	34	**22	0.5	5.0	97	**33	0.6	7.6	101
SEVENTEEN	614	**56	0.4	9.1	57	**7	0.3	1.1	34	**37	0.9	6.0	116	**11	0.2	1.8	24
SKI	910	*186	1.5	20.4	127	**55	2.0	6.0	178	**79	1.9	8.7	167	**52	0.9	5.7	76
SMITHSONIAN	2937	856	6.7	29.1	181	137	5.1	4.7	138	335	8.1	11.4	220	384	6.5	13.1	175
SOAP OPERA DIGEST	545	**92	0.7	16.9	105	**10	0.4	1.8	54	**9	0.2	1.7	32	**72	1.2	13.2	177
SOUTHERN LIVING	2054	322	2.5	15.7	98	**51	1.9	2.5	73	**49	1.2	2.4	46	*223	3.8	10.9	145
SPORT	2799	492	3.9	17.6	109	**87	3.2	3.1	92	*245	5.9	8.8	168	*160	2.7	5.7	76
THE SPORTING NEWS	1938	355	2.8	18.3	114	**77	2.9	4.0	117	*153	3.7	7.9	152	**126	2.1	6.5	87
SPORTS AFIELD	3125	482	3.8	15.4	96	**76	2.8	2.4	72	*215	5.2	6.9	132	*191	3.2	6.1	82
SPORTS ILLUSTRATED	11159	1860	14.6	16.7	104	368	13.7	3.3	97	702	17.0	6.3	121	790	13.3	7.1	95
STAR	4095	634	5.0	15.5	96	*154	5.7	3.8	111	*215	5.2	5.3	101	*266	4.5	6.5	87
SUNDAY	25169	5020	39.4	19.9	124	1165	43.4	4.6	137	1654	40.2	6.6	126	2201	37.1	8.7	117
SUNSET	1294	388	3.0	30.0	187	**56	2.1	4.3	128	**92	2.2	7.1	137	*240	4.1	18.5	248
TV GUIDE	18508	2790	21.9	15.1	94	620	23.1	3.3	99	922	22.4	5.0	96	1248	21.1	6.7	90
TENNIS	645	*156	1.2	24.2	151	**17	0.6	2.6	78	**41	1.0	6.4	122	**98	1.7	15.2	203
TIME	12124	2662	20.9	22.0	137	576	21.4	4.8	140	955	23.2	7.9	152	1131	19.1	9.3	125
TOWN & COUNTRY	493	*128	1.0	26.0	162	**15	0.6	3.0	90	**44	1.1	8.9	172	**69	1.2	14.0	187
TRAVEL & LEISURE	1122	251	2.0	22.4	139	**26	1.0	2.3	68	**60	1.5	5.3	103	*166	2.8	14.8	198
TRUE STORY	690	**54	0.4	7.8	49	**22	0.8	3.2	94	**10	0.2	1.4	28	**23	0.4	3.3	45
U.S.NEWS & WORLD REPORT	6571	1280	10.1	19.5	121	253	9.4	3.9	114	480	11.7	7.3	141	548	9.2	8.3	112
USA TODAY	3120	744	5.8	23.8	148	*183	6.8	5.9	173	*237	5.8	7.6	146	324	5.5	10.4	139
US	1315	*234	1.8	17.8	111	**26	1.0	2.0	58	**71	1.7	5.4	104	**137	2.3	10.4	139
VOGUE	632	**112	0.9	17.7	110	**37	1.4	5.9	173	**58	1.4	9.2	177	**16	0.3	2.5	34
WALL STREET JOURNAL	4247	1136	8.9	26.7	167	222	8.3	5.2	154	313	7.6	7.4	142	600	10.1	14.1	189
WEIGHT WATCHERS	398	**48	0.4	12.1	75	**21	0.8	5.3	156	**17	0.4	4.3	82	**11	0.2	2.8	37
WOMAN'S DAY	1139	*238	1.9	20.9	130	**22	0.8	1.9	57	**82	2.0	7.2	139	**134	2.3	11.8	157
WORKING MOTHER	*298	**37	0.3	12.4	77	**0	0.0	0.0	0	**29	0.7	9.7	187	**9	0.2	3.0	40
WORKING WOMAN	327	**73	0.6	22.3	139	**1	0.0	0.3	9	**26	0.6	8.0	153	**46	0.8	14.1	188
WORLD TENNIS	397	**117	0.9	29.5	184	**17	0.6	4.3	126	**23	0.6	5.8	112	**77	1.3	19.4	259
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1673	13.1	17.4	108	203	7.6	2.1	62	626	15.2	6.5	125	844	14.2	8.8	117
BLAIR INSERTS	43762	8392	65.9	19.2	119	1721	64.1	3.9	116	2832	68.8	6.5	125	3840	64.8	8.8	117
DAILY NEWSPAPERS																	
READ ANY	52459	9253	72.7	17.6	110	1946	72.4	3.7	109	3201	77.7	6.1	117	4106	69.3	7.8	105
READ ONE	41891	7003	55.0	16.7	104	1534	57.1	3.7	108	2368	57.5	5.7	109	3101	52.3	7.4	99
READ TWO OR MORE	10568	2250	17.7	21.3	133	412	15.3	3.9	115	833	20.2	7.9	152	1005	17.0	9.5	127
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	9454	74.3	18.2	113	1922	71.6	3.7	109	3159	76.7	6.1	117	4372	73.8	8.4	113
READ ONE	44561	7687	60.4	17.3	107	1599	59.5	3.6	106	2495	60.6	5.6	108	3593	60.6	8.1	108
READ TWO OR MORE	7368	1767	13.9	24.0	149	324	12.1	4.4	130	664	16.1	9.0	173	780	13.2	10.6	142
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.72				28.88				29.39				32.43			
30 DAY REACH	71522	11535	90.6	16.1	100	2399	89.3	3.4	99	3713	90.2	5.2	100	5423	91.5	7.6	101
50 SHWG - 30 DAY AV FREQ	15.55	16.06				15.07				15.48				16.89			
30 DAY REACH	68168	11055	86.8	16.2	101	2296	85.5	3.4	99	3537	85.9	5.2	100	5222	88.1	7.7	102
25 SHWG - 30 DAY AV FREQ	8.43	8.78				8.07				8.58				9.23			
30 DAY REACH	62898	10079	79.2	16.0	100	2133	79.4	3.4	100	3196	77.6	5.1	98	4749	80.2	7.6	101
CABLE TV: HOME WIRED	31664	5190	40.8	16.4	102	1065	39.7	3.4	99	1571	38.1	5.0	95	2554	43.1	8.1	108
HOME NOT WIRED	47599	7539	59.2	15.8	99	1621	60.3	3.4	100	2547	61.9	5.4	103	3371	56.9	7.1	95
HAVE PAY CABLE	17139	2952	23.2	17.2	107	695	25.9	4.1	120	776	18.8	4.5	87	1481	25.0	8.6	116

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	TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	12729	100.0	16.1	100	2686	100.0	3.4	100	4118	100.0	5.2	100	5925	100.0	7.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	7830	61.5	16.4	102	1614	60.1	3.4	100	2557	62.1	5.4	103	3659	61.8	7.7	103
10:00 AM - 3:00 PM	29926	5091	40.0	17.0	106	1004	37.4	3.4	99	1589	38.6	5.3	102	2497	42.1	8.3	112
3:00 PM - 7:00 PM	37666	6261	49.2	16.6	104	1205	44.9	3.2	94	1959	47.6	5.2	100	3097	52.3	8.2	110
7:00 PM - MIDNIGHT	18909	3189	25.1	16.9	105	607	22.6	3.2	95	967	23.5	5.1	98	1616	27.3	8.5	114
MIDNIGHT - 6:00 AM	11822	1918	15.1	16.2	101	384	14.3	3.2	96	629	15.3	5.3	102	906	15.3	7.7	103
6:00 AM - MIDNIGHT	63254	10397	81.7	16.4	102	2072	77.1	3.3	97	3354	81.4	5.3	102	4972	83.9	7.9	105
ENTIRE DAY	64057	10543	82.8	16.5	102	2130	79.3	3.3	98	3389	82.3	5.3	102	5023	84.8	7.8	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	2960	23.3	17.8	111	646	24.1	3.9	115	899	21.8	5.4	104	1415	23.9	8.5	114
ALL NEWS	3542	905	7.1	25.6	159	179	6.7	5.1	149	361	8.8	10.2	196	365	6.2	10.3	138
AOR/PROGRESSIVE	7465	1135	8.9	15.2	95	*218	8.1	2.9	86	322	7.8	4.3	83	595	10.0	8.0	107
BEAUTIFUL MUSIC	5061	826	6.5	16.3	102	*176	6.6	3.5	103	265	6.4	5.2	101	384	6.5	7.6	102
BLACK	1914	361	2.8	18.9	117	**147	5.5	7.7	227	**67	1.6	3.5	67	*147	2.5	7.7	103
CLASSICAL	2304	562	4.4	24.4	152	**97	3.6	4.2	124	*165	4.0	7.2	138	300	5.1	13.0	174
CHR/ROCK	10663	1800	14.1	16.9	105	331	12.3	3.1	92	571	13.9	5.4	103	898	15.2	8.4	113
COUNTRY	13919	2021	15.9	14.5	90	349	13.0	2.5	74	680	16.5	4.9	94	992	16.7	7.1	95
GOLDEN OLDIES	2040	315	2.5	15.4	96	**96	3.6	4.7	139	**78	1.9	3.8	74	*140	2.4	6.9	92
MOR/NOSTALGIA	5105	917	7.2	18.0	112	218	8.1	4.3	126	330	8.0	6.5	124	369	6.2	7.2	97
NEWS/TALK	4764	874	6.9	18.3	114	*135	5.0	2.8	84	290	7.0	6.1	117	449	7.6	9.4	126
RELIGIOUS	2164	*267	2.1	12.3	77	**32	1.2	1.5	44	**96	2.3	4.4	85	**139	2.3	6.4	86
SOFT ROCK	623	**56	0.4	9.0	56	**27	1.0	4.3	128	**20	0.5	3.2	62	**10	0.2	1.6	21
URBAN CONTEMPORARY	1331	248	1.9	18.6	116	**94	3.5	7.1	208	**78	1.9	5.9	113	**76	1.3	5.7	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	373	2.9	11.7	73	**88	3.3	2.8	82	**65	1.6	2.0	39	*220	3.7	6.9	92
ABC DIRECTION	2724	570	4.5	20.9	130	154	5.7	5.7	167	*158	3.8	5.8	112	258	4.4	9.5	127
ABC ENTERTAINMENT	5256	857	6.7	16.3	102	*166	6.2	3.2	93	219	5.3	4.2	80	471	7.9	9.0	120
ABC FM	2263	285	2.2	12.6	78	**106	3.9	4.7	138	**46	1.1	2.0	39	*133	2.2	5.9	79
ABC INFORMATION	5618	906	7.1	16.1	100	201	7.5	3.6	106	292	7.1	5.2	100	413	7.0	7.4	98
ABC ROCK	2857	481	3.8	16.8	105	**97	3.6	3.4	100	*135	3.3	4.7	91	249	4.2	8.7	117
CBS	5953	1144	9.0	19.2	120	207	7.7	3.5	103	432	10.5	7.3	140	506	8.5	8.5	114
MUTUAL	4979	824	6.5	16.5	103	*162	6.0	3.3	96	259	6.3	5.2	100	404	6.8	8.1	109
NBC	7279	1245	9.8	17.1	107	303	11.3	4.2	123	360	8.7	4.9	95	582	9.8	8.0	107
RADIORADIO	2389	429	3.4	18.0	112	**67	2.5	2.8	83	*198	4.8	8.3	160	*165	2.8	6.9	92
RKO ONE	2583	450	3.5	17.4	108	**101	3.8	3.9	115	*180	4.4	7.0	134	*168	2.8	6.5	87
RKO TWO	3674	580	4.6	15.8	98	*144	5.4	3.9	116	*228	5.5	6.2	119	*208	3.5	5.7	76
THE SOURCE	3514	554	4.4	15.8	98	**97	3.6	2.8	81	**158	3.8	4.5	87	*299	5.0	8.5	114
NON-WIRED : BLAIR	9864	1517	11.9	15.4	96	308	11.5	3.1	92	566	13.7	5.7	110	642	10.8	6.5	87
INTERNET	13522	2504	19.7	18.5	115	529	19.7	3.9	115	660	16.0	4.9	94	1316	22.2	9.7	130
KATZ RADIO GROUP	19321	3292	25.9	17.0	106	680	25.3	3.5	104	979	23.8	5.1	98	1633	27.6	8.5	113
SUPERNET	10739	1877	14.7	17.5	109	327	12.2	3.0	90	700	17.0	6.5	125	850	14.3	7.9	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	754	5.9	14.8	92	188	7.0	3.7	109	239	5.8	4.7	90	327	5.5	6.4	86
WKDAY 9:00 AM - 1:00 PM	5383	807	6.3	15.0	93	235	8.7	4.4	129	244	5.9	4.5	87	328	5.5	6.1	82
WKDAY 1:00 PM - 4:30 PM	6469	963	7.6	14.9	93	255	9.5	3.9	116	255	6.2	3.9	76	453	7.6	7.0	94
WKDAY 4:30 PM - 7:30 PM	19661	3162	24.8	16.1	100	736	27.4	3.7	110	1010	24.5	5.1	99	1417	23.9	7.2	96
WKDAY 7:30 PM - 8:00 PM	27579	4433	34.8	16.1	100	1032	38.4	3.7	110	1403	34.1	5.1	98	1998	33.7	7.2	97
WKDAY 11:00 PM - 11:30 PM	22964	3848	30.2	16.8	104	840	31.3	3.7	108	1279	31.1	5.6	107	1728	29.2	7.5	101
WKDAY 11:30 PM - 1:00 AM	8158	1351	10.6	16.6	103	266	9.9	3.3	96	466	11.3	5.7	110	619	10.4	7.6	102
M-SAT 8-11 PM+SUN 7-11 PM	30140	4950	38.9	16.4	102	1132	42.1	3.8	111	1509	36.6	5.0	96	2309	39.0	7.7	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	218	1.7	10.6	66	*57	2.1	2.8	82	*58	1.4	2.8	55	*104	1.8	5.1	68
ANOTHER WORLD N	1214	151	1.2	12.4	77	**63	2.3	5.2	153	**22	0.5	1.8	35	**67	1.1	5.5	74
AS THE WORLD TURNS C	1740	222	1.7	12.8	79	*54	2.0	3.1	92	*47	1.1	2.7	52	*121	2.0	7.0	93
CAPITOL C	1016	*143	1.1	14.1	88	**51	1.9	5.0	148	**26	0.6	2.6	49	**66	1.1	6.5	87
CBS MORN. NEWS 1 C	1203	156	1.2	13.0	81	**44	1.6	3.7	108	**45	1.1	3.7	72	*68	1.1	5.7	76
CBS MORN. NEWS 2 C	773	89	0.7	11.5	72	**32	1.2	4.1	122	**34	0.8	4.4	85	**23	0.4	3.0	40
DAYS OF OUR LIVES N	1629	297	2.3	18.2	114	*88	3.3	5.4	159	*51	1.2	3.1	60	*158	2.7	9.7	130
FACTS OF LIFE - DAYTIME N	961	113	0.9	11.8	73	*29	1.1	3.0	89	**52	1.3	5.4	104	**32	0.5	3.3	45
FAMILY FEUD A	1390	163	1.3	11.7	73	*32	1.2	2.3	68	*55	1.3	4.0	76	*76	1.3	5.5	73
GENERAL HOSPITAL A	1463	173	1.4	11.8	74	**46	1.7	3.1	93	*50	1.2	3.4	66	*77	1.3	5.3	70
GOOD MORNING, AMERICA-730 A	1705	303	2.4	17.8	111	*75	2.8	4.4	130	100	2.4	5.9	113	128	2.2	7.5	100
GOOD MORNING, AMERICA-830 A	889	129	1.0	14.5	90	*48	1.8	5.4	159	*32	0.8	3.6	69	*49	0.8	5.5	74
GUIDING LIGHT C	1754	271	2.1	15.5	96	*60	2.2	3.4	101	*70	1.7	4.0	77	*141	2.4	8.0	108
ONE LIFE TO LIVE A	1100	105	0.8	9.5	59	**20	0.7	1.8	54	**31	0.8	2.8	54	*53	0.9	4.8	64
PRESS YOUR LUCK C	1222	191	1.5	15.6	97	*67	2.5	5.5	162	*50	1.2	4.1	79	*73	1.2	6.0	80
PRICE IS RIGHT 1 C	2692	332	2.6	12.3	77	90	3.4	3.3	99	104	2.5	3.9	74	139	2.3	5.2	69
PRICE IS RIGHT 2 C	2764	382	3.0	13.8	86	86	3.2	3.1	92	124	3.0	4.5	86	172	2.9	6.2	83
RYAN'S HOPE A	880	*119	0.9	13.5	84	**18	0.7	2.0	60	**42	1.0	4.8	92	**58	1.0	6.6	88
SALE OF THE CENTURY N	926	124	1.0	13.4	83	**18	0.7	1.9	57	*44	1.1	4.8	91	*61	1.0	6.6	88
SEARCH FOR TOMORROW N	359	*50	0.4	13.9	87	**18	0.7	5.0	148	**7	0.2	1.9	38	**25	0.4	7.0	93
TODAY SHOW 1 N	1890	378	3.0	20.0	125	*76	2.8	4.0	119	142	3.4	7.5	145	159	2.7	8.4	113
TODAY SHOW 2 N	1344	145	1.1	10.8	67	**25	0.9	1.9	55	**41	1.0	3.1	59	*78	1.3	5.8	78
$25,000 PYRAMID C	1462	254	2.0	17.4	108	*78	2.9	5.3	157	*72	1.7	4.9	95	*105	1.8	7.2	96
WHEEL OF FORTUNE N	1497	209	1.6	14.0	87	*55	2.0	3.7	108	*67	1.6	4.5	86	*86	1.5	5.7	77
YOUNG AND THE RESTLESS C	1954	254	2.0	13.0	81	*53	2.0	2.7	80	*70	1.7	3.6	69	*132	2.2	6.8	90
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	496	3.9	18.0	112	*86	3.2	3.1	92	183	4.4	6.6	128	227	3.8	8.2	110
NBA PLAYOFF GAME -1 C	3881	654	5.1	16.9	105	108	4.0	2.8	82	251	6.1	6.5	124	295	5.0	7.6	102
NBC MAJOR LEAGUE PRE-GAME N	2805	528	4.1	18.8	117	*155	5.8	5.5	163	*144	3.5	5.1	99	*230	3.9	8.2	110
SPORTSWORLD - SUN N	2041	324	2.5	15.9	99	*101	3.8	4.9	146	*101	2.5	4.9	95	*123	2.1	6.0	81
SUNDAY MORNING C	2555	407	3.2	15.9	99	*117	4.4	4.6	135	*118	2.9	4.6	89	*172	2.9	6.7	90

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL MALES		79263	12729	100.0	16.1	100	2686	100.0	3.4	100	4118	100.0	5.2	100	5925	100.0	7.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	4043	31.8	16.6	104	902	33.6	3.7	109	1431	34.7	5.9	113	1709	28.8	7.0	94
NETWORK AFFILIATES - LATE		17197	2869	22.5	16.7	104	639	23.8	3.7	110	998	24.2	5.8	112	1232	20.8	7.2	96
INDEPENDENTS - LATE		2887	570	4.5	19.7	123	134	5.0	4.6	137	214	5.2	7.4	143	221	3.7	7.7	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	1523	12.0	13.5	84	380	14.1	3.4	99	487	11.8	4.3	83	656	11.1	5.8	78
ABC MONDAY NIGHT MOVIE	A	4379	752	5.9	17.2	107	*155	5.8	3.5	104	223	5.4	5.1	98	375	6.3	8.6	115
ABC SUNDAY NIGHT MOVIE	A	9910	1622	12.7	16.4	102	341	12.7	3.4	102	490	11.9	4.9	95	792	13.4	8.0	107
ABC WORLD NEWS TONIGHT	A	6212	1156	9.1	18.6	116	176	6.6	2.8	84	408	9.9	6.6	126	572	9.7	9.2	123
AFTERMASH	C	4575	610	4.8	13.3	83	*153	5.7	3.3	99	*178	4.3	3.9	75	280	4.7	6.1	82
ALICE	C	6777	956	7.5	14.1	88	246	9.2	3.6	107	303	7.4	4.5	86	406	6.9	6.0	80
AMERICAN PARADE	C	4868	843	6.6	17.3	108	163	6.1	3.3	99	296	7.2	6.1	117	384	6.5	7.9	106
BENSON	A	7593	1248	9.8	16.4	102	305	11.4	4.0	119	347	8.4	4.6	88	596	10.1	7.8	105
BLUE THUNDER	A	6036	934	7.3	15.5	96	242	9.0	4.0	118	303	7.4	5.0	97	389	6.6	6.4	86
CAGNEY & LACEY	C	7698	1195	9.4	15.5	97	289	10.8	3.8	111	381	9.3	4.9	95	525	8.9	6.8	91
CBS EVENING NEWS-DEAN	C	4066	689	5.4	16.9	106	*160	6.0	3.9	116	238	5.8	5.9	113	291	4.9	7.2	96
CBS EVENING NEWS-RATHER	C	8092	1349	10.6	16.7	104	339	12.6	4.2	124	454	11.0	5.6	108	555	9.4	6.9	92
CBS SAT. NEWS-SCHIEFFER	C	4795	711	5.6	14.8	92	211	7.9	4.4	130	231	5.6	4.8	93	269	4.5	5.6	75
CBS SATURDAY NIGHT MOVIE	C	6034	930	7.3	15.4	96	207	7.7	3.4	101	280	6.8	4.6	89	443	7.5	7.3	98
CBS WEDNESDAY NIGHT MOVIE	C	4993	792	6.2	15.9	99	153	5.7	3.1	90	252	6.1	5.0	97	387	6.5	7.8	104
CHEERS	N	6976	1366	10.7	19.6	122	249	9.3	3.6	105	462	11.2	6.6	127	656	11.1	9.4	126
DALLAS	C	13575	2297	18.0	16.9	105	469	17.5	3.5	102	709	17.2	5.2	101	1118	18.9	8.2	110
DIFF'RENT STROKES	N	3684	588	4.6	16.0	99	*179	6.7	4.9	143	*147	3.6	4.0	77	262	4.4	7.1	95
DOUBLE TROUBLE	N	4462	774	6.1	17.3	108	205	7.6	4.6	136	*184	4.5	4.1	79	385	6.5	8.6	115
DUCK FACTORY	N	4810	864	6.8	18.0	112	*167	6.2	3.5	102	253	6.1	5.3	101	444	7.5	9.2	123
DUKES OF HAZZARD	C	5951	917	7.2	15.4	96	187	7.0	3.1	93	286	6.9	4.8	93	444	7.5	7.5	100
DYNASTY	A	11325	1780	14.0	15.7	98	428	15.9	3.8	112	550	13.4	4.9	93	803	13.6	7.1	95
FACTS OF LIFE	N	4512	679	5.3	15.0	94	*196	7.3	4.3	128	264	6.4	5.9	113	*219	3.7	4.9	65
FALCON CREST	C	9215	1630	12.8	17.7	110	335	12.5	3.6	107	544	13.2	5.9	114	750	12.7	8.1	109
FALL GUY	A	8604	1330	10.4	15.5	96	267	9.9	3.1	92	458	11.1	5.3	102	605	10.2	7.0	94
FAMILY TIES	N	4179	686	5.4	16.4	102	*162	6.0	3.9	114	*172	4.2	4.1	79	352	5.9	8.4	113
FANTASY ISLAND	A	4781	839	6.6	17.5	109	225	8.4	4.7	139	216	5.2	4.5	87	397	6.7	8.3	111
FOULUPS,BLEEPS & BLUNDERS	A	6697	1088	8.5	16.2	101	293	10.9	4.4	129	326	7.9	4.9	94	469	7.9	7.0	94
FOUR SEASONS	C	3873	552	4.3	14.3	89	*129	4.8	3.3	98	*126	3.1	3.3	63	297	5.0	7.7	103
GIMME A BREAK	N	4310	578	4.5	13.4	84	*162	6.0	3.8	111	*153	3.7	3.5	68	*264	4.5	6.1	82
HART TO HART	A	5751	781	6.1	13.6	85	226	8.4	3.9	116	270	6.6	4.7	90	285	4.8	5.0	66
HILL STREET BLUES	N	8568	1478	11.6	17.3	107	283	10.5	3.3	97	446	10.8	5.2	100	749	12.6	8.7	117
HOTEL	A	8801	1420	11.2	16.1	100	353	13.1	4.0	118	449	10.9	5.1	98	617	10.4	7.0	94
JEFFERSONS	C	6978	1026	8.1	14.7	92	295	11.0	4.2	125	294	7.1	4.2	81	437	7.4	6.3	84
JENNIFER SLEPT HERE	N	3021	426	3.3	14.1	88	*155	5.8	5.1	151	*96	2.3	3.2	61	*175	3.0	5.8	77
KATE & ALLIE	C	6811	1177	9.2	17.3	108	291	10.8	4.3	126	351	8.5	5.2	99	534	9.0	7.8	105
KNIGHT RIDER	N	5256	785	6.2	14.9	93	*181	6.7	3.4	102	216	5.2	4.1	79	388	6.5	7.4	99
LOVE BOAT	A	7174	1034	8.1	14.4	90	326	12.1	4.5	134	295	7.2	4.1	79	412	7.0	5.7	77
MAGNUM PI	C	10438	1569	12.3	15.0	94	331	12.3	3.2	94	567	13.8	5.4	105	672	11.3	6.4	86
MAMA'S FAMILY	N	3488	613	4.8	17.6	109	*143	5.3	4.1	121	*210	5.1	6.0	116	260	4.4	7.5	100
MASTER, THE	N	4127	619	4.9	15.0	93	*141	5.2	3.4	101	250	6.1	6.1	117	228	3.8	5.5	74
MATT HOUSTON	A	5978	1053	8.3	17.6	110	224	8.3	3.7	111	361	8.8	6.0	116	467	7.9	7.8	105
NBC MONDAY NIGHT MOVIE	N	10446	1869	14.7	17.9	111	335	12.5	3.2	95	530	12.9	5.1	98	1004	16.9	9.6	129
NBC NIGHTLY NEWS	N	5571	772	6.1	13.9	86	199	7.4	3.6	105	257	6.2	4.6	89	316	5.3	5.7	76
NBC NIGHTLY NEWS-SAT	N	3675	677	5.3	18.4	115	181	6.7	4.9	145	262	6.4	7.1	137	234	3.9	6.4	85
NBC NIGHTLY NEWS-SUN	N	2905	569	4.5	19.6	122	*149	5.5	5.1	151	*203	4.9	7.0	135	*216	3.6	7.4	99
NBC SUNDAY NIGHT MOVIE	N	8352	1404	11.0	16.8	105	*266	9.9	3.2	94	493	12.0	5.9	114	646	10.9	7.7	103
NEWHART	C	6864	1163	9.1	16.9	106	365	13.6	5.3	157	341	8.3	5.0	96	457	7.7	6.7	89
ONE DAY AT A TIME	C	3866	591	4.6	15.3	95	*134	5.0	3.5	102	174	4.2	4.5	87	283	4.8	7.3	98
PEOPLE ARE FUNNY	N	3956	727	5.7	18.4	114	*208	7.7	5.3	155	*223	5.4	5.6	109	296	5.0	7.5	100
REAL PEOPLE	N	6305	923	7.3	14.6	91	214	8.0	3.4	100	333	8.1	5.3	102	377	6.4	6.0	80
REMINGTON STEELE	N	5884	900	7.1	15.3	95	214	8.0	3.6	107	234	5.7	4.0	77	452	7.6	7.7	103
RIPLEY'S BELIEVE IT - NOT	A	5706	1016	8.0	17.8	111	*177	6.6	3.1	92	384	9.3	6.7	130	455	7.7	8.0	107
RIPTIDE	N	6202	755	5.9	12.2	76	167	6.2	2.7	79	224	5.4	3.6	70	365	6.2	5.9	79
SCARECROW & MRS. KING	C	6513	1087	8.5	16.7	104	233	8.7	3.6	106	357	8.7	5.5	106	497	8.4	7.6	102
SIMON & SIMON	C	8593	1166	9.2	13.6	84	235	8.7	2.7	81	373	9.1	4.3	84	559	9.4	6.5	87
60 MINUTES	C	13342	2313	18.2	17.3	108	545	20.3	4.1	121	715	17.4	5.4	103	1053	17.8	7.9	106
ST. ELSEWHERE	N	6029	1058	8.3	17.5	109	199	7.4	3.3	97	329	8.0	5.5	105	530	8.9	8.8	118
THREE'S COMPANY	A	8565	1271	10.0	14.8	92	307	11.4	3.6	106	466	11.3	5.4	105	498	8.4	5.8	78
T.J. HOOKER	A	7400	1107	8.7	15.0	93	299	11.1	4.0	119	335	8.1	4.5	87	473	8.0	6.4	86
TONIGHT SHOW	N	2433	355	2.8	14.6	91	55	2.0	2.3	67	129	3.1	5.3	102	171	2.9	7.0	94
TRAPPER JOHN, M.D.	C	5958	885	7.0	14.9	92	182	6.8	3.1	90	296	7.2	5.0	96	407	6.9	6.8	91
TV BLOOPERS & PRAC. JOKES	N	9086	1353	10.6	14.9	93	311	11.6	3.4	101	404	9.8	4.4	86	637	10.8	7.0	94
20/20	A	8306	1371	10.8	16.5	103	291	10.8	3.5	103	369	9.0	4.4	86	712	12.0	8.6	115
WEBSTER	A	6788	1095	8.6	16.1	100	331	12.3	4.9	144	302	7.3	4.4	86	462	7.8	6.8	91
WORLD NEWS - SUN	A	2036	442	3.5	21.7	135	**38	1.4	1.9	55	**111	2.7	5.5	105	294	5.0	14.4	193
YELLOW ROSE	N	3174	435	3.4	13.7	85	*103	3.8	3.2	96	*157	3.8	4.9	95	*176	3.0	5.5	74
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	2792	21.9	17.1	107	627	23.3	3.8	113	988	24.0	6.1	117	1177	19.9	7.2	97
BASKETBALL - COLLEGE GAMES		10054	1747	13.7	17.4	108	*374	13.9	3.7	110	637	15.5	6.3	122	736	12.4	7.3	98
BASKETBALL - PRO GAMES		8248	1488	11.7	18.0	112	*359	13.4	4.4	128	497	12.1	6.0	116	631	10.6	7.7	102
BOWLING		5356	902	7.1	16.8	105	**141	5.2	2.6	78	*432	10.5	8.1	155	*329	5.6	6.1	82
BOXING		11255	2047	16.1	18.2	113	476	17.7	4.2	125	765	18.6	6.8	131	806	13.6	7.2	96
FOOTBALL - COLLEGE GAMES		14647	2592	20.4	17.7	110	646	24.1	4.4	130	883	21.4	6.0	116	1064	18.0	7.3	97
FOOTBALL - PRO GAMES		23581	4349	34.2	18.4	115	976	36.3	4.1	122	1360	33.0	5.8	111	2013	34.0	8.5	114
GOLF		6145	1342	10.5	21.8	136	*253	9.4	4.1	121	470	11.4	7.6	147	618	10.4	10.1	135
POST-SEASON COLL. FOOTBALL		12828	2376	18.7	18.5	115	472	17.6	3.7	109	718	17.4	5.6	108	1186	20.0	9.2	124
POST-SEASON PRO FOOTBALL		15397	2947	23.2	19.1	119	530	19.7	3.4	102	889	21.6	5.8	111	1528	25.8	9.9	133
TENNIS		3483	1056	8.3	30.3	189	**159	5.9	4.6	135	*358	8.7	10.3	198	*539	9.1	15.5	207
WRESTLING - PROFESSIONAL		6023	936	7.4	15.5	97	**222	8.3	3.7	109	*364	8.8	6.0	116	*351	5.9	5.8	78

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	18193	100.0	20.6	100	3501	100.0	4.0	100	6304	100.0	7.1	100	8389	100.0	9.5	100
FEMALE HOMEMAKERS	80986	16579	91.1	20.5	100	3199	91.4	4.0	100	5786	91.8	7.1	100	7595	90.5	9.4	99
EMPLOYED MOTHERS	18702	3862	21.2	20.7	100	685	19.6	3.7	93	1338	21.2	7.2	100	1839	21.9	9.8	104
18 - 24	14726	2667	14.7	18.1	88	*542	15.5	3.7	93	746	11.8	5.1	71	1379	16.4	9.4	99
25 - 34	20202	4080	22.4	20.2	98	591	16.9	2.9	74	1108	17.6	5.5	77	2382	28.4	11.8	124
35 - 44	14781	3181	17.5	21.5	105	661	18.9	4.5	113	1240	19.7	8.4	118	1280	15.3	8.7	91
45 - 54	11449	2557	14.1	22.3	109	*419	12.0	3.7	92	870	13.8	7.6	107	1268	15.1	11.1	117
55 - 64	11846	2827	15.5	23.9	116	*662	18.9	5.6	141	1146	18.2	9.7	136	1019	12.1	8.6	91
65 OR OLDER	15459	2881	15.8	18.6	91	625	17.9	4.0	102	1194	18.9	7.7	108	1061	12.6	6.9	72
18 - 34	34928	6748	37.1	19.3	94	1133	32.4	3.2	82	1854	29.4	5.3	74	3761	44.8	10.8	114
18 - 49	55154	11107	61.1	20.1	98	1971	56.3	3.6	90	3534	56.1	6.4	90	5601	66.8	10.2	107
25 - 54	46433	9818	54.0	21.1	103	1671	47.7	3.6	91	3218	51.0	6.9	97	4929	58.8	10.6	112
35 - 49	20226	4359	24.0	21.6	105	838	23.9	4.1	105	1681	26.7	8.3	117	1841	21.9	9.1	96
50 OR OLDER	33310	7086	38.9	21.3	103	1530	43.7	4.6	116	2770	43.9	8.3	117	2787	33.2	8.4	88
GRADUATED COLLEGE	12110	3488	19.2	28.8	140	601	17.2	5.0	125	1036	16.4	8.6	120	1851	22.1	15.3	161
ATTENDED COLLEGE	15309	3998	22.0	26.1	127	703	20.1	4.6	116	1373	21.8	9.0	126	1923	22.9	12.6	132
GRADUATED HIGH SCHOOL	36912	7572	41.6	20.5	100	1382	39.5	3.7	95	2667	42.3	7.2	101	3524	42.0	9.5	101
DID NOT GRADUATE HIGH SCHOOL	24134	3135	17.2	13.0	63	815	23.3	3.4	85	1229	19.5	5.1	71	1091	13.0	4.5	48
EMPLOYED FULL-TIME	35457	8067	44.3	22.8	111	1433	40.9	4.0	102	2576	40.9	7.3	102	4058	48.4	11.4	121
EMPLOYED PART-TIME	8514	1881	10.3	22.1	107	*346	9.9	4.1	103	663	10.5	7.8	109	871	10.4	10.2	108
NOT EMPLOYED	44494	8245	45.3	18.5	90	1721	49.2	3.9	98	3065	48.6	6.9	97	3460	41.2	7.8	82
PROFESSIONAL/MANAGER	10811	3071	16.9	28.4	138	*535	15.3	4.9	125	742	11.8	6.9	96	1793	21.4	16.6	175
TECH/CLERICAL/SALES	19640	4666	25.6	23.8	116	773	22.1	3.9	99	1751	27.8	8.9	125	2142	25.5	10.9	115
PRECISION/CRAFT	1023	**245	1.3	23.9	116	**79	2.3	7.7	195	**72	1.1	7.0	99	**94	1.1	9.2	97
OTHER EMPLOYED	12498	1967	10.8	15.7	77	*392	11.2	3.1	79	674	10.7	5.4	76	900	10.7	7.2	76
SINGLE	15995	3722	20.5	23.3	113	780	22.3	4.9	123	1158	18.4	7.2	102	1784	21.3	11.2	118
MARRIED	51689	10561	58.0	20.4	99	2065	59.0	4.0	101	3520	55.8	6.8	96	4976	59.3	9.6	102
DIVORCED/SEPARATED/WIDOWED	20780	3910	21.5	18.8	91	656	18.7	3.2	80	1625	25.8	7.8	110	1628	19.4	7.8	83
PARENTS	33922	6354	34.9	18.7	91	1129	32.2	3.3	84	2056	32.6	6.1	85	3168	37.8	9.3	98
WHITE	76422	16313	89.7	21.3	104	3057	87.3	4.0	101	5677	90.1	7.4	104	7579	90.3	9.9	105
BLACK	10066	1583	8.7	15.7	76	*406	11.6	4.0	102	500	7.9	5.0	70	677	8.1	6.7	71
OTHER	1976	**297	1.6	15.0	73	**38	1.1	1.9	49	**127	2.0	6.4	90	**132	1.6	6.7	70
NORTHEAST-CENSUS	19803	4972	27.3	25.1	122	1180	33.7	6.0	151	1853	29.4	9.4	131	1939	23.1	9.8	103
NORTH CENTRAL	22181	4740	26.1	21.4	104	605	17.3	2.7	69	1776	28.2	8.0	112	2359	28.1	10.6	112
SOUTH	30082	4952	27.2	16.5	80	1046	29.9	3.5	88	1529	24.3	5.1	71	2377	28.3	7.9	83
WEST	16398	3530	19.4	21.5	105	670	19.1	4.1	103	1146	18.2	7.0	98	1713	20.4	10.4	110
NORTHEAST-MKTG.	20163	5422	29.8	26.9	131	1243	35.5	6.2	156	1958	31.1	9.7	136	2222	26.5	11.0	116
EAST CENTRAL	13054	2485	13.7	19.0	93	474	13.5	3.6	92	879	13.9	6.7	94	1132	13.5	8.7	91
WEST CENTRAL	14993	3262	17.9	21.8	106	*350	10.0	2.3	59	1217	19.3	8.1	114	1696	20.2	11.3	119
SOUTH	25785	3956	21.7	15.3	75	794	22.7	3.1	78	1307	20.7	5.1	71	1855	22.1	7.2	76
PACIFIC	14470	3068	16.9	21.2	103	640	18.3	4.4	112	944	15.0	6.5	92	1484	17.7	10.3	108
COUNTY SIZE A	36705	9027	49.6	24.6	120	2047	58.5	5.6	141	3238	51.4	8.8	124	3743	44.6	10.2	108
COUNTY SIZE B	26819	5244	28.8	19.6	95	818	23.4	3.1	77	1908	30.3	7.1	100	2518	30.0	9.4	99
COUNTY SIZE C	13597	2420	13.3	17.8	87	*491	14.0	3.6	91	758	12.0	5.6	78	1172	14.0	8.6	91
COUNTY SIZE D	11344	1502	8.3	13.2	64	**146	4.2	1.3	33	*400	6.3	3.5	49	956	11.4	8.4	89
METRO CENTRAL CITY	26825	5808	31.9	21.7	105	1302	37.2	4.9	123	1872	29.7	7.0	98	2634	31.4	9.8	104
METRO SUBURBAN	39912	9079	49.9	22.7	111	1681	48.0	4.2	106	3514	55.7	8.8	124	3884	46.3	9.7	103
NON METRO	21728	3306	18.2	15.2	74	*517	14.8	2.4	60	918	14.6	4.2	59	1871	22.3	8.6	91
TOP 5 ADI'S	20847	5341	29.4	25.6	125	1101	31.4	5.3	133	1881	29.8	9.0	127	2359	28.1	11.3	119
TOP 10 ADI'S	28719	7008	38.5	24.4	119	1569	44.8	5.5	138	2437	38.7	8.5	119	3003	35.8	10.5	110
TOP 20 ADI'S	40904	9805	53.9	24.0	117	2103	60.1	5.1	130	3549	56.3	8.7	122	4154	49.5	10.2	107
HSHLD INC. $50,000 OR MORE	7931	2484	13.7	31.3	152	*331	9.5	4.2	105	931	14.8	11.7	165	1222	14.6	15.4	162
$40,000 OR MORE	15233	4242	23.3	27.8	135	672	19.2	4.4	111	1561	24.8	10.2	144	2010	24.0	13.2	139
$30,000 OR MORE	28333	7138	39.2	25.2	123	1144	32.7	4.0	102	2552	40.5	9.0	126	3441	41.0	12.1	128
$25,000 OR MORE	36417	8921	49.0	24.5	119	1465	41.8	4.0	102	3067	48.7	8.4	118	4390	52.3	12.1	127
$20,000 - $24,999	9943	2264	12.4	22.8	111	*406	11.6	4.1	103	876	13.9	8.8	124	982	11.7	9.9	104
$15,000 - $19,999	9211	1935	10.6	21.0	102	*455	13.0	4.9	125	633	10.0	6.9	96	847	10.1	9.2	97
$10,000 - $14,999	13477	2519	13.8	18.7	91	438	12.5	3.2	82	883	14.0	6.6	92	1198	14.3	8.9	94
UNDER $10,000	19418	2554	14.0	13.2	64	737	21.1	3.8	96	845	13.4	4.4	61	973	11.6	5.0	53
HOUSEHOLD OF 1 PERSON	11987	2557	14.1	21.3	104	564	16.1	4.7	119	887	14.1	7.4	104	1106	13.2	9.2	97
2 PEOPLE	27046	5833	32.1	21.6	105	1146	32.7	4.2	107	2132	33.8	7.9	111	2555	30.5	9.4	100
3 OR 4 PEOPLE	34251	6778	37.3	19.8	96	1173	33.5	3.4	87	2204	35.0	6.4	90	3402	40.6	9.9	105
5 OR MORE PEOPLE	15180	3025	16.6	19.9	97	*617	17.6	4.1	103	1081	17.1	7.1	100	1327	15.8	8.7	92
NO CHILD IN HSHLD	49819	10786	59.3	21.7	105	2131	60.9	4.3	108	3907	62.0	7.8	110	4747	56.6	9.5	100
CHILD(REN) UNDER 2 YRS	6045	922	5.1	15.3	74	**142	4.1	2.3	59	**188	3.0	3.1	44	592	7.1	9.8	103
2 - 5 YEARS	15233	2548	14.0	16.7	81	*402	11.5	2.6	67	741	11.8	4.9	68	1405	16.7	9.2	97
6 - 11 YEARS	16260	2932	16.1	18.0	88	*569	16.3	3.5	88	1034	16.4	6.4	89	1329	15.8	8.2	86
12 - 17 YEARS	19173	4193	23.0	21.9	106	895	25.6	4.7	118	1538	24.4	8.0	113	1759	21.0	9.2	97
RESIDENCE OWNED	61371	13174	72.4	21.5	104	2388	68.2	3.9	98	4766	75.6	7.8	109	6021	71.8	9.8	103
VALUE: $50,000 OR MORE	35355	9168	50.4	25.9	126	1637	46.8	4.6	117	3322	52.7	9.4	132	4209	50.2	11.9	126
VALUE: UNDER $50,000	26016	4007	22.0	15.4	75	751	21.5	2.9	73	1444	22.9	5.6	78	1812	21.6	7.0	73

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	18193	100.0	20.6	100	3501	100.0	4.0	100	6304	100.0	7.1	100	8389	100.0	9.5	100
MAGAZINES	QUINTILE 1	17988	4879	26.8	27.1	132	902	25.8	5.0	127	1753	27.8	9.7	137	2224	26.5	12.4	130
	QUINTILE 2	19446	4619	25.4	23.8	115	847	24.2	4.4	110	1510	24.0	7.8	109	2262	27.0	11.6	123
	QUINTILE 3	14626	2726	15.0	18.6	91	446	12.7	3.0	77	1021	16.2	7.0	98	1259	15.0	8.6	91
	QUINTILE 4	16014	3075	16.9	19.2	93	581	16.6	3.6	92	978	15.5	6.1	86	1515	18.1	9.5	100
	QUINTILE 5	20389	2895	15.9	14.2	69	724	20.7	3.6	90	1041	16.5	5.1	72	1129	13.5	5.5	58
NEWSPAPERS	QUINTILE 1	13830	4009	22.0	29.0	141	930	26.6	6.7	170	1508	23.9	10.9	153	1571	18.7	11.4	120
	QUINTILE 2	26350	5712	31.4	21.7	105	1079	30.8	4.1	103	2050	32.5	7.8	109	2583	30.8	9.8	103
	QUINTILE 3	12415	2892	15.9	23.3	113	520	14.9	4.2	106	841	13.3	6.8	95	1532	18.3	12.3	130
	QUINTILE 4	21911	3914	21.5	17.9	87	713	20.4	3.3	82	1326	21.0	6.1	85	1876	22.4	8.6	90
	QUINTILE 5	13960	1666	9.2	11.9	58	*260	7.4	1.9	47	580	9.2	4.2	58	826	9.8	5.9	62
OUTDOOR	QUINTILE 1	16810	3710	20.4	22.1	107	718	20.5	4.3	108	1177	18.7	7.0	98	1816	21.6	10.8	114
	QUINTILE 2	17101	3248	17.9	19.0	92	539	15.4	3.2	80	1144	18.1	6.7	94	1566	18.7	9.2	97
	QUINTILE 3	17579	3777	20.8	21.5	104	722	20.6	4.1	104	1371	21.7	7.8	109	1685	20.1	9.6	101
	QUINTILE 4	18343	4030	22.2	22.0	107	913	26.1	5.0	126	1419	22.5	7.7	109	1699	20.3	9.3	98
	QUINTILE 5	18631	3428	18.8	18.4	89	610	17.4	3.3	83	1194	18.9	6.4	90	1624	19.4	8.7	92
RADIO-DRIVE TIME	QUINTILE 1	17390	3827	21.0	22.0	107	770	22.0	4.4	112	1505	23.9	8.7	121	1552	18.5	8.9	94
	QUINTILE 2	16591	3591	19.7	21.6	105	720	20.6	4.3	110	1118	17.7	6.7	95	1754	20.9	10.6	111
	QUINTILE 3	16910	3215	17.7	19.0	92	655	18.7	3.9	98	1051	16.7	6.2	87	1510	18.0	8.9	94
	QUINTILE 4	18002	3803	20.9	21.1	103	725	20.7	4.0	102	1234	19.6	6.9	96	1843	22.0	10.2	108
	QUINTILE 5	19572	3757	20.7	19.2	93	631	18.0	3.2	81	1396	22.1	7.1	100	1730	20.6	8.8	93
RADIO-MID-DAY	TERCILE 1	23248	4917	27.0	21.2	103	1070	30.6	4.6	116	1678	26.6	7.2	101	2169	25.9	9.3	98
	TERCILE 2	23667	5086	28.0	21.5	104	915	26.1	3.9	98	1733	27.5	7.3	103	2439	29.1	10.3	109
	TERCILE 3	41549	8190	45.0	19.7	96	1516	43.3	3.6	92	2894	45.9	7.0	98	3781	45.1	9.1	96
RADIO-TOTAL	QUINTILE 1	17786	3901	21.4	21.9	107	795	22.7	4.5	113	1416	22.5	8.0	112	1690	20.1	9.5	100
	QUINTILE 2	17316	3467	19.1	20.0	97	730	20.9	4.2	107	1107	17.6	6.4	90	1631	19.4	9.4	99
	QUINTILE 3	18428	3904	21.5	21.2	103	884	25.2	4.8	121	1314	20.8	7.1	100	1707	20.3	9.3	98
	QUINTILE 4	17669	3744	20.6	21.2	103	544	15.5	3.1	78	1331	21.1	7.5	106	1869	22.3	10.6	112
	QUINTILE 5	17265	3176	17.5	18.4	89	548	15.7	3.2	80	1136	18.0	6.6	92	1492	17.8	8.6	91
TV-PRIME TIME	QUINTILE 1	17416	3784	20.8	21.7	106	949	27.1	5.4	138	1480	23.5	8.5	119	1355	16.2	7.8	82
	QUINTILE 2	17413	3727	20.5	21.4	104	614	17.5	3.5	89	1336	21.2	7.7	108	1778	21.2	10.2	108
	QUINTILE 3	17943	3847	21.1	21.4	104	611	17.5	3.4	86	1178	18.7	6.6	92	2059	24.5	11.5	121
	QUINTILE 4	18442	3946	21.7	21.4	104	827	23.6	4.5	113	1342	21.3	7.3	102	1778	21.2	9.6	102
	QUINTILE 5	17250	2888	15.9	16.7	81	*501	14.3	2.9	73	968	15.4	5.6	79	1419	16.9	8.2	87
TV-DAYTIME	TERCILE 1	29966	5797	31.9	19.3	94	1054	30.1	3.5	89	2130	33.8	7.1	100	2613	31.1	8.7	92
	TERCILE 2	29480	5889	32.4	20.0	97	1158	33.1	3.9	99	1971	31.3	6.7	94	2760	32.9	9.4	99
	TERCILE 3	29018	6508	35.8	22.4	109	1289	36.8	4.4	112	2204	35.0	7.6	107	3015	35.9	10.4	110
TV-TOTAL	QUINTILE 1	17740	3465	19.0	19.5	95	722	20.6	4.1	103	1328	21.1	7.5	105	1416	16.9	8.0	84
	QUINTILE 2	17674	3948	21.7	22.3	109	712	20.3	4.0	102	1371	21.7	7.8	109	1865	22.2	10.6	111
	QUINTILE 3	17730	3951	21.7	22.3	108	759	21.7	4.3	108	1370	21.7	7.7	108	1822	21.7	10.3	108
	QUINTILE 4	17563	3476	19.1	19.8	96	655	18.7	3.7	94	1183	18.8	6.7	95	1638	19.5	9.3	98
	QUINTILE 5	17757	3353	18.4	18.9	92	653	18.7	3.7	93	1052	16.7	5.9	83	1648	19.6	9.3	98
MAGAZINES-NEWSPAPERS: DUAL		23278	6112	33.6	26.3	128	1216	34.7	5.2	132	2310	36.6	9.9	139	2586	30.8	11.1	117
MAGAZINE IMPERATIVE		21634	4590	25.2	21.2	103	728	20.8	3.4	85	1439	22.8	6.7	93	2423	28.9	11.2	118
NEWSPAPER IMPERATIVE		23455	5050	27.8	21.5	105	1114	31.8	4.7	120	1702	27.0	7.3	102	2234	26.6	9.5	100
MAGAZINES-OUTDOOR: DUAL		17482	4104	22.6	23.5	114	656	18.7	3.8	95	1405	22.3	8.0	113	2044	24.4	11.7	123
MAGAZINE IMPERATIVE		28830	7120	39.1	24.7	120	1410	40.3	4.9	124	2509	39.8	8.7	122	3201	38.2	11.1	117
OUTDOOR IMPERATIVE		26119	4465	24.5	17.1	83	901	25.7	3.4	87	1525	24.2	5.8	82	2039	24.3	7.8	82
MAGAZINES-RADIO: DUAL		20162	4639	25.5	23.0	112	1049	30.0	5.2	131	1466	23.3	7.3	102	2124	25.3	10.5	111
MAGAZINE IMPERATIVE		26292	6496	35.7	24.7	120	969	27.7	3.7	93	2362	37.5	9.0	126	3164	37.7	12.0	127
RADIO IMPERATIVE		25308	4550	25.0	18.0	87	948	27.1	3.7	95	1607	25.5	6.3	89	1996	23.8	7.9	83
MAGAZINES-TELEVISION: DUAL		17312	4453	24.5	25.7	125	882	25.2	5.1	129	1652	26.2	9.5	134	1920	22.9	11.1	117
MAGAZINE IMPERATIVE		29099	6659	36.6	22.9	111	1159	33.1	4.0	101	2195	34.8	7.5	106	3305	39.4	11.4	120
TELEVISION IMPERATIVE		27505	4673	25.7	17.0	83	929	26.5	3.4	85	1622	25.7	5.9	83	2121	25.3	7.7	81
NEWSPAPERS-OUTDOOR: DUAL		18628	4483	24.6	24.1	117	871	24.9	4.7	118	1611	25.6	8.6	121	2001	23.9	10.7	113
NEWSPAPER IMPERATIVE		29178	7037	38.7	24.1	117	1462	41.8	5.0	127	2530	40.1	8.7	122	3045	36.3	10.4	110
OUTDOOR IMPERATIVE		25260	4421	24.3	17.5	85	783	22.4	3.1	78	1363	21.6	5.4	76	2275	27.1	9.0	95
NEWSPAPERS-RADIO: DUAL		19246	4786	26.3	24.9	121	1014	29.0	5.3	133	1678	26.6	8.7	122	2094	25.0	10.9	115
NEWSPAPER IMPERATIVE		28155	6748	37.1	24.0	117	1319	37.7	4.7	118	2428	38.5	8.6	121	3001	35.8	10.7	112
RADIO IMPERATIVE		25308	4289	23.6	16.9	82	841	24.0	3.3	84	1300	20.6	5.1	72	2148	25.6	8.5	90
NEWSPAPERS-TELEVISION: DUAL		18615	4640	25.5	24.9	121	913	26.1	4.9	124	1760	27.9	9.5	133	1967	23.4	10.6	111
NEWSPAPER IMPERATIVE		29207	6870	37.8	23.5	114	1371	39.2	4.7	119	2358	37.4	8.1	113	3141	37.4	10.8	113
TELEVISION IMPERATIVE		25472	4427	24.3	17.4	85	785	22.4	3.1	78	1488	23.6	5.8	82	2153	25.7	8.5	89
OUTDOOR-RADIO: DUAL		17292	3407	18.7	19.7	96	644	18.4	3.7	94	1117	17.7	6.5	91	1646	19.6	9.5	100
OUTDOOR IMPERATIVE		26915	5669	31.2	21.1	102	961	27.4	3.6	90	2028	32.2	7.5	106	2680	31.9	10.0	105
RADIO IMPERATIVE		28938	6310	34.7	21.8	106	1476	42.2	5.1	129	2123	33.7	7.3	103	2711	32.3	9.4	99
OUTDOOR-TELEVISION: DUAL		16112	3971	21.8	24.6	120	769	22.0	4.8	121	1423	22.6	8.8	124	1779	21.2	11.0	116
OUTDOOR IMPERATIVE		28228	5330	29.3	18.9	92	888	25.4	3.1	79	1805	28.6	6.4	90	2637	31.4	9.3	99
TELEVISION IMPERATIVE		30024	6012	33.0	20.0	97	1185	33.8	3.9	100	2133	33.8	7.1	100	2693	32.1	9.0	95
RADIO-TELEVISION: DUAL		17803	3951	21.7	22.2	108	803	22.9	4.5	114	1360	21.6	7.6	107	1789	21.3	10.0	106
RADIO IMPERATIVE		28338	5697	31.3	20.1	98	1217	34.8	4.3	109	1848	29.3	6.5	92	2631	31.4	9.3	98
TELEVISION IMPERATIVE		28445	5819	32.0	20.5	99	1056	30.2	3.7	94	2151	34.1	7.6	106	2613	31.1	9.2	97

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	18193	100.0	20.6	100	3501	100.0	4.0	100	6304	100.0	7.1	100	8389	100.0	9.5	100
ATLANTIC MONTHLY	415	**88	0.5	21.2	103	**11	0.3	2.7	67	**50	0.8	12.0	169	**27	0.3	6.5	69
BARRON'S	522	*257	1.4	49.2	239	**50	1.4	9.6	242	**82	1.3	15.7	220	**125	1.5	23.9	253
BETTER HOMES & GARDENS	17429	4151	22.8	23.8	116	782	22.3	4.5	113	1422	22.6	8.2	114	1947	23.2	11.2	118
BON APPETIT	2772	841	4.6	30.3	148	*110	3.1	4.0	100	312	4.9	11.3	158	420	5.0	15.2	160
BUSINESS WEEK	1469	450	2.5	30.6	149	**79	2.3	5.4	136	**154	2.4	10.5	147	*216	2.6	14.7	155
CAR AND DRIVER	397	*134	0.7	33.8	164	**19	0.5	4.8	121	**20	0.3	5.0	71	**95	1.1	23.9	252
CBS MAGAZINE NETWORK (GROSS)	1633	505	2.8	30.9	150	**84	2.4	5.1	130	*161	2.6	9.9	138	*260	3.1	15.9	168
CHANGING TIMES	1554	466	2.6	30.0	146	**86	2.5	5.5	140	*178	2.8	11.5	161	*202	2.4	13.0	137
COLONIAL HOMES	1304	316	1.7	24.2	118	**33	0.9	2.5	64	*115	1.8	8.8	124	*168	2.0	12.9	136
CONDE NAST MAG. PKG. (GROSS)	17858	4693	25.8	26.3	128	911	26.0	5.1	129	1667	26.4	9.3	131	2115	25.2	11.8	125
CONSUMERS DIGEST	1406	444	2.4	31.6	154	**110	3.1	7.8	198	*161	2.6	11.5	161	**172	2.1	12.2	129
COSMOPOLITAN	8815	2190	12.0	24.8	121	380	10.9	4.3	109	771	12.2	8.7	123	1040	12.4	11.8	124
COUNTRY LIVING	2636	875	4.8	33.2	161	**73	2.1	2.8	70	299	4.7	11.3	159	503	6.0	19.1	201
CUISINE	1554	532	2.9	34.2	166	**100	2.9	6.4	163	*199	3.2	12.8	180	*233	2.8	15.0	158
CYCLE WORLD	469	**152	0.8	32.4	158	**33	0.9	7.0	178	**83	1.3	17.7	248	**36	0.4	7.7	81
DCI:CREATIVE IDEAS FOR LIV	2631	701	3.9	26.6	130	**96	2.7	3.6	92	*203	3.2	7.7	108	402	4.8	15.3	161
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1702	9.4	24.1	117	252	7.2	3.6	90	521	8.3	7.4	103	930	11.1	13.2	139
DISCOVER	998	285	1.6	28.6	139	**53	1.5	5.3	134	**108	1.7	10.8	152	*123	1.5	12.3	130
EBONY	4289	923	5.1	21.5	105	*261	7.5	6.1	154	248	3.9	5.8	81	413	4.9	9.6	102
ESQUIRE	1176	245	1.3	20.8	101	**87	2.5	7.4	187	**65	1.0	5.5	78	**93	1.1	7.9	83
ESSENCE	2392	445	2.4	18.6	90	*159	4.5	6.6	168	**73	1.2	3.1	43	214	2.6	8.9	94
FAMILY CIRCLE	17209	4160	22.9	24.2	118	868	24.8	5.0	127	1531	24.3	8.9	125	1761	21.0	10.2	108
THE FAMILY HANDYMAN	1184	398	2.2	33.6	163	**113	3.2	9.5	241	**127	2.0	10.7	151	*159	1.9	13.4	142
FAMILY WEEKLY	12391	2390	13.1	19.3	94	452	12.9	3.6	92	893	14.2	7.2	101	1045	12.5	8.4	89
FIELD & STREAM	2438	668	3.7	27.4	133	**110	3.1	4.5	114	*198	3.1	8.1	114	*360	4.3	14.8	156
FOOD & WINE	614	228	1.3	37.1	181	**35	1.0	5.7	144	**84	1.3	13.7	192	*109	1.3	17.8	187
FORBES	813	348	1.9	42.8	208	**35	1.0	4.3	109	**84	1.3	10.3	145	*229	2.7	28.2	297
FORTUNE	1083	416	2.3	38.4	187	**47	1.3	4.3	110	**99	1.6	9.1	128	*270	3.2	24.9	263
GENTLEMEN'S QUARTERLY	1197	264	1.5	22.1	107	**41	1.2	3.4	87	**45	0.7	3.8	53	*178	2.1	14.9	157
GLAMOUR	6625	1652	9.1	24.9	121	*324	9.3	4.9	124	527	8.4	8.0	112	800	9.5	12.1	127
GOLF DIGEST	707	*293	1.6	41.4	202	**88	2.5	12.4	315	**110	1.7	15.6	218	**95	1.1	13.4	142
GOLF DIGEST/TENNIS (GROSS)	1316	538	3.0	40.9	199	**129	3.7	9.8	248	*232	3.7	17.6	247	*178	2.1	13.5	143
GOLF MAGAZINE	469	**143	0.8	30.5	148	**11	0.3	2.3	59	**91	1.4	19.4	272	**41	0.5	8.7	92
GOLF MAGAZINE/SKI (GROSS)	1060	286	1.6	27.0	131	**16	0.5	1.5	38	*176	2.8	16.6	233	**94	1.1	8.9	94
GOOD HOUSEKEEPING	17784	4230	23.3	23.8	116	843	24.1	4.7	120	1463	23.2	8.2	115	1923	22.9	10.8	114
HARPER'S BAZAAR	2931	765	4.2	26.1	127	*155	4.4	5.3	134	238	3.8	8.1	114	373	4.4	12.7	134
HEALTH	2199	565	3.1	25.7	125	**113	3.2	5.1	130	*222	3.5	10.1	142	*229	2.7	10.4	110
HEARST MAG CORP. BUY (GROSS)	49148	12547	69.0	25.5	124	2117	60.5	4.3	109	4294	68.1	8.7	123	6136	73.1	12.5	132
HEARST MAN POWER (GROSS)	2113	650	3.6	30.8	150	**103	2.9	4.9	123	*224	3.6	10.6	149	*323	3.9	15.3	161
HEARST WOMAN POWER (GROSS)	35062	8446	46.4	24.1	117	1569	44.8	4.5	113	2910	46.2	8.3	116	3967	47.3	11.3	119
HOUSE BEAUTIFUL	3865	1063	5.8	27.5	134	*158	4.5	4.1	103	345	5.5	8.9	125	560	6.7	14.5	153
INC.	315	**111	0.6	35.2	171	**8	0.2	2.5	64	**27	0.4	8.6	120	**76	0.9	24.1	254
JET	3690	797	4.4	21.6	105	*234	6.7	6.3	160	*194	3.1	5.3	74	369	4.4	10.0	105
LADIES' HOME JOURNAL	12930	3045	16.7	23.5	115	615	17.6	4.8	120	1135	18.0	8.8	123	1295	15.4	10.0	106
LHJ FAMILY GRP COMBO(GROSS)	18161	4400	24.2	24.2	118	834	23.8	4.6	116	1620	25.7	8.9	125	1947	23.2	10.7	113
LIFE	5065	1220	6.7	24.1	117	*251	7.2	5.0	125	494	7.8	9.8	137	475	5.7	9.4	99
L.A. TIMES HOME MAGAZINE	1310	339	1.9	25.9	126	**84	2.4	6.4	162	**56	0.9	4.3	60	*199	2.4	15.2	160
MADEMOISELLE	3759	920	5.1	24.5	119	**145	4.1	3.9	97	357	5.7	9.5	133	418	5.0	11.1	117
MC CALL'S	14658	3461	19.0	23.6	115	624	17.8	4.3	108	1238	19.6	8.4	119	1599	19.1	10.9	115
MC CALL'S/WRK MOTHER (GROSS)	15857	3699	20.3	23.3	113	669	19.1	4.2	107	1304	20.7	8.2	115	1726	20.6	10.9	115
MECHANIX ILLUSTRATED	809	*260	1.4	32.1	156	**58	1.7	7.2	181	**94	1.5	11.6	163	**109	1.3	13.5	142
METROPOLITAN HOME	1009	334	1.8	33.1	161	**36	1.0	3.6	90	*131	2.1	13.0	182	*167	2.0	16.6	175
MONEY	1707	510	2.8	29.9	145	**24	0.7	1.4	36	*195	3.1	11.4	160	*291	3.5	17.0	180
MOTHER EARTH NEWS	1123	323	1.8	28.8	140	**13	0.4	1.2	29	**115	1.8	10.2	144	*195	2.3	17.4	183
MS.	932	236	1.3	25.3	123	**51	1.5	5.5	138	*85	1.3	9.1	128	**100	1.2	10.7	113
NATIONAL ENQUIRER	11971	2035	11.2	17.0	83	502	14.3	4.2	106	758	12.0	6.3	89	775	9.2	6.5	68
NATIONAL GEOGRAPHIC	10503	2990	16.4	28.5	138	532	15.2	5.1	128	1079	17.1	10.3	144	1379	16.4	13.1	138
NATIONAL SUNDAY MAGAZINE PKG	54325	12748	70.1	23.5	114	2517	71.9	4.6	117	4428	70.2	8.2	114	5802	69.2	10.7	113
NATURAL HISTORY	626	254	1.4	40.6	197	**24	0.7	3.8	97	**128	2.0	20.4	287	**102	1.2	16.3	172
NEW WOMAN	1992	524	2.9	26.3	128	*116	3.3	5.8	147	*141	2.2	7.1	99	*267	3.2	13.4	141
NEW YORK INCLUDING CUE	547	224	1.2	41.0	199	**24	0.7	4.4	111	**100	1.6	18.3	257	**99	1.2	18.1	191
THE NEW YORKER	1380	566	3.1	41.0	199	**87	2.5	6.3	159	*173	2.7	12.5	176	306	3.6	22.2	234
NEWSWEEK	6925	2142	11.8	30.9	150	370	10.6	5.3	135	743	11.8	10.7	151	1029	12.3	14.9	157
THE N.Y. TIMES DAILY EDITION	1363	499	2.7	36.6	178	**82	2.3	6.0	152	244	3.9	17.9	251	*173	2.1	12.7	134
THE N.Y. TIMES MAGAZINE	2333	902	5.0	38.7	188	*191	5.5	8.2	207	400	6.3	17.1	241	311	3.7	13.3	141
OMNI	872	*175	1.0	20.1	98	**52	1.5	6.0	151	**44	0.7	5.0	71	**78	0.9	8.9	94
ON CABLE	1298	396	2.2	30.5	148	**71	2.0	5.5	138	**180	2.9	13.9	195	**145	1.7	11.2	118
1001 HOME IDEAS	3032	791	4.3	26.1	127	**105	3.0	3.5	88	263	4.2	8.7	122	422	5.0	13.9	147
ORGANIC GARDENING	1680	452	2.5	26.9	131	**83	2.4	4.9	125	*139	2.2	8.3	116	*230	2.7	13.7	144
OUTDOOR LIFE	960	269	1.5	28.0	136	**46	1.3	4.8	121	**118	1.9	12.3	172	**104	1.2	10.8	114
PARADE MAGAZINE	26755	6272	34.5	23.4	114	1307	37.3	4.9	123	2152	34.1	8.0	113	2813	33.5	10.5	111

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	18193	100.0	20.6	100	3501	100.0	4.0	100	6304	100.0	7.1	100	8389	100.0	9.5	100
PARENTS	4173	874	4.8	20.9	102	**79	2.3	1.9	48	*232	3.7	5.6	78	564	6.7	13.5	143
PENTHOUSE	973	*256	1.4	26.3	128	**90	2.6	9.2	234	**48	0.8	4.9	69	**118	1.4	12.1	128
PEOPLE	13479	3259	17.9	24.2	118	630	18.0	4.7	118	993	15.8	7.4	103	1636	19.5	12.1	128
PLAYBOY	2183	475	2.6	21.8	106	**83	2.4	3.8	96	**150	2.4	6.9	96	*242	2.9	11.1	117
POPULAR HOT RODDING	388	**58	0.3	14.9	73	**3	0.1	0.8	20	**13	0.2	3.4	47	**43	0.5	11.1	117
POPULAR MECHANICS	1037	*272	1.5	26.2	128	**14	0.4	1.4	34	**117	1.9	11.3	158	**140	1.7	13.5	142
POPULAR SCIENCE	920	*313	1.7	34.0	165	**55	1.6	6.0	151	**90	1.4	9.8	137	**167	2.0	18.2	191
PREVENTION	4071	1031	5.7	25.3	123	*192	5.5	4.7	119	361	5.7	8.9	124	477	5.7	11.7	124
PSYCHOLOGY TODAY	1940	444	2.4	22.9	111	**78	2.2	4.0	102	*145	2.3	7.5	105	*220	2.6	11.3	120
READER'S DIGEST	24031	5640	31.0	23.5	114	1040	29.7	4.3	109	1926	30.6	8.0	112	2675	31.9	11.1	117
REDBOOK	8464	2026	11.1	23.9	116	346	9.9	4.1	103	676	10.7	8.0	112	1004	12.0	11.9	125
ROAD & TRACK	429	**105	0.6	24.5	119	**9	0.3	2.1	53	**19	0.3	4.4	62	**76	0.9	17.7	187
ROLLING STONE	1355	380	2.1	28.0	136	**87	2.5	6.4	162	**96	1.5	7.1	99	*197	2.3	14.5	153
RUNNER'S WORLD	329	**47	0.3	14.3	69	**15	0.4	4.6	115	**14	0.2	4.3	60	**19	0.2	5.8	61
SATURDAY EVENING POST	1268	301	1.7	23.7	115	**66	1.9	5.2	132	*130	2.1	10.3	144	*105	1.3	8.3	87
SCIENCE 84	702	*199	1.1	28.3	138	**81	2.3	11.5	292	**56	0.9	8.0	112	**62	0.7	8.8	93
SCIENCE DIGEST	553	*231	1.3	41.8	203	**31	0.9	5.6	142	**52	0.8	9.4	132	**149	1.8	26.9	284
SCIENTIFIC AMERICAN	615	*210	1.2	34.1	166	**17	0.5	2.8	70	**84	1.3	13.7	192	**109	1.3	17.7	187
SELF	2683	684	3.8	25.5	124	**140	4.0	5.2	132	*211	3.3	7.9	110	333	4.0	12.4	131
SEVENTEEN	3309	823	4.5	24.9	121	**160	4.6	4.8	122	*250	4.0	7.6	106	413	4.9	12.5	132
SKI	591	*143	0.8	24.2	118	**5	0.1	0.8	21	**85	1.3	14.4	202	**54	0.6	9.1	96
SMITHSONIAN	3039	1047	5.8	34.5	168	186	5.3	6.1	155	380	6.0	12.5	175	481	5.7	15.8	167
SOAP OPERA DIGEST	3683	720	4.0	19.5	95	*166	4.7	4.5	114	*206	3.3	5.6	78	347	4.1	9.4	99
SOUTHERN LIVING	4434	1002	5.5	22.6	110	*156	4.5	3.5	89	318	5.0	7.2	101	528	6.3	11.9	126
SPORT	701	*200	1.1	28.5	139	**95	2.7	13.6	342	**34	0.5	4.9	68	**70	0.8	10.0	105
THE SPORTING NEWS	518	**109	0.6	21.0	102	**8	0.2	1.5	39	**39	0.6	7.5	106	**62	0.7	12.0	126
SPORTS AFIELD	523	*147	0.8	28.1	137	**58	1.7	11.1	280	**55	0.9	10.5	148	**34	0.4	6.5	69
SPORTS ILLUSTRATED	3325	785	4.3	23.6	115	**108	3.1	3.2	82	264	4.2	7.9	111	412	4.9	12.4	131
STAR	8567	1630	9.0	19.0	93	403	11.5	4.7	119	489	7.8	5.7	80	739	8.8	8.6	91
SUNDAY	27630	7137	39.2	25.8	126	1480	42.3	5.4	135	2561	40.6	9.3	130	3096	36.9	11.2	118
SUNSET	2219	646	3.6	29.1	142	**117	3.3	5.3	133	*224	3.6	10.1	142	*305	3.6	13.7	145
TV GUIDE	24258	4870	26.8	20.1	98	1095	31.3	4.5	114	1557	24.7	6.4	90	2218	26.4	9.1	96
TENNIS	609	*245	1.3	40.2	196	**41	1.2	6.7	170	**122	1.9	20.0	281	**82	1.0	13.5	142
TIME	9929	2846	15.6	28.7	139	493	14.1	5.0	125	1076	17.1	10.8	152	1277	15.2	12.9	136
TOWN & COUNTRY	1062	374	2.1	35.2	171	**27	0.8	2.5	64	*144	2.3	13.6	190	*203	2.4	19.1	202
TRAVEL & LEISURE	1051	459	2.5	43.7	212	**49	1.4	4.7	118	*238	3.8	22.6	318	*172	2.1	16.4	173
TRUE STORY	3946	488	2.7	12.4	60	**98	2.8	2.5	63	*184	2.9	4.7	65	*206	2.5	5.2	55
U.S.NEWS & WORLD REPORT	3782	1098	6.0	29.0	141	*167	4.8	4.4	112	462	7.3	12.2	171	469	5.6	12.4	131
USA TODAY	1874	548	3.0	29.2	142	**118	3.4	6.3	159	*178	2.8	9.5	133	253	3.0	13.5	142
US	2213	515	2.8	23.3	113	**133	3.8	6.0	152	*148	2.3	6.7	94	233	2.8	10.5	111
VOGUE	4792	1437	7.9	30.0	146	301	8.6	6.3	159	572	9.1	11.9	168	564	6.7	11.8	124
WALL STREET JOURNAL	2045	563	3.1	27.5	134	**96	2.7	4.7	119	*154	2.4	7.5	106	313	3.7	15.3	161
WEIGHT WATCHERS	2364	593	3.3	25.1	122	**130	3.7	5.5	139	*182	2.9	7.7	108	281	3.3	11.9	125
WOMAN'S DAY	15182	3641	20.0	24.0	117	634	18.1	4.2	106	1254	19.9	8.3	116	1752	20.9	11.5	122
WORKING MOTHER	1198	*238	1.3	19.9	97	**45	1.3	3.8	95	**66	1.0	5.5	77	**128	1.5	10.7	113
WORKING WOMAN	1523	426	2.3	28.0	136	**40	1.1	2.6	66	*137	2.2	9.0	126	*249	3.0	16.3	172
WORLD TENNIS	*183	**60	0.3	32.8	159	**17	0.5	9.3	235	**24	0.4	13.1	184	**20	0.2	10.9	115
ZIFF-DAVIS MAG NETWK (GROSS)	2776	799	4.4	28.8	140	**81	2.3	2.9	74	336	5.3	12.1	170	382	4.6	13.8	145
BLAIR INSERTS	47909	11730	64.5	24.5	119	2222	63.5	4.6	117	4132	65.5	8.6	121	5375	64.1	11.2	118
DAILY NEWSPAPERS																	
READ ANY	56731	12986	71.4	22.9	111	2610	74.6	4.6	116	4566	72.4	8.0	113	5811	69.3	10.2	108
READ ONE	47696	10543	58.0	22.1	107	2105	60.1	4.4	112	3584	56.9	7.5	105	4854	57.9	10.2	107
READ TWO OR MORE	9034	2443	13.4	27.0	131	505	14.4	5.6	141	982	15.6	10.9	153	956	11.4	10.6	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	13403	73.7	23.2	113	2640	75.4	4.6	116	4727	75.0	8.2	115	6035	71.9	10.5	110
READ ONE	50513	11349	62.4	22.5	109	2137	61.0	4.2	107	3968	62.9	7.9	110	5244	62.5	10.4	109
READ TWO OR MORE	7219	2053	11.3	28.4	138	503	14.4	7.0	176	759	12.0	10.5	148	791	9.4	11.0	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.07				27.34				26.89				29.27			
30 DAY REACH	78184	16210	89.1	20.7	101	3153	90.1	4.0	102	5611	89.0	7.2	101	7446	88.8	9.5	100
50 SHWG - 30 DAY AV FREQ	14.80	14.72				14.34				14.01				15.42			
30 DAY REACH	74239	15489	85.1	20.9	101	3021	86.3	4.1	103	5387	85.5	7.3	102	7082	84.4	9.5	101
25 SHWG - 30 DAY AV FREQ	8.05	7.94				7.68				7.62				8.28			
30 DAY REACH	68254	14341	78.8	21.0	102	2821	80.6	4.1	104	4919	78.0	7.2	101	6601	78.7	9.7	102
CABLE TV: HOME WIRED	35215	7747	42.6	22.0	107	1581	45.2	4.5	113	2626	41.7	7.5	105	3541	42.2	10.1	106
HOME NOT WIRED	53250	10446	57.4	19.6	95	1920	54.8	3.6	91	3678	58.3	6.9	97	4848	57.8	9.1	96
HAVE PAY CABLE	17885	4347	23.9	24.3	118	691	19.7	3.9	98	1609	25.5	9.0	126	2047	24.4	11.4	121

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	18193	100.0	20.6	100	3501	100.0	4.0	100	6304	100.0	7.1	100	8389	100.0	9.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	10225	56.2	21.3	104	1953	55.8	4.1	103	3569	56.6	7.4	104	4703	56.1	9.8	103
10:00 AM - 3:00 PM	33674	7226	39.7	21.5	104	1393	39.8	4.1	105	2515	39.9	7.5	105	3318	39.6	9.9	104
3:00 PM - 7:00 PM	34431	7209	39.6	20.9	102	1507	43.0	4.4	111	2452	38.9	7.1	100	3250	38.7	9.4	100
7:00 PM - MIDNIGHT	17761	3640	20.0	20.5	100	757	21.6	4.3	108	1161	18.4	6.5	92	1722	20.5	9.7	102
MIDNIGHT - 6:00 AM	10087	2292	12.6	22.7	110	386	11.0	3.8	97	933	14.8	9.2	130	972	11.6	9.6	102
6:00 AM - MIDNIGHT	64318	13541	74.4	21.1	102	2641	75.4	4.1	104	4625	73.4	7.2	101	6275	74.8	9.8	103
ENTIRE DAY	65181	13678	75.2	21.0	102	2658	75.9	4.1	103	4664	74.0	7.2	100	6356	75.8	9.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	3887	21.4	22.3	109	649	18.5	3.7	94	1301	20.6	7.5	105	1938	23.1	11.1	117
ALL NEWS	2520	663	3.6	26.3	128	*130	3.7	5.2	130	283	4.5	11.2	158	250	3.0	9.9	105
AOR/PROGRESSIVE	4419	996	5.5	22.5	110	*211	6.0	4.8	121	249	3.9	5.6	79	536	6.4	12.1	128
BEAUTIFUL MUSIC	6119	1371	7.5	22.4	109	272	7.8	4.4	112	502	8.0	8.2	115	597	7.1	9.8	103
BLACK	2623	519	2.9	19.8	96	**106	3.0	4.0	102	*247	3.9	9.4	132	*165	2.0	6.3	66
CLASSICAL	1553	431	2.4	27.8	135	**101	2.9	6.5	164	*146	2.3	9.4	132	*185	2.2	11.9	126
CHR/ROCK	11282	2566	14.1	22.7	111	321	9.2	2.8	72	908	14.4	8.0	113	1337	15.9	11.9	125
COUNTRY	13343	2267	12.5	17.0	83	498	14.2	3.7	94	739	11.7	5.5	78	1030	12.3	7.7	81
GOLDEN OLDIES	1299	*186	1.0	14.3	70	**38	1.1	2.9	74	**72	1.1	5.5	78	**77	0.9	5.9	63
MOR/NOSTALGIA	5241	1169	6.4	22.3	108	*258	7.4	4.9	124	316	5.0	6.0	85	595	7.1	11.4	120
NEWS/TALK	4165	1168	6.4	28.0	136	*195	5.6	4.7	118	451	7.2	10.8	152	522	6.2	12.5	132
RELIGIOUS	3324	578	3.2	17.4	85	**153	4.4	4.6	116	*140	2.2	4.2	59	284	3.4	8.5	90
SOFT ROCK	609	**80	0.4	13.1	64	**24	0.7	3.9	100	**35	0.6	5.7	81	**20	0.2	3.3	35
URBAN CONTEMPORARY	1853	508	2.8	27.4	133	*142	4.1	7.7	194	*176	2.8	9.5	133	*189	2.3	10.2	108
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	811	4.5	21.8	106	*123	3.5	3.3	83	*353	5.6	9.5	133	335	4.0	9.0	95
ABC DIRECTION	2488	652	3.6	26.2	127	**151	4.3	6.1	153	*175	2.8	7.0	99	326	3.9	13.1	138
ABC ENTERTAINMENT	5129	1102	6.1	21.5	104	*193	5.5	3.8	95	332	5.3	6.5	91	577	6.9	11.2	119
ABC FM	2498	484	2.7	19.4	94	**123	3.5	4.9	124	**130	2.1	5.2	73	*231	2.8	9.2	98
ABC INFORMATION	5721	1394	7.7	24.4	118	*272	7.8	4.8	120	429	6.8	7.5	105	693	8.3	12.1	128
ABC ROCK	2021	477	2.6	23.6	115	**165	4.7	8.2	206	**95	1.5	4.7	66	*218	2.6	10.8	114
CBS	4756	1027	5.6	21.6	105	*154	4.4	3.2	82	388	6.2	8.2	114	485	5.8	10.2	108
MUTUAL	5272	1180	6.5	22.4	109	*287	8.2	5.4	138	340	5.4	6.4	91	553	6.6	10.5	111
NBC	4964	1175	6.5	23.7	115	*247	7.1	5.0	126	368	5.8	7.4	104	560	6.7	11.3	119
RADIORADIO	2218	462	2.5	20.8	101	**78	2.2	3.5	89	**111	1.8	5.0	70	273	3.3	12.3	130
RKO ONE	2565	470	2.6	18.3	89	**79	2.3	3.1	78	*96	1.5	3.7	53	295	3.5	11.5	121
RKO TWO	3640	595	3.3	16.3	79	*139	4.0	3.8	96	208	3.3	5.7	80	249	3.0	6.8	72
THE SOURCE	2467	474	2.6	19.2	93	**60	1.7	2.4	61	*164	2.6	6.6	93	*250	3.0	10.1	107
NON-WIRED : BLAIR	9466	2064	11.3	21.8	106	280	8.0	3.0	75	761	12.1	8.0	113	1023	12.2	10.8	114
INTERNET	13616	3108	17.1	22.8	111	571	16.3	4.2	106	939	14.9	6.9	97	1598	19.0	11.7	124
KATZ RADIO GROUP	16998	4039	22.2	23.8	116	790	22.6	4.6	117	1438	22.8	8.5	119	1812	21.6	10.7	112
SUPERNET	11622	2530	13.9	21.8	106	539	15.4	4.6	117	800	12.7	6.9	97	1192	14.2	10.3	108
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1922	10.6	20.4	99	386	11.0	4.1	103	674	10.7	7.2	100	862	10.3	9.1	96
WKDAY 9:00 AM - 1:00 PM	13304	2527	13.9	19.0	92	433	12.4	3.3	82	937	14.9	7.0	99	1157	13.8	8.7	92
WKDAY 1:00 PM - 4:30 PM	17591	3427	18.8	19.5	95	630	18.0	3.6	90	1238	19.6	7.0	99	1559	18.6	8.9	93
WKDAY 4:30 PM - 7:30 PM	24418	5066	27.8	20.7	101	1009	28.8	4.1	104	1870	29.7	7.7	107	2186	26.1	9.0	94
WKDAY 7:30 PM - 8:00 PM	34400	7037	38.7	20.5	99	1359	38.8	4.0	100	2607	41.4	7.6	106	3071	36.6	8.9	94
WKDAY 11:00 PM - 11:30 PM	26120	5569	30.6	21.3	104	1130	32.3	4.3	109	2024	32.1	7.7	109	2415	28.8	9.2	97
WKDAY 11:30 PM - 1:00 AM	8402	1829	10.1	21.8	106	379	10.8	4.5	114	606	9.6	7.2	101	845	10.1	10.1	106
M-SAT 8-11 PM+SUN 7-11 PM	36828	7897	43.4	21.4	104	1598	45.6	4.3	110	2819	44.7	7.7	107	3480	41.5	9.4	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	1377	7.6	19.1	93	216	6.2	3.0	76	438	6.9	6.1	85	723	8.6	10.0	106
ANOTHER WORLD N	4924	829	4.6	16.8	82	*120	3.4	2.4	62	277	4.4	5.6	79	432	5.1	8.8	93
AS THE WORLD TURNS C	5966	1128	6.2	18.9	92	167	4.8	2.8	71	417	6.6	7.0	98	544	6.5	9.1	96
CAPITOL C	3672	771	4.2	21.0	102	*110	3.1	3.0	76	273	4.3	7.4	104	388	4.6	10.6	111
CBS MORN. NEWS 1 C	1590	345	1.9	21.7	106	*55	1.6	3.5	87	113	1.8	7.1	100	178	2.1	11.2	118
CBS MORN. NEWS 2 C	1298	260	1.4	20.0	97	**38	1.1	2.9	74	*81	1.3	6.2	88	141	1.7	10.9	115
DAYS OF OUR LIVES N	6389	1235	6.8	19.3	94	229	6.5	3.6	91	411	6.5	6.4	90	595	7.1	9.3	98
FACTS OF LIFE - DAYTIME N	2526	396	2.2	15.7	76	*97	2.8	3.8	97	110	1.7	4.4	61	190	2.3	7.5	79
FAMILY FEUD A	3427	599	3.3	17.5	85	*118	3.4	3.4	87	261	4.1	7.6	107	220	2.6	6.4	68
GENERAL HOSPITAL A	6870	1411	7.8	20.5	100	352	10.1	5.1	129	476	7.6	6.9	97	584	7.0	8.5	90
GOOD MORNING, AMERICA-730 A	3767	839	4.6	22.3	108	125	3.6	3.3	84	329	5.2	8.7	123	385	4.6	10.2	108
GOOD MORNING, AMERICA-830 A	3076	743	4.1	24.2	117	109	3.1	3.5	90	343	5.4	11.2	156	290	3.5	9.4	99
GUIDING LIGHT C	5789	1169	6.4	20.2	98	183	5.2	3.2	80	419	6.6	7.2	102	567	6.8	9.8	103
ONE LIFE TO LIVE A	4918	965	5.3	19.6	95	203	5.8	4.1	104	349	5.5	7.1	100	412	4.9	8.4	88
PRESS YOUR LUCK C	2367	322	1.8	13.6	66	*61	1.7	2.6	65	106	1.7	4.5	63	156	1.9	6.6	69
PRICE IS RIGHT 1 C	4727	873	4.8	18.5	90	119	3.4	2.5	64	370	5.9	7.8	110	384	4.6	8.1	86
PRICE IS RIGHT 2 C	5511	1020	5.6	18.5	90	140	4.0	2.5	64	432	6.9	7.8	110	448	5.3	8.1	86
RYAN'S HOPE A	3479	658	3.6	18.9	92	*116	3.3	3.3	84	181	2.9	5.2	73	360	4.3	10.3	109
SALE OF THE CENTURY N	2823	498	2.7	17.6	86	*109	3.1	3.9	98	227	3.6	8.0	113	162	1.9	5.7	61
SEARCH FOR TOMORROW N	2525	484	2.7	19.2	93	*60	1.7	2.4	60	*179	2.8	7.1	99	245	2.9	9.7	102
TODAY SHOW 1 N	2979	656	3.6	22.0	107	132	3.8	4.4	112	167	2.6	5.6	79	357	4.3	12.0	126
TODAY SHOW 2 N	2792	561	3.1	20.1	98	115	3.3	4.1	104	212	3.4	7.6	107	234	2.8	8.4	88
$25,000 PYRAMID C	2899	530	2.9	18.3	89	*70	2.0	2.4	61	208	3.3	7.2	101	252	3.0	8.7	92
WHEEL OF FORTUNE N	4689	812	4.5	17.3	84	157	4.5	3.3	85	298	4.7	6.4	89	357	4.3	7.6	80
YOUNG AND THE RESTLESS C	6231	1098	6.0	17.6	86	149	4.3	2.4	60	456	7.2	7.3	103	492	5.9	7.9	83
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	380	2.1	19.3	94	*75	2.1	3.8	96	142	2.3	7.2	101	164	2.0	8.3	88
NBA PLAYOFF GAME -1 C	1246	260	1.4	20.9	101	**30	0.9	2.4	61	*126	2.0	10.1	142	*104	1.2	8.3	88
NBC MAJOR LEAGUE PRE-GAME N	1140	*177	1.0	15.5	75	**15	0.4	1.3	33	**80	1.3	7.0	98	**82	1.0	7.2	76
SPORTSWORLD - SUN N	1328	211	1.2	15.9	77	**55	1.6	4.1	105	**73	1.2	5.5	77	**83	1.0	6.3	66
SUNDAY MORNING C	1645	421	2.3	25.6	124	**79	2.3	4.8	121	*153	2.4	9.3	131	*189	2.3	11.5	121

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: USAGE IN LAST 7 DAYS
(FEMALES)

			ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	18193	100.0	20.6	100	3501	100.0	4.0	100	6304	100.0	7.1	100	8389	100.0	9.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	5731	31.5	20.5	100	1034	29.5	3.7	93	2079	33.0	7.4	104	2618	31.2	9.4	99
NETWORK AFFILIATES - LATE		21966	4664	25.6	21.2	103	937	26.8	4.3	108	1674	26.6	7.6	107	2053	24.5	9.3	99
INDEPENDENTS - LATE		2247	606	3.3	27.0	131	124	3.5	5.5	139	235	3.7	10.5	147	247	2.9	11.0	116
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	2143	11.8	18.6	90	538	15.4	4.7	118	732	11.6	6.4	89	874	10.4	7.6	80
ABC MONDAY NIGHT MOVIE	A	6879	1361	7.5	19.8	96	296	8.5	4.3	109	428	6.8	6.2	87	637	7.6	9.3	98
ABC SUNDAY NIGHT MOVIE	A	13690	3022	16.6	22.1	107	581	16.6	4.2	107	1117	17.7	8.2	114	1324	15.8	9.7	102
ABC WORLD NEWS TONIGHT	A	6589	1287	7.1	19.5	95	268	7.7	4.1	103	483	7.7	7.3	103	536	6.4	8.1	86
AFTERMASH	C	6391	1488	8.2	23.3	113	*176	5.0	2.8	70	662	10.5	10.4	145	650	7.7	10.2	107
ALICE	C	10273	2222	12.2	21.6	105	456	13.0	4.4	112	802	12.7	7.8	110	964	11.5	9.4	99
AMERICAN PARADE	C	7130	1457	8.0	20.4	99	287	8.2	4.0	102	548	8.7	7.7	108	622	7.4	8.7	92
BENSON	A	11665	2619	14.4	22.5	109	486	13.9	4.2	105	951	15.1	8.2	114	1182	14.1	10.1	107
BLUE THUNDER	A	5442	1107	6.1	20.3	99	*207	5.9	3.8	96	343	5.4	6.3	88	556	6.6	10.2	108
CAGNEY & LACEY	C	10565	2230	12.3	21.1	103	443	12.7	4.2	106	765	12.1	7.2	102	1022	12.2	9.7	102
CBS EVENING NEWS-DEAN	C	3668	886	4.9	24.2	117	*179	5.1	4.9	123	357	5.7	9.7	137	351	4.2	9.6	101
CBS EVENING NEWS-RATHER	C	7561	1770	9.7	23.4	114	317	9.1	4.2	106	683	10.8	9.0	127	770	9.2	10.2	107
CBS SAT. NEWS-SCHIEFFER	C	3948	892	4.9	22.6	110	141	4.0	3.6	90	358	5.7	9.1	127	393	4.7	10.0	105
CBS SATURDAY NIGHT MOVIE	C	5966	1238	6.8	20.8	101	213	6.1	3.6	90	415	6.6	7.0	98	610	7.3	10.2	108
CBS WEDNESDAY NIGHT MOVIE	C	6529	1114	6.1	17.1	83	224	6.4	3.4	87	405	6.4	6.2	87	485	5.8	7.4	78
CHEERS	N	9842	2359	13.0	24.0	117	405	11.6	4.1	104	818	13.0	8.3	117	1136	13.5	11.5	122
DALLAS	C	23935	5069	27.9	21.2	103	955	27.3	4.0	101	1716	27.2	7.2	101	2398	28.6	10.0	106
DIFF'RENT STROKES	N	7574	1424	7.8	18.8	91	254	7.3	3.4	85	618	9.8	8.2	115	552	6.6	7.3	77
DOUBLE TROUBLE	N	7786	1501	8.3	19.3	94	*259	7.4	3.3	84	464	7.4	6.0	84	778	9.3	10.0	105
DUCK FACTORY	N	6290	1420	7.8	22.6	110	*296	8.5	4.7	119	488	7.7	7.8	109	637	7.6	10.1	107
DUKES OF HAZZARD	C	6402	1187	6.5	18.5	90	311	8.9	4.9	123	357	5.7	5.6	78	519	6.2	8.1	85
DYNASTY	A	21955	4801	26.4	21.9	106	1001	28.6	4.6	115	1810	28.7	8.2	116	1990	23.7	9.1	96
FACTS OF LIFE	N	8898	1807	9.9	20.3	99	375	10.7	4.2	106	536	8.5	6.0	85	896	10.7	10.1	106
FALCON CREST	C	21877	4589	25.2	21.0	102	824	23.5	3.8	95	1634	25.9	7.5	105	2131	25.4	9.7	103
FALL GUY	A	10045	2021	11.1	20.1	98	432	12.3	4.3	109	655	10.4	6.5	92	933	11.1	9.3	98
FAMILY TIES	N	8922	1898	10.4	21.3	103	370	10.6	4.1	105	680	10.8	7.6	107	847	10.1	9.5	100
FANTASY ISLAND	A	8288	1765	9.7	21.3	104	444	12.7	5.4	135	580	9.2	7.0	98	740	8.8	8.9	94
FOULUPS,BLEEPS & BLUNDERS	A	9891	1899	10.4	19.2	93	316	9.0	3.2	81	681	10.8	6.9	97	902	10.8	9.1	96
FOUR SEASONS	C	5429	1304	7.2	24.0	117	*182	5.2	3.4	85	488	7.7	9.0	126	635	7.6	11.7	123
GIMME A BREAK	N	9646	1880	10.3	19.5	95	352	10.1	3.6	92	715	11.3	7.4	104	813	9.7	8.4	89
HART TO HART	A	9983	2153	11.8	21.6	105	465	13.3	4.7	118	771	12.2	7.7	108	917	10.9	9.2	97
HILL STREET BLUES	N	9688	2156	11.9	22.3	108	384	11.0	4.0	100	732	11.6	7.6	106	1040	12.4	10.7	113
HOTEL	A	15435	3329	18.3	21.6	105	628	17.9	4.1	103	1213	19.2	7.9	110	1488	17.7	9.6	102
JEFFERSONS	C	10031	2260	12.4	22.5	110	407	11.6	4.1	103	829	13.2	8.3	116	1024	12.2	10.2	108
JENNIFER SLEPT HERE	N	6376	1242	6.8	19.5	95	*243	6.9	3.8	96	522	8.3	8.2	115	477	5.7	7.5	79
KATE & ALLIE	C	9951	2040	11.2	20.5	100	394	11.3	4.0	100	658	10.4	6.6	93	987	11.8	9.9	105
KNIGHT RIDER	N	7908	1538	8.5	19.4	95	333	9.5	4.2	106	458	7.3	5.8	81	747	8.9	9.4	100
LOVE BOAT	A	13226	2837	15.6	21.5	104	651	18.6	4.9	124	965	15.3	7.3	102	1221	14.6	9.2	97
MAGNUM PI	C	12105	2445	13.4	20.2	98	514	14.7	4.2	107	737	11.7	6.1	85	1194	14.2	9.9	104
MAMA'S FAMILY	N	6364	1282	7.0	20.1	98	*208	5.9	3.3	83	578	9.2	9.1	127	496	5.9	7.8	82
MASTER, THE	N	3955	853	4.7	21.6	105	*170	4.9	4.3	109	324	5.1	8.2	115	359	4.3	9.1	96
MATT HOUSTON	A	6903	1551	8.5	22.5	109	332	9.5	4.8	122	619	9.8	9.0	126	599	7.1	8.7	92
NBC MONDAY NIGHT MOVIE	N	13443	2823	15.5	21.0	102	589	16.8	4.4	111	943	15.0	7.0	98	1290	15.4	9.6	101
NBC NIGHTLY NEWS	N	5585	1217	6.7	21.8	106	226	6.5	4.0	102	345	5.5	6.2	87	646	7.7	11.6	122
NBC NIGHTLY NEWS-SAT	N	3688	702	3.9	19.0	93	*179	5.1	4.9	123	260	4.1	7.0	99	263	3.1	7.1	75
NBC NIGHTLY NEWS-SUN	N	3310	679	3.7	20.5	100	*165	4.7	5.0	126	261	4.1	7.9	111	253	3.0	7.6	81
NBC SUNDAY NIGHT MOVIE	N	9238	1893	10.4	20.5	100	*393	11.2	4.3	107	603	9.6	6.5	92	897	10.7	9.7	102
NEWHART	C	9876	1995	11.0	20.2	98	366	10.5	3.7	94	676	10.7	6.8	96	953	11.4	9.6	102
ONE DAY AT A TIME	C	7954	1547	8.5	19.4	95	270	7.7	3.4	86	540	8.6	6.8	95	737	8.8	9.3	98
PEOPLE ARE FUNNY	N	5182	1054	5.8	20.3	99	*122	3.5	2.4	59	461	7.3	8.9	125	472	5.6	9.1	96
REAL PEOPLE	N	9674	1813	10.0	18.7	91	327	9.3	3.4	85	707	11.2	7.3	103	780	9.3	8.1	85
REMINGTON STEELE	N	8511	1697	9.3	19.9	97	340	9.7	4.0	101	589	9.3	6.9	97	768	9.2	9.0	95
RIPLEY'S BELIEVE IT - NOT	A	5656	1301	7.2	23.0	112	271	7.7	4.8	121	419	6.6	7.4	104	612	7.3	10.8	114
RIPTIDE	N	7718	1574	8.7	20.4	99	365	10.4	4.7	119	545	8.6	7.1	99	664	7.9	8.6	91
SCARECROW & MRS. KING	C	11058	2204	12.1	19.9	97	475	13.6	4.3	109	595	9.4	5.4	76	1134	13.5	10.3	108
SIMON & SIMON	C	11615	2256	12.4	19.4	94	513	14.7	4.4	112	812	12.9	7.0	98	931	11.1	8.0	85
60 MINUTES	C	14326	3159	17.4	22.1	107	561	16.0	3.9	99	1184	18.8	8.3	116	1415	16.9	9.9	104
ST. ELSEWHERE	N	7670	1695	9.3	22.1	107	310	8.9	4.0	102	498	7.9	6.5	91	887	10.6	11.6	122
THREE'S COMPANY	A	12068	2399	13.2	19.9	97	518	14.8	4.3	108	780	12.4	6.5	91	1100	13.1	9.1	96
T.J. HOOKER	A	9735	2157	11.9	22.2	108	484	13.8	5.0	126	638	10.1	6.6	92	1035	12.3	10.6	112
TONIGHT SHOW	N	2531	588	3.2	23.2	113	109	3.1	4.3	109	209	3.3	8.3	116	270	3.2	10.7	112
TRAPPER JOHN, M.D.	C	10374	2097	11.5	20.2	98	455	13.0	4.4	111	688	10.9	6.6	93	955	11.4	9.2	97
TV BLOOPERS & PRAC. JOKES	N	9795	1963	10.8	20.0	97	332	9.5	3.4	86	811	12.9	8.3	116	820	9.8	8.4	88
20/20	A	10009	2145	11.8	21.4	104	424	12.1	4.2	107	870	13.8	8.7	122	852	10.2	8.5	90
WEBSTER	A	11934	2691	14.8	22.5	110	480	13.7	4.0	102	946	15.0	7.9	111	1265	15.1	10.6	112
WORLD NEWS - SUN	A	3291	714	3.9	21.7	105	*161	4.6	4.9	124	259	4.1	7.9	110	294	3.5	8.9	94
YELLOW ROSE	N	5196	1027	5.6	19.8	96	213	6.1	4.1	104	354	5.6	6.8	96	460	5.5	8.9	93
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	2169	11.9	22.7	110	501	14.3	5.2	133	790	12.5	8.3	116	878	10.5	9.2	97
BASKETBALL - COLLEGE GAMES		4414	1197	6.6	27.1	132	**244	7.0	5.5	140	*463	7.3	10.5	147	490	5.8	11.1	117
BASKETBALL - PRO GAMES		3876	940	5.2	24.3	118	**229	6.5	5.9	149	*321	5.1	8.3	116	*390	4.6	10.1	106
BOWLING		4056	1113	6.1	27.4	133	*308	8.8	7.6	192	*433	6.9	10.7	150	*373	4.4	9.2	97
BOXING		4154	755	4.1	18.2	88	**178	5.1	4.3	108	*239	3.8	5.8	81	*338	4.0	8.1	86
FOOTBALL - COLLEGE GAMES		6754	1774	9.8	26.3	128	*302	8.6	4.5	113	615	9.8	9.1	128	857	10.2	12.7	134
FOOTBALL - PRO GAMES		12364	2855	15.7	23.1	112	*442	12.6	3.6	90	981	15.6	7.9	111	1432	17.1	11.6	122
GOLF		3615	1238	6.8	34.2	167	*251	7.2	6.9	175	486	7.7	13.4	189	*501	6.0	13.9	146
POST-SEASON COLL. FOOTBALL		5296	1411	7.8	26.6	130	**180	5.1	3.4	86	558	8.9	10.5	148	672	8.0	12.7	134
POST-SEASON PRO FOOTBALL		6693	1708	9.4	25.5	124	*274	7.8	4.1	103	582	9.2	8.7	122	852	10.2	12.7	134
TENNIS		3281	939	5.2	28.6	139	**137	3.9	4.2	106	*408	6.5	12.4	175	*394	4.7	12.0	127
WRESTLING - PROFESSIONAL		3672	557	3.1	15.2	74	**151	4.3	4.1	104	**174	2.8	4.7	66	**232	2.8	6.3	67

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PORT, SHERRY & DESSERT WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	DRINK PORT, SHERRY & DESSERT WINES				DRY				SWEET				OTHER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	30922	100.0	18.4	100	15145	100.0	9.0	100	17056	100.0	10.2	100	4858	100.0	2.9	100
MALES	79263	12729	41.2	16.1	87	6118	40.4	7.7	85	7073	41.5	8.9	88	2133	43.9	2.7	93
FEMALES	88464	18193	58.8	20.6	112	9027	59.6	10.2	113	9983	58.5	11.3	111	2725	56.1	3.1	106
18 - 24	28671	4552	14.7	15.9	86	1814	12.0	6.3	70	3034	17.8	10.6	104	814	16.8	2.8	98
25 - 34	39536	6773	21.9	17.1	93	3460	22.8	8.8	97	4049	23.7	10.2	101	1174	24.2	3.0	103
35 - 44	28978	5616	18.2	19.4	105	2809	18.5	9.7	107	2908	17.0	10.0	99	1089	22.4	3.8	130
45 - 54	22345	4730	15.3	21.2	115	2135	14.1	9.6	106	2554	15.0	11.4	112	616	12.7	2.8	95
55 - 64	22224	4572	14.8	20.6	112	2586	17.1	11.6	129	2370	13.9	10.7	105	571	11.8	2.6	89
65 OR OLDER	25973	4679	15.1	18.0	98	2342	15.5	9.0	100	2143	12.6	8.3	81	594	12.2	2.3	79
18 - 34	68207	11325	36.6	16.6	90	5274	34.8	7.7	86	7082	41.5	10.4	102	1988	40.9	2.9	101
18 - 49	108058	19149	61.9	17.7	96	9107	60.1	8.4	93	11184	65.6	10.3	102	3281	67.5	3.0	105
25 - 54	90859	17119	55.4	18.8	102	8403	55.5	9.2	102	9510	55.8	10.5	103	2879	59.3	3.2	109
35 - 49	39851	7824	25.3	19.6	106	3833	25.3	9.6	107	4102	24.1	10.3	101	1292	26.6	3.2	112
50 OR OLDER	59669	11773	38.1	19.7	107	6039	39.9	10.1	112	5872	34.4	9.8	97	1577	32.5	2.6	91
GRADUATED COLLEGE	28091	7243	23.4	25.8	140	3934	26.0	14.0	155	3822	22.4	13.6	134	1019	21.0	3.6	125
ATTENDED COLLEGE	28938	6418	20.8	22.2	120	3381	22.3	11.7	129	3472	20.4	12.0	118	1114	22.9	3.8	133
GRADUATED HIGH SCHOOL	65503	11587	37.5	17.7	96	5533	36.5	8.4	94	6672	39.1	10.2	100	1758	36.2	2.7	93
DID NOT GRADUATE HIGH SCHOOL	45195	5674	18.3	12.6	68	2298	15.2	5.1	56	3090	18.1	6.8	67	967	19.9	2.1	74
EMPLOYED MALES	56429	8923	28.9	15.8	86	4368	28.8	7.7	86	5058	29.7	9.0	88	1513	31.1	2.7	93
EMPLOYED FEMALES	43971	9948	32.2	22.6	123	5030	33.2	11.4	127	5705	33.4	13.0	128	1507	31.0	3.4	118
EMPLOYED FULL-TIME	87773	16332	52.8	18.6	101	8207	54.2	9.4	104	9309	54.6	10.6	104	2617	53.9	3.0	103
EMPLOYED PART-TIME	12627	2539	8.2	20.1	109	1191	7.9	9.4	104	1454	8.5	11.5	113	*403	8.3	3.2	110
NOT EMPLOYED	67327	12051	39.0	17.9	97	5748	38.0	8.5	95	6293	36.9	9.3	92	1838	37.8	2.7	94
PROFESSIONAL/MANAGER	25845	6358	20.6	24.6	133	3276	21.6	12.7	140	3707	21.7	14.3	141	888	18.3	3.4	119
TECH/CLERICAL/SALES	30895	6569	21.2	21.3	115	3411	22.5	11.0	122	3687	21.6	11.9	117	1008	20.7	3.3	113
PRECISION/CRAFT	12629	1713	5.5	13.6	74	912	6.0	7.2	80	920	5.4	7.3	72	*317	6.5	2.5	87
OTHER EMPLOYED	31031	4232	13.7	13.6	74	1798	11.9	5.8	64	2448	14.4	7.9	78	808	16.6	2.6	90
SINGLE	35557	6743	21.8	19.0	103	3112	20.5	8.8	97	4169	24.4	11.7	115	1056	21.7	3.0	103
MARRIED	103585	18998	61.4	18.3	99	9301	61.4	9.0	99	10359	60.7	10.0	98	3121	64.2	3.0	104
DIVORCED/SEPARATED/WIDOWED	28585	5181	16.8	18.1	98	2732	18.0	9.6	106	2528	14.8	8.8	87	680	14.0	2.4	82
PARENTS	59295	10061	32.5	17.0	92	4736	31.3	8.0	88	5887	34.5	9.9	98	1758	36.2	3.0	102
WHITE	146081	27372	88.5	18.7	102	13527	89.3	9.3	103	14947	87.6	10.2	101	4149	85.4	2.8	98
BLACK	17974	2888	9.3	16.1	87	1298	8.6	7.2	80	1750	10.3	9.7	96	547	11.3	3.0	105
OTHER	3672	*663	2.1	18.1	98	**321	2.1	8.7	97	*359	2.1	9.8	96	**161	3.3	4.4	151
NORTHEAST-CENSUS	37005	8653	28.0	23.4	127	4665	30.8	12.6	140	4578	26.8	12.4	122	1383	28.5	3.7	129
NORTH CENTRAL	42642	7880	25.5	18.5	100	3095	20.4	7.3	80	4738	27.8	11.1	109	1325	27.3	3.1	107
SOUTH	56777	7863	25.4	13.8	75	4238	28.0	7.5	83	4508	26.4	7.9	78	1012	20.8	1.8	62
WEST	31303	6527	21.1	20.9	113	3148	20.8	10.1	111	3232	18.9	10.3	102	1138	23.4	3.6	126
NORTHEAST-MKTG.	38125	9119	29.5	23.9	130	4908	32.4	12.9	143	4919	28.8	12.9	127	1452	29.9	3.8	131
EAST CENTRAL	24794	4069	13.2	16.4	89	1851	12.2	7.5	83	2475	14.5	10.0	98	524	10.8	2.1	73
WEST CENTRAL	28511	5764	18.6	20.2	110	2252	14.9	7.9	87	3444	20.2	12.1	119	1077	22.2	3.8	130
SOUTH	48953	6311	20.4	12.9	70	3429	22.6	7.0	78	3485	20.4	7.1	70	795	16.4	1.6	56
PACIFIC	27344	5661	18.3	20.7	112	2705	17.9	9.9	110	2733	16.0	10.0	98	1008	20.7	3.7	127
COUNTY SIZE A	69301	15475	50.0	22.3	121	7974	52.7	11.5	127	8533	50.0	12.3	121	2278	46.9	3.3	113
COUNTY SIZE B	50633	8992	29.1	17.8	96	4389	29.0	8.7	96	4665	27.4	9.2	91	1584	32.6	3.1	108
COUNTY SIZE C	26259	3959	12.8	15.1	82	1890	12.5	7.2	80	2345	13.7	8.9	88	575	11.8	2.2	76
COUNTY SIZE D	21534	2496	8.1	11.6	63	893	5.9	4.1	46	1512	8.9	7.0	69	*421	8.7	2.0	67
METRO CENTRAL CITY	50014	10263	33.2	20.5	111	5008	33.1	10.0	111	5741	33.7	11.5	113	1637	33.7	3.3	113
METRO SUBURBAN	76832	15301	49.5	19.9	108	7765	51.3	10.1	112	8147	47.8	10.6	104	2396	49.3	3.1	108
NON METRO	40881	5359	17.3	13.1	71	2373	15.7	5.8	64	3168	18.6	7.7	76	825	17.0	2.0	70
TOP 5 ADI'S	39550	9348	30.2	23.6	128	4768	31.5	12.1	134	4940	29.0	12.5	123	1494	30.8	3.8	130
TOP 10 ADI'S	54877	12198	39.4	22.2	121	6405	42.3	11.7	129	6611	38.8	12.0	118	1888	38.9	3.4	119
TOP 20 ADI'S	77516	16729	54.1	21.6	117	8575	56.6	11.1	123	9137	53.6	11.8	116	2555	52.6	3.3	114
HSHLD INC. $50,000 OR MORE	17257	4386	14.2	25.4	138	2283	15.1	13.2	147	2330	13.7	13.5	133	651	13.4	3.8	130
$40,000 OR MORE	33235	7839	25.4	23.6	128	3942	26.0	11.9	131	4304	25.2	13.0	127	1323	27.2	4.0	137
$30,000 OR MORE	59693	13091	42.3	21.9	119	6791	44.8	11.4	126	7146	41.9	12.0	118	2092	43.1	3.5	121
$25,000 OR MORE	76275	16398	53.0	21.5	117	8596	56.8	11.3	125	8936	52.4	11.7	115	2505	51.6	3.3	113
$20,000 - $24,999	18607	3429	11.1	18.4	100	1586	10.5	8.5	94	1831	10.7	9.8	97	677	13.9	3.6	126
$15,000 - $19,999	17175	2971	9.6	17.3	94	1517	10.0	8.8	98	1567	9.2	9.1	90	607	12.5	3.5	122
$10,000 - $14,999	24569	4203	13.6	17.1	93	1861	12.3	7.6	84	2332	13.7	9.5	93	537	11.1	2.2	75
UNDER $10,000	31101	3922	12.7	12.6	68	1585	10.5	5.1	56	2391	14.0	7.7	76	532	11.0	1.7	59
HOUSEHOLD OF 1 PERSON	19441	3832	12.4	19.7	107	2057	13.6	10.6	117	1857	10.9	9.6	94	484	10.0	2.5	86
2 PEOPLE	51803	10132	32.8	19.6	106	4884	32.2	9.4	104	5317	31.2	10.3	101	1696	34.9	3.3	113
3 OR 4 PEOPLE	66933	12093	39.1	18.1	98	5832	38.5	8.7	96	7201	42.2	10.8	106	1773	36.5	2.6	91
5 OR MORE PEOPLE	29550	4865	15.7	16.5	89	2373	15.7	8.0	89	2680	15.7	9.1	89	905	18.6	3.1	106
NO CHILD IN HSHLD	96587	18839	60.9	19.5	106	9528	62.9	9.9	109	10003	58.6	10.4	102	2694	55.5	2.8	96
CHILD(REN) UNDER 2 YRS	10844	1525	4.9	14.1	76	793	5.2	7.3	81	938	5.5	8.6	85	**304	6.3	2.8	97
2 - 5 YEARS	26358	3988	12.9	15.1	82	1868	12.3	7.1	78	2359	13.8	8.9	88	801	16.5	3.0	105
6 - 11 YEARS	30453	5088	16.5	16.7	91	2596	17.1	8.5	94	2930	17.2	9.6	95	829	17.1	2.7	94
12 - 17 YEARS	36575	6657	21.5	18.2	99	2992	19.8	8.2	91	3860	22.6	10.6	104	1306	26.9	3.6	123
RESIDENCE OWNED	117770	22342	72.3	19.0	103	11145	73.6	9.5	105	12105	71.0	10.3	101	3349	68.9	2.8	98
VALUE: $50,000 OR MORE	70166	15795	51.1	22.5	122	8275	54.6	11.8	131	8300	48.7	11.8	116	2344	48.3	3.3	115
VALUE: UNDER $50,000	47604	6548	21.2	13.8	75	2870	19.0	6.0	67	3805	22.3	8.0	79	1005	20.7	2.1	73

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES - KINDS
(ADULTS)

		TOTAL U.S.	DRINK PORT, SHERRY & DESSERT WINES				DRY				SWEET				OTHER			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	30922	100.0	18.4	100	15145	100.0	9.0	100	17056	100.0	10.2	100	4858	100.0	2.9	100
MAGAZINES	QUINTILE 1	34022	8221	26.6	24.2	131	4513	29.8	13.3	147	4530	26.6	13.3	131	1312	27.0	3.9	133
	QUINTILE 2	34800	7322	23.7	21.0	114	3715	24.5	10.7	118	3945	23.1	11.3	111	1191	24.5	3.4	118
	QUINTILE 3	30514	5166	16.7	16.9	92	2485	16.4	8.1	90	2765	16.2	9.1	89	784	16.1	2.6	89
	QUINTILE 4	33324	5571	18.0	16.7	91	2514	16.6	7.5	84	3151	18.5	9.5	93	803	16.5	2.4	83
	QUINTILE 5	35066	4641	15.0	13.2	72	1919	12.7	5.5	61	2666	15.6	7.6	75	769	15.8	2.2	76
NEWSPAPERS	QUINTILE 1	29107	7453	24.1	25.6	139	3974	26.2	13.7	151	3801	22.3	13.1	128	1107	22.8	3.8	131
	QUINTILE 2	49095	9549	30.9	19.5	106	4680	30.9	9.5	106	5227	30.6	10.6	105	1626	33.5	3.3	114
	QUINTILE 3	23107	4595	14.9	19.9	108	2308	15.2	10.0	111	2720	15.9	11.8	116	728	15.0	3.2	109
	QUINTILE 4	33556	5657	18.3	16.9	91	2621	17.3	7.8	87	3175	18.6	9.5	93	790	16.3	2.4	81
	QUINTILE 5	32863	3669	11.9	11.2	61	1562	10.3	4.8	53	2133	12.5	6.5	64	*608	12.5	1.9	64
OUTDOOR	QUINTILE 1	33431	6418	20.8	19.2	104	3281	21.7	9.8	109	3932	23.1	11.8	116	934	19.2	2.8	96
	QUINTILE 2	33478	6173	20.0	18.4	100	2819	18.6	8.4	93	3616	21.2	10.8	106	969	19.9	2.9	100
	QUINTILE 3	33574	6344	20.5	18.9	102	3248	21.4	9.7	107	3362	19.7	10.0	98	988	20.3	2.9	102
	QUINTILE 4	33935	6138	19.8	18.1	98	3027	20.0	8.9	99	3338	19.6	9.8	97	976	20.1	2.9	99
	QUINTILE 5	33310	5850	18.9	17.6	95	2771	18.3	8.3	92	2807	16.5	8.4	83	992	20.4	3.0	103
RADIO-DRIVE TIME	QUINTILE 1	33136	6332	20.5	19.1	104	2965	19.6	8.9	99	3584	21.0	10.8	106	982	20.2	3.0	102
	QUINTILE 2	31658	6117	19.8	19.3	105	2876	19.0	9.1	101	3270	19.2	10.3	102	1135	23.4	3.6	124
	QUINTILE 3	32541	5660	18.3	17.4	94	2864	18.9	8.8	97	3336	19.6	10.3	101	843	17.4	2.6	89
	QUINTILE 4	34247	6724	21.7	19.6	106	3389	22.4	9.9	110	3753	22.0	11.0	108	1222	25.2	3.6	123
	QUINTILE 5	36144	6089	19.7	16.8	91	3052	20.2	8.4	94	3114	18.3	8.6	85	677	13.9	1.9	65
RADIO-MID-DAY	TERCILE 1	45037	8537	27.6	19.0	103	4066	26.8	9.0	100	4849	28.4	10.8	106	1381	28.4	3.1	106
	TERCILE 2	44819	8653	28.0	19.3	105	4049	26.7	9.0	100	4942	29.0	11.0	108	1469	30.2	3.3	113
	TERCILE 3	77872	13732	44.4	17.6	96	7031	46.4	9.0	100	7265	42.6	9.3	92	2008	41.3	2.6	89
RADIO-TOTAL	QUINTILE 1	33763	6471	20.9	19.2	104	3145	20.8	9.3	103	3707	21.7	11.0	108	976	20.1	2.9	100
	QUINTILE 2	33240	6162	19.9	18.5	101	2845	18.8	8.6	95	3435	20.1	10.3	102	1170	24.1	3.5	122
	QUINTILE 3	33408	6512	21.1	19.5	106	3146	20.8	9.4	104	3485	20.4	10.4	103	933	19.2	2.8	96
	QUINTILE 4	34792	6280	20.3	18.1	98	3277	21.6	9.4	104	3620	21.2	10.4	102	1122	23.1	3.2	111
	QUINTILE 5	32524	5498	17.8	16.9	92	2733	18.0	8.4	93	2809	16.5	8.6	85	657	13.5	2.0	70
TV-PRIME TIME	QUINTILE 1	33090	6514	21.1	19.7	107	3291	21.7	9.9	110	3571	20.9	10.8	106	816	16.8	2.5	85
	QUINTILE 2	33357	6287	20.3	18.8	102	3214	21.2	9.6	107	3365	19.7	10.1	99	1004	20.7	3.0	104
	QUINTILE 3	33980	6366	20.6	18.7	102	3198	21.1	9.4	104	3498	20.5	10.3	101	990	20.4	2.9	101
	QUINTILE 4	33854	6428	20.8	19.0	103	3207	21.2	9.5	105	3524	20.7	10.4	102	1135	23.4	3.4	116
	QUINTILE 5	33444	5328	17.2	15.9	86	2236	14.8	6.7	74	3098	18.2	9.3	91	914	18.8	2.7	94
TV-DAYTIME	TERCILE 1	49121	8783	28.4	17.9	97	4548	30.0	9.3	103	4885	28.6	9.9	98	1436	29.6	2.9	101
	TERCILE 2	48823	8743	28.3	17.9	97	4198	27.7	8.6	95	4890	28.7	10.0	98	1297	26.7	2.7	92
	TERCILE 3	69782	13396	43.3	19.2	104	6400	42.3	9.2	102	7282	42.7	10.4	103	2125	43.7	3.0	105
TV-TOTAL	QUINTILE 1	33584	6225	20.1	18.5	101	3289	21.7	9.8	108	3384	19.8	10.1	99	857	17.6	2.6	88
	QUINTILE 2	33441	6387	20.7	19.1	104	3025	20.0	9.0	100	3289	19.3	9.8	97	938	19.3	2.8	97
	QUINTILE 3	33505	6454	20.9	19.3	104	3116	20.6	9.3	103	3743	21.9	11.2	110	1058	21.8	3.2	109
	QUINTILE 4	33466	5705	18.4	17.0	92	2912	19.2	8.7	96	3241	19.0	9.7	95	912	18.8	2.7	94
	QUINTILE 5	33731	6152	19.9	18.2	99	2804	18.5	8.3	92	3400	19.9	10.1	99	1093	22.5	3.2	112
MAGAZINES-NEWSPAPERS: DUAL		44503	10565	34.2	23.7	129	5522	36.5	12.4	137	5673	33.3	12.7	125	1780	36.6	4.0	138
MAGAZINE IMPERATIVE		39363	7210	23.3	18.3	99	3654	24.1	9.3	103	4059	23.8	10.3	101	1056	21.7	2.7	93
NEWSPAPER IMPERATIVE		46441	8640	27.9	18.6	101	4178	27.6	9.0	100	4666	27.4	10.0	99	1376	28.3	3.0	102
MAGAZINES-OUTDOOR: DUAL		33726	7363	23.8	21.8	118	3757	24.8	11.1	123	4410	25.9	13.1	129	1155	23.8	3.4	118
MAGAZINE IMPERATIVE		52846	11266	36.4	21.3	116	5970	39.4	11.3	125	5648	33.1	10.7	105	1801	37.1	3.4	118
OUTDOOR IMPERATIVE		52140	8321	26.9	16.0	87	3766	24.9	7.2	80	4827	28.3	9.3	91	1271	26.2	2.4	84
MAGAZINES-RADIO: DUAL		37081	7632	24.7	20.6	112	3834	25.3	10.3	115	4295	25.2	11.6	114	1270	26.1	3.4	118
MAGAZINE IMPERATIVE		49747	10856	35.1	21.8	118	5794	38.3	11.6	129	5752	33.7	11.6	114	1682	34.6	3.4	117
RADIO IMPERATIVE		49208	8190	26.5	16.6	90	3608	23.8	7.3	81	4652	27.3	9.5	93	1290	26.6	2.6	91
MAGAZINES-TELEVISION: DUAL		33103	7298	23.6	22.0	120	3953	26.1	11.9	132	3880	22.7	11.7	115	846	17.4	2.6	88
MAGAZINE IMPERATIVE		54575	11144	36.0	20.4	111	5728	37.8	10.5	116	6157	36.1	11.3	111	2037	41.9	3.7	129
TELEVISION IMPERATIVE		53249	8400	27.2	15.8	86	3791	25.0	7.1	79	4597	27.0	8.6	85	1367	28.1	2.6	89
NEWSPAPERS-OUTDOOR: DUAL		36255	7904	25.6	21.8	118	4101	27.1	11.3	125	4567	26.8	12.6	124	1121	23.1	3.1	107
NEWSPAPER IMPERATIVE		55591	11806	38.2	21.2	115	5946	39.3	10.7	118	5907	34.6	10.6	104	1948	40.1	3.5	121
OUTDOOR IMPERATIVE		48319	7549	24.4	15.6	85	3464	22.9	7.2	79	4478	26.3	9.3	91	1226	25.2	2.5	88
NEWSPAPERS-RADIO: DUAL		37242	8238	26.6	22.1	120	4027	26.6	10.8	120	4478	26.3	12.0	118	1364	28.1	3.7	126
NEWSPAPER IMPERATIVE		54423	11660	37.7	21.4	116	6074	40.1	11.2	124	6148	36.0	11.3	111	1830	37.7	3.4	116
RADIO IMPERATIVE		46650	7262	23.5	15.6	84	3236	21.4	6.9	77	4252	24.9	9.1	90	1099	22.6	2.4	81
NEWSPAPERS-TELEVISION: DUAL		35974	7903	25.6	22.0	119	4077	26.9	11.3	126	4410	25.9	12.3	121	1134	23.3	3.2	109
NEWSPAPER IMPERATIVE		56095	11813	38.2	21.1	114	5951	39.3	10.6	117	6385	37.4	11.4	112	1942	40.0	3.5	120
TELEVISION IMPERATIVE		47170	7277	23.5	15.4	84	3412	22.5	7.2	80	4091	24.0	8.7	85	1056	21.7	2.2	77
OUTDOOR-RADIO: DUAL		33748	6246	20.2	18.5	100	2819	18.6	8.4	93	3622	21.2	10.7	106	964	19.8	2.9	99
OUTDOOR IMPERATIVE		52785	9975	32.3	18.9	103	5093	33.6	9.6	107	5809	34.1	11.0	108	1465	30.2	2.8	96
RADIO IMPERATIVE		52882	10162	32.9	19.2	104	5004	33.0	9.5	105	5377	31.5	10.2	100	1800	37.1	3.4	118
OUTDOOR-TELEVISION: DUAL		32030	6720	21.7	21.0	114	3349	22.1	10.5	116	4021	23.6	12.6	123	840	17.3	2.6	91
OUTDOOR IMPERATIVE		54626	9611	31.1	17.6	95	4653	30.7	8.5	94	5615	32.9	10.3	101	1668	34.3	3.1	105
TELEVISION IMPERATIVE		54874	9834	31.8	17.9	97	4882	32.2	8.9	99	4852	28.4	8.8	87	1566	32.2	2.9	99
RADIO-TELEVISION: DUAL		33386	6573	21.3	19.7	107	3183	21.0	9.5	106	3860	22.6	11.6	114	994	20.5	3.0	103
RADIO IMPERATIVE		53810	9798	31.7	18.2	99	4522	29.9	8.4	93	5452	32.0	10.1	100	1758	36.2	3.3	113
TELEVISION IMPERATIVE		54023	9958	32.2	18.4	100	5018	33.1	9.3	103	5103	29.9	9.4	93	1393	28.7	2.6	89

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PORT, SHERRY & DESSERT WINES - KINDS
(ADULTS)

	TOTAL	DRINK PORT, SHERRY & DESSERT WINES				DRY				SWEET				OTHER			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	30922	100.0	18.4	100	15145	100.0	9.0	100	17056	100.0	10.2	100	4858	100.0	2.9	100
ATLANTIC MONTHLY	867	231	0.7	26.6	145	*123	0.8	14.2	157	**99	0.6	11.4	112	**70	1.4	8.1	279
BARRON'S	1580	584	1.9	37.0	200	364	2.4	23.0	255	284	1.7	18.0	177	**99	2.0	6.3	216
BETTER HOMES & GARDENS	22203	5118	16.6	23.1	125	2741	18.1	12.3	137	2765	16.2	12.5	122	763	15.7	3.4	119
BON APPETIT	3810	1168	3.8	30.7	166	654	4.3	17.2	190	624	3.7	16.4	161	*165	3.4	4.3	150
BUSINESS WEEK	4663	1135	3.7	24.3	132	627	4.1	13.4	149	596	3.5	12.8	126	**140	2.9	3.0	104
CAR AND DRIVER	3102	550	1.8	17.7	96	301	2.0	9.7	107	293	1.7	9.4	93	**94	1.9	3.0	105
CBS MAGAZINE NETWORK (GROSS)	7311	1502	4.9	20.5	111	786	5.2	10.8	119	841	4.9	11.5	113	*255	5.2	3.5	120
CHANGING TIMES	3400	881	2.8	25.9	141	546	3.6	16.1	178	420	2.5	12.4	121	**74	1.5	2.2	75
COLONIAL HOMES	1796	418	1.4	23.3	126	238	1.6	13.3	147	265	1.6	14.8	145	**69	1.4	3.8	133
CONDE NAST MAG. PKG. (GROSS)	19924	4983	16.1	25.0	136	2771	18.3	13.9	154	3069	18.0	15.4	151	621	12.8	3.1	108
CONSUMERS DIGEST	3125	731	2.4	23.4	127	430	2.8	13.8	152	369	2.2	11.8	116	**129	2.7	4.1	143
COSMOPOLITAN	10577	2461	8.0	23.3	126	1231	8.1	11.6	129	1382	8.1	13.1	128	426	8.8	4.0	139
COUNTRY LIVING	3746	1034	3.3	27.6	150	477	3.1	12.7	141	558	3.3	14.9	146	**202	4.2	5.4	186
CUISINE	2214	713	2.3	32.2	175	405	2.7	18.3	203	293	1.7	13.2	130	*136	2.8	6.1	212
CYCLE WORLD	2394	355	1.1	14.8	80	*185	1.2	7.7	86	*216	1.3	9.0	89	**102	2.1	4.3	147
DCI:CREATIVE IDEAS FOR LIV	3068	785	2.5	25.6	139	371	2.4	12.1	134	532	3.1	17.3	171	**79	1.6	2.6	89
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2108	6.8	22.1	120	1097	7.2	11.5	127	1267	7.4	13.3	130	*245	5.0	2.6	89
DISCOVER	2277	587	1.9	25.8	140	297	2.0	13.0	144	365	2.1	16.0	158	**118	2.4	5.2	179
EBONY	7187	1459	4.7	20.3	110	631	4.2	8.8	97	891	5.2	12.4	122	383	7.9	5.3	184
ESQUIRE	2560	588	1.9	23.0	125	331	2.2	12.9	143	292	1.7	11.4	112	**104	2.1	4.1	140
ESSENCE	3242	635	2.1	19.6	106	304	2.0	9.4	104	356	2.1	11.0	108	*201	4.1	6.2	214
FAMILY CIRCLE	19639	4608	14.9	23.5	127	2208	14.6	11.2	125	2538	14.9	12.9	127	762	15.7	3.9	134
THE FAMILY HANDYMAN	3540	780	2.5	22.0	120	335	2.2	9.5	105	556	3.3	15.7	154	**98	2.0	2.8	96
FAMILY WEEKLY	23924	4080	13.2	17.1	93	1810	12.0	7.6	84	2174	12.7	9.1	89	697	14.3	2.9	101
FIELD & STREAM	9883	1743	5.6	17.6	96	761	5.0	7.7	85	1052	6.2	10.6	105	324	6.7	3.3	113
FOOD & WINE	1030	369	1.2	35.8	194	243	1.6	23.6	261	*212	1.2	20.6	202	**72	1.5	7.0	241
FORBES	2679	809	2.6	30.2	164	558	3.7	20.8	231	354	2.1	13.2	130	*89	1.8	3.3	115
FORTUNE	2931	835	2.7	28.5	155	570	3.8	19.4	215	405	2.4	13.8	136	**88	1.8	3.0	104
GENTLEMEN'S QUARTERLY	3481	701	2.3	20.1	109	318	2.1	9.1	101	445	2.6	12.8	126	*177	3.6	5.1	176
GLAMOUR	7163	1731	5.6	24.2	131	917	6.1	12.8	142	1149	6.7	16.0	158	*223	4.6	3.1	107
GOLF DIGEST	2355	714	2.3	30.3	164	379	2.5	16.1	178	368	2.2	15.6	154	**140	2.9	5.9	205
GOLF DIGEST/TENNIS (GROSS)	3610	1114	3.6	30.9	167	622	4.1	17.2	191	568	3.3	15.7	155	*162	3.3	4.5	155
GOLF MAGAZINE	2046	415	1.3	20.3	110	265	1.7	13.0	143	*206	1.2	10.1	99	**75	1.5	3.7	127
GOLF MAGAZINE/SKI (GROSS)	3547	744	2.4	21.0	114	404	2.7	11.4	126	348	2.0	9.8	96	*157	3.2	4.4	153
GOOD HOUSEKEEPING	20353	4677	15.1	23.0	125	2419	16.0	11.9	132	2616	15.3	12.9	126	622	12.8	3.1	106
HARPER'S BAZAAR	3362	863	2.8	25.7	139	544	3.6	16.2	179	452	2.7	13.4	132	*163	3.4	4.8	167
HEALTH	2987	669	2.2	22.4	121	341	2.3	11.4	126	387	2.3	13.0	127	**88	1.8	2.9	102
HEARST MAG CORP. BUY (GROSS)	67928	15674	50.7	23.1	125	7919	52.3	11.7	129	8995	52.7	13.2	130	2575	53.0	3.8	131
HEARST MAN POWER (GROSS)	11282	2088	6.8	18.5	100	867	5.7	7.7	85	1317	7.7	11.7	115	388	8.0	3.4	119
HEARST WOMAN POWER (GROSS)	40514	9309	30.1	23.0	125	4798	31.7	11.8	131	5163	30.3	12.7	125	1421	29.3	3.5	121
HOUSE BEAUTIFUL	4885	1271	4.1	26.0	141	638	4.2	13.1	145	799	4.7	16.4	161	*183	3.8	3.7	129
INC.	1308	379	1.2	29.0	157	*187	1.2	14.3	158	*260	1.5	19.9	195	**43	0.9	3.3	114
JET	6498	1305	4.2	20.1	109	600	4.0	9.2	102	763	4.5	11.7	115	317	6.5	4.9	168
LADIES' HOME JOURNAL	14797	3403	11.0	23.0	125	1684	11.1	11.4	126	1906	11.2	12.9	127	584	12.0	3.9	136
LHJ FAMILY GRP COMBO(GROSS)	21743	5051	16.3	23.2	126	2496	16.5	11.5	127	2908	17.0	13.4	132	809	16.7	3.7	128
LIFE	9881	2192	7.1	22.2	120	1113	7.3	11.3	125	1142	6.7	11.6	114	451	9.3	4.6	158
L.A. TIMES HOME MAGAZINE	2775	747	2.4	26.9	146	435	2.9	15.7	174	327	1.9	11.8	116	*133	2.7	4.8	165
MADEMOISELLE	4219	960	3.1	22.8	123	616	4.1	14.6	162	548	3.2	13.0	128	**75	1.5	1.8	61
MC CALL'S	16422	3897	12.6	23.7	129	1778	11.7	10.8	120	2176	12.8	13.3	130	651	13.4	4.0	137
MC CALL'S/WRK MOTHER (GROSS)	17919	4172	13.5	23.3	126	1944	12.8	10.8	120	2342	13.7	13.1	129	681	14.0	3.8	131
MECHANIX ILLUSTRATED	4433	873	2.8	19.7	107	467	3.1	10.5	117	460	2.7	10.4	102	**111	2.3	2.5	86
METROPOLITAN HOME	1504	476	1.5	31.6	172	181	1.2	12.0	133	341	2.0	22.7	223	**83	1.7	5.5	191
MONEY	4723	1332	4.3	28.2	153	747	4.9	15.8	175	781	4.6	16.5	163	*213	4.4	4.5	156
MOTHER EARTH NEWS	2325	484	1.6	20.8	113	*234	1.5	10.1	111	374	2.2	16.1	158	**49	1.0	2.1	73
MS.	1189	343	1.1	28.8	156	*181	1.2	15.2	169	*171	1.0	14.4	141	**53	1.1	4.5	154
NATIONAL ENQUIRER	18892	3095	10.0	16.4	89	1491	9.8	7.9	87	1860	10.9	9.8	97	572	11.8	3.0	105
NATIONAL GEOGRAPHIC	22129	5560	18.0	25.1	136	3029	20.0	13.7	152	2923	17.1	13.2	130	880	18.1	4.0	137
NATIONAL SUNDAY MAGAZINE PKG	103750	21666	70.1	20.9	113	10790	71.2	10.4	115	11810	69.2	11.4	112	3508	72.2	3.4	117
NATURAL HISTORY	1379	427	1.4	31.0	168	240	1.6	17.4	193	*245	1.4	17.8	175	**83	1.7	6.0	208
NEW WOMAN	2289	565	1.8	24.7	134	274	1.8	12.0	133	306	1.8	13.4	131	**171	3.5	7.5	258
NEW YORK INCLUDING CUE	1088	313	1.0	28.8	156	201	1.3	18.5	205	*141	0.8	13.0	127	**41	0.8	3.8	130
THE NEW YORKER	2459	900	2.9	36.6	199	536	3.5	21.8	241	466	2.7	19.0	186	*159	3.3	6.5	223
NEWSWEEK	16527	4017	13.0	24.3	132	2091	13.8	12.7	140	2139	12.5	12.9	127	569	11.7	3.4	119
THE N.Y. TIMES DAILY EDITION	2739	838	2.7	30.6	166	562	3.7	20.5	227	374	2.2	13.7	134	*116	2.4	4.2	146
THE N.Y. TIMES MAGAZINE	4443	1541	5.0	34.7	188	1035	6.8	23.3	258	671	3.9	15.1	149	*214	4.4	4.8	166
OMNI	2799	655	2.1	23.4	127	420	2.8	15.0	166	366	2.1	13.1	129	**99	2.0	3.5	122
ON CABLE	2209	522	1.7	23.6	128	*201	1.3	9.1	101	327	1.9	14.8	146	**45	0.9	2.0	70
1001 HOME IDEAS	3959	979	3.2	24.7	134	471	3.1	11.9	132	615	3.6	15.5	153	**137	2.8	3.5	119
ORGANIC GARDENING	3111	674	2.2	21.7	118	400	2.6	12.9	142	398	2.3	12.8	126	**118	2.4	3.8	131
OUTDOOR LIFE	5024	845	2.7	16.8	91	376	2.5	7.5	83	522	3.1	10.4	102	*175	3.6	3.5	120
PARADE MAGAZINE	51292	10775	34.8	21.0	114	5636	37.2	11.0	122	5868	34.4	11.4	113	1646	33.9	3.2	111

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PORT, SHERRY & DESSERT WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	DRINK PORT, SHERRY & DESSERT WINES				DRY				SWEET				OTHER			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	30922	100.0	18.4	100	15145	100.0	9.0	100	17056	100.0	10.2	100	4858	100.0	2.9	100
PARENTS	5298	1032	3.3	19.5	106	446	2.9	8.4	93	665	3.9	12.6	123	*167	3.4	3.2	109
PENTHOUSE	5129	975	3.2	19.0	103	475	3.1	9.3	103	464	2.7	9.0	89	*243	5.0	4.7	164
PEOPLE	21070	4551	14.7	21.6	117	2326	15.4	11.0	122	2499	14.7	11.9	117	709	14.6	3.4	116
PLAYBOY	10562	2021	6.5	19.1	104	981	6.5	9.3	103	1087	6.4	10.3	101	410	8.4	3.9	134
POPULAR HOT RODDING	2498	348	1.1	13.9	76	**100	0.7	4.0	44	*198	1.2	7.9	78	**153	3.1	6.1	211
POPULAR MECHANICS	5887	1049	3.4	17.8	97	485	3.2	8.2	91	588	3.4	10.0	98	*198	4.1	3.4	116
POPULAR SCIENCE	4317	1089	3.5	25.2	137	521	3.4	12.1	134	712	4.2	16.5	162	**181	3.7	4.2	145
PREVENTION	5792	1319	4.3	22.8	124	713	4.7	12.3	136	599	3.5	10.3	102	*198	4.1	3.4	118
PSYCHOLOGY TODAY	3284	765	2.5	23.3	126	407	2.7	12.4	137	385	2.3	11.7	115	*176	3.6	5.4	185
READER'S DIGEST	40046	8566	27.7	21.4	116	4477	29.6	11.2	124	4459	26.1	11.1	109	1229	25.3	3.1	106
REDBOOK	9584	2171	7.0	22.7	123	1148	7.6	12.0	133	1165	6.8	12.2	120	373	7.7	3.9	134
ROAD & TRACK	2590	454	1.5	17.5	95	*243	1.6	9.4	104	*220	1.3	8.5	84	**45	0.9	1.7	60
ROLLING STONE	3302	682	2.2	20.7	112	321	2.1	9.7	108	411	2.4	12.4	122	**61	1.3	1.8	64
RUNNER'S WORLD	1229	*272	0.9	22.1	120	*156	1.0	12.7	141	**170	1.0	13.8	136	**18	0.4	1.5	51
SATURDAY EVENING POST	2110	483	1.6	22.9	124	266	1.8	12.6	140	258	1.5	12.2	120	**70	1.4	3.3	115
SCIENCE 84	1543	371	1.2	24.0	130	*186	1.2	12.1	133	*228	1.3	14.8	145	**89	1.8	5.8	199
SCIENCE DIGEST	1747	409	1.3	23.4	127	*163	1.1	9.3	103	*281	1.6	16.1	158	**48	1.0	2.7	95
SCIENTIFIC AMERICAN	1994	596	1.9	29.9	162	312	2.1	15.6	173	388	2.3	19.5	191	**104	2.1	5.2	180
SELF	3119	744	2.4	23.9	129	374	2.5	12.0	133	466	2.7	14.9	147	**99	2.0	3.2	110
SEVENTEEN	3923	878	2.8	22.4	121	460	3.0	11.7	130	496	2.9	12.6	124	**97	2.0	2.5	85
SKI	1501	329	1.1	21.9	119	*140	0.9	9.3	103	*142	0.8	9.5	93	**83	1.7	5.5	191
SMITHSONIAN	5976	1903	6.2	31.8	173	1138	7.5	19.0	211	961	5.6	16.1	158	360	7.4	6.0	208
SOAP OPERA DIGEST	4228	812	2.6	19.2	104	430	2.8	10.2	113	492	2.9	11.6	114	**90	1.9	2.1	73
SOUTHERN LIVING	6488	1324	4.3	20.4	111	727	4.8	11.2	124	735	4.3	11.3	111	*167	3.4	2.6	89
SPORT	3500	692	2.2	19.8	107	354	2.3	10.1	112	369	2.2	10.5	104	*185	3.8	5.3	182
THE SPORTING NEWS	2456	464	1.5	18.9	102	*178	1.2	7.2	80	*250	1.5	10.2	100	**101	2.1	4.1	142
SPORTS AFIELD	3648	629	2.0	17.2	94	*219	1.4	6.0	66	449	2.6	12.3	121	*142	2.9	3.9	134
SPORTS ILLUSTRATED	14484	2644	8.6	18.3	99	1341	8.9	9.3	103	1419	8.3	9.8	96	349	7.2	2.4	83
STAR	12661	2264	7.3	17.9	97	1017	6.7	8.0	89	1401	8.2	11.1	109	344	7.1	2.7	94
SUNDAY	52799	12156	39.3	23.0	125	5893	38.9	11.2	124	6760	39.6	12.8	126	1994	41.0	3.8	130
SUNSET	3513	1034	3.3	29.4	160	629	4.2	17.9	198	467	2.7	13.3	131	*151	3.1	4.3	148
TV GUIDE	42766	7660	24.8	17.9	97	3824	25.2	8.9	99	4299	25.2	10.1	99	1152	23.7	2.7	93
TENNIS	1254	400	1.3	31.9	173	*244	1.6	19.5	215	*200	1.2	15.9	157	**21	0.4	1.7	58
TIME	22054	5508	17.8	25.0	135	2941	19.4	13.3	148	3143	18.4	14.3	140	796	16.4	3.6	125
TOWN & COUNTRY	1555	501	1.6	32.2	175	249	1.6	16.0	177	326	1.9	21.0	206	**114	2.3	7.3	253
TRAVEL & LEISURE	2173	710	2.3	32.7	177	381	2.5	17.5	194	360	2.1	16.6	163	**132	2.7	6.1	210
TRUE STORY	4636	542	1.8	11.7	63	*273	1.8	5.9	65	*199	1.2	4.3	42	**117	2.4	2.5	87
U.S.NEWS & WORLD REPORT	10353	2378	7.7	23.0	125	1295	8.6	12.5	139	1193	7.0	11.5	113	343	7.1	3.3	114
USA TODAY	4994	1292	4.2	25.9	140	724	4.8	14.5	161	682	4.0	13.7	134	*215	4.4	4.3	149
US	3528	748	2.4	21.2	115	406	2.7	11.5	127	425	2.5	12.0	118	**81	1.7	2.3	79
VOGUE	5424	1548	5.0	28.5	155	863	5.7	15.9	176	907	5.3	16.7	164	*224	4.6	4.1	143
WALL STREET JOURNAL	6292	1699	5.5	27.0	146	994	6.6	15.8	175	861	5.0	13.7	135	284	5.8	4.5	156
WEIGHT WATCHERS	2762	641	2.1	23.2	126	400	2.6	14.5	160	284	1.7	10.3	101	**83	1.7	3.0	104
WOMAN'S DAY	16320	3879	12.5	23.8	129	1858	12.3	11.4	126	2131	12.5	13.1	128	720	14.8	4.4	152
WORKING MOTHER	1496	276	0.9	18.4	100	*166	1.1	11.1	123	*165	1.0	11.0	108	**30	0.6	2.0	69
WORKING WOMAN	1851	499	1.6	27.0	146	*217	1.4	11.7	130	*282	1.7	15.2	150	**73	1.5	3.9	136
WORLD TENNIS	580	*177	0.6	30.5	166	**93	0.6	16.0	178	**93	0.5	16.0	158	**22	0.5	3.8	131
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2472	8.0	19.9	108	1288	8.5	10.4	115	1444	8.5	11.6	114	485	10.0	3.9	135
BLAIR INSERTS	91671	20122	65.1	22.0	119	10283	67.9	11.2	124	10865	63.7	11.9	117	3244	66.8	3.5	122
DAILY NEWSPAPERS																	
READ ANY	109190	22240	71.9	20.4	110	11234	74.2	10.3	114	12085	70.9	11.1	109	3410	70.2	3.1	108
READ ONE	89587	17546	56.7	19.6	106	8766	57.9	9.8	108	9738	57.1	10.9	107	2698	55.5	3.0	104
READ TWO OR MORE	19602	4694	15.2	23.9	130	2469	16.3	12.6	139	2348	13.8	12.0	118	712	14.7	3.6	125
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	22856	73.9	20.8	113	11577	76.4	10.6	117	12408	72.7	11.3	111	3666	75.5	3.3	115
READ ONE	95074	19036	61.6	20.0	109	9515	62.8	10.0	111	10389	60.9	10.9	107	3057	62.9	3.2	111
READ TWO OR MORE	14588	3821	12.4	26.2	142	2062	13.6	14.1	157	2019	11.8	13.8	136	609	12.5	4.2	144
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.17				29.11				31.31				26.30			
30 DAY REACH	149706	27744	89.7	18.5	101	13699	90.5	9.2	101	15573	91.3	10.4	102	4337	89.3	2.9	100
50 SHWG - 30 DAY AV FREQ	15.16	15.27				15.25				16.39				13.78			
30 DAY REACH	142406	26544	85.8	18.6	101	13107	86.5	9.2	102	14913	87.4	10.5	103	4138	85.2	2.9	100
25 SHWG - 30 DAY AV FREQ	8.23	8.28				8.30				8.83				7.50			
30 DAY REACH	131152	24419	79.0	18.6	101	12040	79.5	9.2	102	13839	81.1	10.6	104	3793	78.1	2.9	100
CABLE TV: HOME WIRED	66879	12938	41.8	19.3	105	6479	42.8	9.7	107	7135	41.8	10.7	105	2074	42.7	3.1	107
HOME NOT WIRED	100848	17985	58.2	17.8	97	8666	57.2	8.6	95	9921	58.2	9.8	97	2784	57.3	2.8	95
HAVE PAY CABLE	35024	7299	23.6	20.8	113	3797	25.1	10.8	120	3921	23.0	11.2	110	1222	25.2	3.5	120

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES - KINDS
(ADULTS)

	TOTAL U.S. '000	DRINK PORT, SHERRY & DESSERT WINES				DRY				SWEET				OTHER			
		A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	30922	100.0	18.4	100	15145	100.0	9.0	100	17056	100.0	10.2	100	4858	100.0	2.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	18055	58.4	18.9	102	8601	56.8	9.0	100	10105	59.2	10.6	104	2999	61.7	3.1	108
10:00 AM - 3:00 PM	63599	12317	39.8	19.4	105	5863	38.7	9.2	102	6988	41.0	11.0	108	2057	42.3	3.2	112
3:00 PM - 7:00 PM	72097	13469	43.6	18.7	101	6672	44.1	9.3	102	7502	44.0	10.4	102	2301	47.4	3.2	110
7:00 PM - MIDNIGHT	36670	6830	22.1	18.6	101	3378	22.3	9.2	102	3852	22.6	10.5	103	1107	22.8	3.0	104
MIDNIGHT - 6:00 AM	21908	4210	13.6	19.2	104	2022	13.4	9.2	102	2472	14.5	11.3	111	724	14.9	3.3	114
6:00 AM - MIDNIGHT	127571	23938	77.4	18.8	102	11608	76.6	9.1	101	13628	79.9	10.7	105	3927	80.8	3.1	106
ENTIRE DAY	129239	24220	78.3	18.7	102	11760	77.6	9.1	101	13806	80.9	10.7	105	3976	81.8	3.1	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6847	22.1	20.1	109	3175	21.0	9.3	103	3802	22.3	11.2	110	1092	22.5	3.2	111
ALL NEWS	6062	1568	5.1	25.9	140	861	5.7	14.2	157	808	4.7	13.3	131	*219	4.5	3.6	125
AOR/PROGRESSIVE	11884	2131	6.9	17.9	97	960	6.3	8.1	89	1357	8.0	11.4	112	295	6.1	2.5	86
BEAUTIFUL MUSIC	11180	2196	7.1	19.6	107	1215	8.0	10.9	120	1144	6.7	10.2	101	369	7.6	3.3	114
BLACK	4538	880	2.8	19.4	105	431	2.8	9.5	105	502	2.9	11.1	109	*204	4.2	4.5	155
CLASSICAL	3857	993	3.2	25.7	140	499	3.3	12.9	143	530	3.1	13.7	135	*165	3.4	4.3	148
CHR/ROCK	21946	4366	14.1	19.9	108	2031	13.4	9.3	102	2683	15.7	12.2	120	779	16.0	3.5	123
COUNTRY	27262	4287	13.9	15.7	85	1984	13.1	7.3	81	2426	14.2	8.9	88	771	15.9	2.8	98
GOLDEN OLDIES	3339	502	1.6	15.0	82	186	1.2	5.6	62	251	1.5	7.5	74	**94	1.9	2.8	97
MOR/NOSTALGIA	10346	2086	6.7	20.2	109	1140	7.5	11.0	122	1147	6.7	11.1	109	323	6.6	3.1	108
NEWS/TALK	8929	2042	6.6	22.9	124	1004	6.6	11.2	125	1004	5.9	11.2	111	311	6.4	3.5	120
RELIGIOUS	5488	844	2.7	15.4	83	456	3.0	8.3	92	511	3.0	9.3	92	**107	2.2	1.9	67
SOFT ROCK	1232	*136	0.4	11.0	60	**61	0.4	5.0	55	**75	0.4	6.1	60	**20	0.4	1.6	56
URBAN CONTEMPORARY	3184	756	2.4	23.7	129	303	2.0	9.5	105	481	2.8	15.1	149	*180	3.7	5.7	195
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1184	3.8	17.1	93	479	3.2	6.9	77	804	4.7	11.6	114	*236	4.9	3.4	118
ABC DIRECTION	5212	1223	4.0	23.5	127	543	3.6	10.4	115	586	3.4	11.2	111	*241	5.0	4.6	160
ABC ENTERTAINMENT	10385	1959	6.3	18.9	102	979	6.5	9.4	104	1039	6.1	10.0	98	*195	4.0	1.9	65
ABC FM	4762	769	2.5	16.1	88	360	2.4	7.6	84	496	2.9	10.4	102	*164	3.4	3.4	119
ABC INFORMATION	11339	2300	7.4	20.3	110	1218	8.0	10.7	119	1230	7.2	10.8	107	350	7.2	3.1	107
ABC ROCK	4878	959	3.1	19.7	107	388	2.6	8.0	88	633	3.7	13.0	128	*140	2.9	2.9	99
CBS	10709	2171	7.0	20.3	110	1122	7.4	10.5	116	1162	6.8	10.9	107	304	6.3	2.8	98
MUTUAL	10251	2004	6.5	19.5	106	905	6.0	8.8	98	1146	6.7	11.2	110	341	7.0	3.3	115
NBC	12243	2420	7.8	19.8	107	1051	6.9	8.6	95	1275	7.5	10.4	102	381	7.8	3.1	107
RADIORADIO	4606	891	2.9	19.3	105	411	2.7	8.9	99	449	2.6	9.7	96	*102	2.1	2.2	76
RKO ONE	5148	921	3.0	17.9	97	355	2.3	6.9	76	552	3.2	10.7	105	*248	5.1	4.8	166
RKO TWO	7313	1175	3.8	16.1	87	555	3.7	7.6	84	657	3.9	9.0	88	*176	3.6	2.4	83
THE SOURCE	5981	1028	3.3	17.2	93	512	3.4	8.6	95	567	3.3	9.5	93	**103	2.1	1.7	59
NON-WIRED : BLAIR	19329	3580	11.6	18.5	100	1583	10.5	8.2	91	2068	12.1	10.7	105	664	13.7	3.4	119
INTERNET	27139	5612	18.1	20.7	112	2692	17.8	9.9	110	3224	18.9	11.9	117	853	17.6	3.1	109
KATZ RADIO GROUP	36319	7331	23.7	20.2	109	3539	23.4	9.7	108	3870	22.7	10.7	105	1195	24.6	3.3	114
SUPERNET	22361	4407	14.3	19.7	107	2007	13.3	9.0	99	2571	15.1	11.5	113	852	17.5	3.8	132
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2676	8.7	18.4	100	1391	9.2	9.6	106	1354	7.9	9.3	92	408	8.4	2.8	97
WKDAY 9:00 AM - 1:00 PM	18688	3334	10.8	17.8	97	1716	11.3	9.2	102	1787	10.5	9.6	94	512	10.5	2.7	95
WKDAY 1:00 PM - 4:30 PM	24061	4390	14.2	18.2	99	2248	14.8	9.3	103	2383	14.0	9.9	97	679	14.0	2.8	97
WKDAY 4:30 PM - 7:30 PM	44079	8229	26.6	18.7	101	4069	26.9	9.2	102	4354	25.5	9.9	97	1255	25.8	2.8	98
WKDAY 7:30 PM - 8:00 PM	61979	11469	37.1	18.5	100	5694	37.6	9.2	102	6152	36.1	9.9	98	1692	34.8	2.7	94
WKDAY 11:00 PM - 11:30 PM	49084	9416	30.5	19.2	104	4684	30.9	9.5	106	5263	30.9	10.7	105	1434	29.5	2.9	101
WKDAY 11:30 PM - 1:00 AM	16560	3180	10.3	19.2	104	1572	10.4	9.5	105	1856	10.9	11.2	110	423	8.7	2.6	88
M-SAT 8-11 PM+SUN 7-11 PM	66967	12847	41.5	19.2	104	6519	43.0	9.7	108	6985	41.0	10.4	103	1898	39.1	2.8	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1595	5.2	17.2	93	917	6.1	9.9	110	862	5.1	9.3	91	227	4.7	2.4	85
ANOTHER WORLD N	6138	980	3.2	16.0	87	562	3.7	9.2	101	469	2.7	7.6	75	*83	1.7	1.4	47
AS THE WORLD TURNS C	7707	1350	4.4	17.5	95	684	4.5	8.9	98	692	4.1	9.0	88	309	6.4	4.0	138
CAPITOL C	4688	914	3.0	19.5	106	419	2.8	8.9	99	508	3.0	10.8	107	208	4.3	4.4	153
CBS MORN. NEWS 1 C	2792	501	1.6	17.9	97	257	1.7	9.2	102	276	1.6	9.9	97	*76	1.6	2.7	94
CBS MORN. NEWS 2 C	2071	348	1.1	16.8	91	190	1.3	9.2	102	185	1.1	8.9	88	**49	1.0	2.4	82
DAYS OF OUR LIVES N	8018	1532	5.0	19.1	104	791	5.2	9.9	109	811	4.8	10.1	99	225	4.6	2.8	97
FACTS OF LIFE - DAYTIME N	3487	510	1.6	14.6	79	276	1.8	7.9	88	309	1.8	8.9	87	*50	1.0	1.4	50
FAMILY FEUD A	4817	762	2.5	15.8	86	389	2.6	8.1	89	434	2.5	9.0	89	86	1.8	1.8	62
GENERAL HOSPITAL A	8333	1584	5.1	19.0	103	776	5.1	9.3	103	950	5.6	11.4	112	207	4.3	2.5	86
GOOD MORNING, AMERICA-730 A	5472	1142	3.7	20.9	113	586	3.9	10.7	119	571	3.3	10.4	103	192	4.0	3.5	121
GOOD MORNING, AMERICA-830 A	3965	872	2.8	22.0	119	443	2.9	11.2	124	451	2.6	11.4	112	125	2.6	3.2	109
GUIDING LIGHT C	7542	1440	4.7	19.1	104	672	4.4	8.9	99	774	4.5	10.3	101	322	6.6	4.3	147
ONE LIFE TO LIVE A	6018	1069	3.5	17.8	96	531	3.5	8.8	98	607	3.6	10.1	99	164	3.4	2.7	94
PRESS YOUR LUCK C	3589	513	1.7	14.3	78	208	1.4	5.8	64	311	1.8	8.7	85	*75	1.5	2.1	72
PRICE IS RIGHT 1 C	7418	1205	3.9	16.2	88	581	3.8	7.8	87	661	3.9	8.9	88	165	3.4	2.2	77
PRICE IS RIGHT 2 C	8276	1402	4.5	16.9	92	718	4.7	8.7	96	766	4.5	9.3	91	175	3.6	2.1	73
RYAN'S HOPE A	4358	777	2.5	17.8	97	426	2.8	9.8	108	432	2.5	9.9	97	130	2.7	3.0	103
SALE OF THE CENTURY N	3749	622	2.0	16.6	90	339	2.2	9.0	100	315	1.8	8.4	83	*67	1.4	1.8	62
SEARCH FOR TOMORROW N	2884	534	1.7	18.5	100	304	2.0	10.5	117	233	1.4	8.1	79	**98	2.0	3.4	117
TODAY SHOW 1 N	4869	1034	3.3	21.2	115	602	4.0	12.4	137	504	3.0	10.4	102	*117	2.4	2.4	83
TODAY SHOW 2 N	4135	706	2.3	17.1	93	452	3.0	10.9	121	328	1.9	7.9	78	*38	0.8	0.9	32
$25,000 PYRAMID C	4361	784	2.5	18.0	98	311	2.1	7.1	79	470	2.8	10.8	106	*113	2.3	2.6	89
WHEEL OF FORTUNE N	6187	1020	3.3	16.5	89	478	3.2	7.7	86	526	3.1	8.5	84	153	3.1	2.5	85
YOUNG AND THE RESTLESS C	8186	1352	4.4	16.5	90	686	4.5	8.4	93	738	4.3	9.0	89	278	5.7	3.4	117
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	876	2.8	18.5	101	428	2.8	9.1	100	537	3.1	11.4	112	*106	2.2	2.2	77
NBA PLAYOFF GAME -1 C	5127	915	3.0	17.8	97	481	3.2	9.4	104	548	3.2	10.7	105	149	3.1	2.9	100
NBC MAJOR LEAGUE PRE-GAME N	3945	705	2.3	17.9	97	326	2.2	8.3	92	411	2.4	10.4	102	**103	2.1	2.6	90
SPORTSWORLD - SUN N	3370	535	1.7	15.9	86	318	2.1	9.4	105	263	1.5	7.8	77	**40	0.8	1.2	41
SUNDAY MORNING C	4200	829	2.7	19.7	107	481	3.2	11.5	127	424	2.5	10.1	99	*122	2.5	2.9	100

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PORT, SHERRY & DESSERT WINES - KINDS
(ADULTS)

		TOTAL U.S. '000	DRINK PORT, SHERRY & DESSERT WINES A '000	B % DOWN	C % ACROSS	D INDX	DRY A '000	B % DOWN	C % ACROSS	D INDX	SWEET A '000	B % DOWN	C % ACROSS	D INDX	OTHER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	30922	100.0	18.4	100	15145	100.0	9.0	100	17056	100.0	10.2	100	4858	100.0	2.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	9774	31.6	18.7	101	4950	32.7	9.5	105	5058	29.7	9.7	95	1517	31.2	2.9	100
NETWORK AFFILIATES - LATE		39164	7534	24.4	19.2	104	3732	24.6	9.5	106	4251	24.9	10.9	107	1113	22.9	2.8	98
INDEPENDENTS - LATE		5133	1175	3.8	22.9	124	613	4.0	11.9	132	598	3.5	11.7	115	171	3.5	3.3	115
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3667	11.9	16.1	87	1974	13.0	8.6	96	1927	11.3	8.4	83	488	10.0	2.1	74
ABC MONDAY NIGHT MOVIE	A	11258	2113	6.8	18.8	102	1022	6.7	9.1	101	1272	7.5	11.3	111	313	6.4	2.8	96
ABC SUNDAY NIGHT MOVIE	A	23600	4645	15.0	19.7	107	2400	15.8	10.2	113	2510	14.7	10.6	105	688	14.2	2.9	101
ABC WORLD NEWS TONIGHT	A	12801	2443	7.9	19.1	104	1230	8.1	9.6	106	1327	7.8	10.4	102	349	7.2	2.7	94
AFTERMASH	C	10966	2099	6.8	19.1	104	1143	7.5	10.4	115	1038	6.1	9.5	93	*276	5.7	2.5	87
ALICE	C	17050	3178	10.3	18.6	101	1528	10.1	9.0	99	1739	10.2	10.2	100	380	7.8	2.2	77
AMERICAN PARADE	C	11998	2300	7.4	19.2	104	1298	8.6	10.8	120	1198	7.0	10.0	98	377	7.8	3.1	108
BENSON	A	19258	3867	12.5	20.1	109	2018	13.3	10.5	116	2137	12.5	11.1	109	544	11.2	2.8	98
BLUE THUNDER	A	11478	2041	6.6	17.8	96	1006	6.6	8.8	97	1182	6.9	10.3	101	300	6.2	2.6	90
CAGNEY & LACEY	C	18263	3425	11.1	18.8	102	1713	11.3	9.4	104	1863	10.9	10.2	100	519	10.7	2.8	98
CBS EVENING NEWS-DEAN	C	7733	1575	5.1	20.4	110	870	5.7	11.3	125	828	4.9	10.7	105	240	4.9	3.1	107
CBS EVENING NEWS-RATHER	C	15653	3119	10.1	19.9	108	1588	10.5	10.1	112	1455	8.5	9.3	91	559	11.5	3.6	123
CBS SAT. NEWS-SCHIEFFER	C	8744	1603	5.2	18.3	99	759	5.0	8.7	96	895	5.2	10.2	101	228	4.7	2.6	90
CBS SATURDAY NIGHT MOVIE	C	12000	2169	7.0	18.1	98	1128	7.4	9.4	104	1215	7.1	10.1	100	287	5.9	2.4	83
CBS WEDNESDAY NIGHT MOVIE	C	11522	1906	6.2	16.5	90	975	6.4	8.5	94	923	5.4	8.0	79	299	6.2	2.6	90
CHEERS	N	16818	3724	12.0	22.1	120	2027	13.4	12.1	133	2074	12.2	12.3	121	565	11.6	3.4	116
DALLAS	C	37510	7366	23.8	19.6	107	3613	23.9	9.6	107	4061	23.8	10.8	106	1157	23.8	3.1	106
DIFF'RENT STROKES	N	11258	2012	6.5	17.9	97	1021	6.7	9.1	100	961	5.6	8.5	84	259	5.3	2.3	79
DOUBLE TROUBLE	N	12248	2275	7.4	18.6	101	1138	7.5	9.3	103	1336	7.8	10.9	107	270	5.6	2.2	76
DUCK FACTORY	N	11100	2285	7.4	20.6	112	1246	8.2	11.2	124	1311	7.7	11.8	116	408	8.4	3.7	127
DUKES OF HAZZARD	C	12353	2104	6.8	17.0	92	1027	6.8	8.3	92	1213	7.1	9.8	97	291	6.0	2.4	81
DYNASTY	A	33279	6581	21.3	19.8	107	3360	22.2	10.1	112	3582	21.0	10.8	106	1022	21.0	3.1	106
FACTS OF LIFE	N	13410	2486	8.0	18.5	101	1226	8.1	9.1	101	1396	8.2	10.4	102	284	5.8	2.1	73
FALCON CREST	C	31093	6219	20.1	20.0	108	3136	20.7	10.1	112	3577	21.0	11.5	113	966	19.9	3.1	107
FALL GUY	A	18649	3351	10.8	18.0	97	1721	11.4	9.2	102	1892	11.1	10.1	100	467	9.6	2.5	86
FAMILY TIES	N	13101	2584	8.4	19.7	107	1225	8.1	9.4	104	1540	9.0	11.8	116	335	6.9	2.6	88
FANTASY ISLAND	A	13069	2603	8.4	19.9	108	1315	8.7	10.1	111	1544	9.1	11.8	116	448	9.2	3.4	118
FOULUPS,BLEEPS & BLUNDERS	A	16588	2988	9.7	18.0	98	1487	9.8	9.0	99	1474	8.6	8.9	87	504	10.4	3.0	105
FOUR SEASONS	C	9302	1856	6.0	20.0	108	957	6.3	10.3	114	1032	6.1	11.1	109	*299	6.2	3.2	111
GIMME A BREAK	N	13955	2458	7.9	17.6	96	1228	8.1	8.8	97	1436	8.4	10.3	101	282	5.8	2.0	70
HART TO HART	A	15735	2934	9.5	18.6	101	1378	9.1	8.8	97	1714	10.0	10.9	107	420	8.6	2.7	92
HILL STREET BLUES	N	18257	3634	11.8	19.9	108	1989	13.1	10.9	121	2054	12.0	11.3	111	480	9.9	2.6	91
HOTEL	A	24236	4748	15.4	19.6	106	2196	14.5	9.1	100	2532	14.8	10.4	103	672	13.8	2.8	96
JEFFERSONS	C	17010	3286	10.6	19.3	105	1529	10.1	9.0	100	1744	10.2	10.3	101	460	9.5	2.7	93
JENNIFER SLEPT HERE	N	9397	1667	5.4	17.7	96	839	5.5	8.9	99	832	4.9	8.9	87	*179	3.7	1.9	66
KATE & ALLIE	C	16762	3217	10.4	19.2	104	1639	10.8	9.8	108	1717	10.1	10.2	101	451	9.3	2.7	93
KNIGHT RIDER	N	13164	2323	7.5	17.6	96	1308	8.6	9.9	110	1351	7.9	10.3	101	301	6.2	2.3	79
LOVE BOAT	A	20400	3872	12.5	19.0	103	2013	13.3	9.9	109	2137	12.5	10.5	103	560	11.5	2.7	95
MAGNUM PI	C	22543	4014	13.0	17.8	97	2135	14.1	9.5	105	2083	12.2	9.2	91	656	13.5	2.9	100
MAMA'S FAMILY	N	9852	1895	6.1	19.2	104	962	6.4	9.8	108	933	5.5	9.5	93	272	5.6	2.8	95
MASTER, THE	N	8082	1472	4.8	18.2	99	850	5.6	10.5	116	799	4.7	9.9	97	*157	3.2	1.9	67
MATT HOUSTON	A	12881	2604	8.4	20.2	110	1323	8.7	10.3	114	1489	8.7	11.6	114	358	7.4	2.8	96
NBC MONDAY NIGHT MOVIE	N	23889	4691	15.2	19.6	107	2432	16.1	10.2	113	2548	14.9	10.7	105	756	15.6	3.2	109
NBC NIGHTLY NEWS	N	11156	1989	6.4	17.8	97	943	6.2	8.5	94	1146	6.7	10.3	101	297	6.1	2.7	92
NBC NIGHTLY NEWS-SAT	N	7363	1380	4.5	18.7	102	691	4.6	9.4	104	669	3.9	9.1	89	*197	4.1	2.7	92
NBC NIGHTLY NEWS-SUN	N	6214	1248	4.0	20.1	109	669	4.4	10.8	119	719	4.2	11.6	114	*161	3.3	2.6	89
NBC SUNDAY NIGHT MOVIE	N	17590	3296	10.7	18.7	102	1744	11.5	9.9	110	1856	10.9	10.6	104	518	10.7	2.9	102
NEWHART	C	16740	3158	10.2	18.9	102	1600	10.6	9.6	106	1601	9.4	9.6	94	471	9.7	2.8	97
ONE DAY AT A TIME	C	11820	2139	6.9	18.1	98	1058	7.0	9.0	99	1122	6.6	9.5	93	361	7.4	3.1	105
PEOPLE ARE FUNNY	N	9138	1781	5.8	19.5	106	889	5.9	9.7	108	821	4.8	9.0	88	202	4.2	2.2	76
REAL PEOPLE	N	15979	2737	8.9	17.1	93	1399	9.2	8.8	97	1492	8.7	9.3	92	278	5.7	1.7	60
REMINGTON STEELE	N	14395	2597	8.4	18.0	98	1211	8.0	8.4	93	1362	8.0	9.5	93	355	7.3	2.5	85
RIPLEY'S BELIEVE IT - NOT	A	11362	2318	7.5	20.4	111	1241	8.2	10.9	121	1303	7.6	11.5	113	387	8.0	3.4	118
RIPTIDE	N	13920	2329	7.5	16.7	91	1154	7.6	8.3	92	1256	7.4	9.0	89	354	7.3	2.5	88
SCARECROW & MRS. KING	C	17571	3291	10.6	18.7	102	1689	11.2	9.6	106	1730	10.1	9.8	97	445	9.2	2.5	87
SIMON & SIMON	C	20208	3423	11.1	16.9	92	1696	11.2	8.4	93	1888	11.1	9.3	92	444	9.1	2.2	76
60 MINUTES	C	27668	5472	17.7	19.8	107	2932	19.4	10.6	117	2769	16.2	10.0	98	813	16.7	2.9	101
ST. ELSEWHERE	N	13699	2753	8.9	20.1	109	1252	8.3	9.1	101	1723	10.1	12.6	124	455	9.4	3.3	115
THREE'S COMPANY	A	20632	3670	11.9	17.8	96	1906	12.6	9.2	102	2090	12.3	10.1	100	548	11.3	2.7	92
T.J. HOOKER	A	17136	3264	10.6	19.0	103	1614	10.7	9.4	104	1830	10.7	10.7	105	434	8.9	2.5	87
TONIGHT SHOW	N	4963	943	3.0	19.0	103	474	3.1	9.6	106	556	3.3	11.2	110	120	2.5	2.4	83
TRAPPER JOHN, M.D.	C	16332	2982	9.6	18.3	99	1430	9.4	8.8	97	1610	9.4	9.9	97	392	8.1	2.4	83
TV BLOOPERS & PRAC. JOKES	N	18881	3316	10.7	17.6	95	1695	11.2	9.0	99	1814	10.6	9.6	94	481	9.9	2.5	88
20/20	A	18315	3516	11.4	19.2	104	1769	11.7	9.7	107	1865	10.9	10.2	100	646	13.3	3.5	122
WEBSTER	A	18722	3786	12.2	20.2	110	1976	13.0	10.6	117	2095	12.3	11.2	110	459	9.4	2.5	85
WORLD NEWS - SUN	A	5327	1156	3.7	21.7	118	718	4.7	13.5	149	525	3.1	9.9	97	*238	4.9	4.5	154
YELLOW ROSE	N	8370	1462	4.7	17.5	95	725	4.8	8.7	96	754	4.4	9.0	89	213	4.4	2.5	88
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4961	16.0	19.2	104	2580	17.0	10.0	110	2778	16.3	10.7	106	636	13.1	2.5	85
BASKETBALL - COLLEGE GAMES		14468	2944	9.5	20.3	110	1675	11.1	11.6	128	1624	9.5	11.2	110	*464	9.6	3.2	111
BASKETBALL - PRO GAMES		12124	2428	7.9	20.0	109	1353	8.9	11.2	124	1404	8.2	11.6	114	*361	7.4	3.0	103
BOWLING		9412	2015	6.5	21.4	116	953	6.3	10.1	112	1148	6.7	12.2	120	*389	8.0	4.1	143
BOXING		15409	2803	9.1	18.2	99	1275	8.4	8.3	92	1565	9.2	10.2	100	473	9.7	3.1	106
FOOTBALL - COLLEGE GAMES		21400	4366	14.1	20.4	111	2255	14.9	10.5	117	2578	15.1	12.0	118	*477	9.8	2.2	77
FOOTBALL - PRO GAMES		35944	7204	23.3	20.0	109	3814	25.2	10.6	118	4101	24.0	11.4	112	1066	21.9	3.0	102
GOLF		9759	2580	8.3	26.4	143	1475	9.7	15.1	167	1307	7.7	13.4	132	*410	8.4	4.2	145
POST-SEASON COLL. FOOTBALL		18123	3787	12.2	20.9	113	2168	14.3	12.0	132	2309	13.5	12.7	125	*454	9.3	2.5	86
POST-SEASON PRO FOOTBALL		22091	4655	15.1	21.1	114	2506	16.5	11.3	126	2830	16.6	12.8	126	630	13.0	2.9	98
TENNIS		6764	1994	6.4	29.5	160	1187	7.8	17.5	194	1056	6.2	15.6	154	*218	4.5	3.2	111
WRESTLING - PROFESSIONAL		9695	1493	4.8	15.4	84	734	4.8	7.6	84	837	4.9	8.6	85	**271	5.6	2.8	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

	TOTAL	ALMADEN				CHRISTIAN BROTHERS				GALLO				HARVEY'S BRISTOL CREAM			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	5457	100.0	3.3	100	4765	100.0	2.8	100	9102	100.0	5.4	100	6683	100.0	4.0	100
MALES	79263	2199	40.3	2.8	85	2159	45.3	2.7	96	3667	40.3	4.6	85	2567	38.4	3.2	81
FEMALES	88464	3258	59.7	3.7	113	2607	54.7	2.9	104	5435	59.7	6.1	113	4116	61.6	4.7	117
18 - 24	28671	877	16.1	3.1	94	682	14.3	2.4	84	1384	15.2	4.8	89	849	12.7	3.0	74
25 - 34	39536	1365	25.0	3.5	106	1244	26.1	3.1	111	2029	22.3	5.1	95	1207	18.1	3.1	77
35 - 44	28978	953	17.5	3.3	101	778	16.3	2.7	95	1265	13.9	4.4	80	1430	21.4	4.9	124
45 - 54	22345	907	16.6	4.1	125	629	13.2	2.8	99	1249	13.7	5.6	103	1056	15.8	4.7	119
55 - 64	22224	714	13.1	3.2	99	658	13.8	3.0	104	1560	17.1	7.0	129	1193	17.9	5.4	135
65 OR OLDER	25973	642	11.8	2.5	76	776	16.3	3.0	105	1615	17.7	6.2	115	949	14.2	3.7	92
18 - 34	68207	2242	41.1	3.3	101	1925	40.4	2.8	99	3414	37.5	5.0	92	2056	30.8	3.0	76
18 - 49	108058	3599	66.0	3.3	102	3005	63.1	2.8	98	5307	58.3	4.9	91	4009	60.0	3.7	93
25 - 54	90859	3225	59.1	3.5	109	2650	55.6	2.9	103	4543	49.9	5.0	92	3693	55.3	4.1	102
35 - 49	39851	1356	24.8	3.4	105	1080	22.7	2.7	95	1893	20.8	4.8	88	1953	29.2	4.9	123
50 OR OLDER	59669	1858	34.0	3.1	96	1760	36.9	2.9	104	3795	41.7	6.4	117	2675	40.0	4.5	113
GRADUATED COLLEGE	28091	1443	26.4	5.1	158	1233	25.9	4.4	155	1994	21.9	7.1	131	1727	25.8	6.1	154
ATTENDED COLLEGE	28938	1450	26.6	5.0	154	1021	21.4	3.5	124	2022	22.2	7.0	129	1519	22.7	5.2	132
GRADUATED HIGH SCHOOL	65503	1725	31.6	2.6	81	1535	32.2	2.3	82	3329	36.6	5.1	94	2422	36.2	3.7	93
DID NOT GRADUATE HIGH SCHOOL	45195	840	15.4	1.9	57	977	20.5	2.2	76	1757	19.3	3.9	72	1015	15.2	2.2	56
EMPLOYED MALES	56429	1597	29.3	2.8	87	1416	29.7	2.5	88	2334	25.6	4.1	76	1915	28.7	3.4	85
EMPLOYED FEMALES	43971	1926	35.3	4.4	135	1392	29.2	3.2	111	2824	31.0	6.4	118	2418	36.2	5.5	138
EMPLOYED FULL-TIME	87773	3150	57.7	3.6	110	2497	52.4	2.8	100	4343	47.7	4.9	91	3725	55.7	4.2	107
EMPLOYED PART-TIME	12627	*373	6.8	3.0	91	*311	6.5	2.5	87	815	9.0	6.5	119	608	9.1	4.8	121
NOT EMPLOYED	67327	1934	35.4	2.9	88	1958	41.1	2.9	102	3944	43.3	5.9	108	2351	35.2	3.5	88
PROFESSIONAL/MANAGER	25845	1182	21.7	4.6	141	1021	21.4	4.0	139	1583	17.4	6.1	113	1879	28.1	7.3	182
TECH/CLERICAL/SALES	30895	1256	23.0	4.1	125	892	18.7	2.9	102	1868	20.5	6.0	111	1400	20.9	4.5	114
PRECISION/CRAFT	12629	*383	7.0	3.0	93	**247	5.2	2.0	69	521	5.7	4.1	76	*259	3.9	2.1	51
OTHER EMPLOYED	31031	703	12.9	2.3	70	647	13.6	2.1	73	1185	13.0	3.8	70	794	11.9	2.6	64
SINGLE	35557	1316	24.1	3.7	114	1076	22.6	3.0	107	2192	24.1	6.2	114	1342	20.1	3.8	95
MARRIED	103585	3167	58.0	3.1	94	2913	61.1	2.8	99	5405	59.4	5.2	96	4187	62.7	4.0	101
DIVORCED/SEPARATED/WIDOWED	28585	974	17.8	3.4	105	777	16.3	2.7	96	1505	16.5	5.3	97	1155	17.3	4.0	101
PARENTS	59295	1844	33.8	3.1	96	1629	34.2	2.7	97	2790	30.7	4.7	87	2125	31.8	3.6	90
WHITE	146081	4825	88.4	3.3	102	4017	84.3	2.7	97	8311	91.3	5.7	105	5873	87.9	4.0	101
BLACK	17974	*426	7.8	2.4	73	662	13.9	3.7	130	617	6.8	3.4	63	759	11.4	4.2	106
OTHER	3672	**206	3.8	5.6	172	**87	1.8	2.4	83	**174	1.9	4.7	87	**52	0.8	1.4	36
NORTHEAST-CENSUS	37005	1328	24.3	3.6	110	819	17.2	2.2	78	2492	27.4	6.7	124	2962	44.3	8.0	201
NORTH CENTRAL	42642	1072	19.6	2.5	77	1443	30.3	3.4	119	2525	27.7	5.9	109	1209	18.1	2.8	71
SOUTH	56777	998	18.3	1.8	54	913	19.2	1.6	57	2224	24.4	3.9	72	1339	20.0	2.4	59
WEST	31303	2059	37.7	6.6	202	1591	33.4	5.1	179	1861	20.4	5.9	110	1173	17.6	3.7	94
NORTHEAST-MKTG.	38125	1437	26.3	3.8	116	900	18.9	2.4	83	2519	27.7	6.6	122	3159	47.3	8.3	208
EAST CENTRAL	24794	*432	7.9	1.7	54	708	14.9	2.9	101	1219	13.4	4.9	91	725	10.8	2.9	73
WEST CENTRAL	28511	946	17.3	3.3	102	1135	23.8	4.0	140	1890	20.8	6.6	122	889	13.3	3.1	78
SOUTH	48953	794	14.6	1.6	50	659	13.8	1.3	47	1859	20.4	3.8	70	878	13.1	1.8	45
PACIFIC	27344	1849	33.9	6.8	208	1364	28.6	5.0	176	1614	17.7	5.9	109	1031	15.4	3.8	95
COUNTY SIZE A	69301	3068	56.2	4.4	136	2532	53.1	3.7	129	4300	47.2	6.2	114	3743	56.0	5.4	136
COUNTY SIZE B	50633	1620	29.7	3.2	98	1276	26.8	2.5	89	2791	30.7	5.5	102	1840	27.5	3.6	91
COUNTY SIZE C	26259	534	9.8	2.0	63	601	12.6	2.3	81	1240	13.6	4.7	87	817	12.2	3.1	78
COUNTY SIZE D	21534	**235	4.3	1.1	34	*357	7.5	1.7	58	771	8.5	3.6	66	*284	4.2	1.3	33
METRO CENTRAL CITY	50014	2004	36.7	4.0	123	1810	38.0	3.6	127	2992	32.9	6.0	110	2410	36.1	4.8	121
METRO SUBURBAN	76832	2783	51.0	3.6	111	2248	47.2	2.9	103	4268	46.9	5.6	102	3411	51.0	4.4	111
NON METRO	40881	670	12.3	1.6	50	708	14.9	1.7	61	1842	20.2	4.5	83	863	12.9	2.1	53
TOP 5 ADI'S	39550	1988	36.4	5.0	154	1628	34.2	4.1	145	2502	27.5	6.3	117	2565	38.4	6.5	163
TOP 10 ADI'S	54877	2454	45.0	4.5	137	2005	42.1	3.7	129	3326	36.5	6.1	112	3297	49.3	6.0	151
TOP 20 ADI'S	77516	3452	63.3	4.5	137	2680	56.2	3.5	122	4684	51.5	6.0	111	3940	59.0	5.1	128
HSHLD INC. $50,000 OR MORE	17257	949	17.4	5.5	169	708	14.9	4.1	144	1141	12.5	6.6	122	1288	19.3	7.5	187
$40,000 OR MORE	33235	1771	32.5	5.3	164	1195	25.1	3.6	127	2055	22.6	6.2	114	2053	30.7	6.2	155
$30,000 OR MORE	59693	2634	48.3	4.4	136	1824	38.3	3.1	108	3528	38.8	5.9	109	3196	47.8	5.4	134
$25,000 OR MORE	76275	3115	57.1	4.1	126	2273	47.7	3.0	105	4578	50.3	6.0	111	3848	57.6	5.0	127
$20,000 - $24,999	18607	555	10.2	3.0	92	665	14.0	3.6	126	1121	12.3	6.0	111	795	11.9	4.3	107
$15,000 - $19,999	17175	491	9.0	2.9	88	483	10.1	2.8	99	949	10.4	5.5	102	611	9.1	3.6	89
$10,000 - $14,999	24569	819	15.0	3.3	102	676	14.2	2.8	97	1225	13.5	5.0	92	708	10.6	2.9	72
UNDER $10,000	31101	477	8.7	1.5	47	669	14.0	2.2	76	1229	13.5	4.0	73	722	10.8	2.3	58
HOUSEHOLD OF 1 PERSON	19441	778	14.3	4.0	123	583	12.2	3.0	106	1133	12.4	5.8	107	873	13.1	4.5	113
2 PEOPLE	51803	1482	27.2	2.9	88	1508	31.6	2.9	102	3040	33.4	5.9	108	2001	29.9	3.9	97
3 OR 4 PEOPLE	66933	2246	41.2	3.4	103	1961	41.2	2.9	103	3559	39.1	5.3	98	2706	40.5	4.0	101
5 OR MORE PEOPLE	29550	952	17.4	3.2	99	*714	15.0	2.4	85	1369	15.0	4.6	85	1104	16.5	3.7	94
NO CHILD IN HSHLD	96587	3232	59.2	3.3	103	2769	58.1	2.9	101	5704	62.7	5.9	109	4145	62.0	4.3	108
CHILD(REN) UNDER 2 YRS	10844	**218	4.0	2.0	62	*221	4.6	2.0	72	*478	5.3	4.4	81	*302	4.5	2.8	70
2 - 5 YEARS	26358	748	13.7	2.8	87	665	14.0	2.5	89	989	10.9	3.8	69	715	10.7	2.7	68
6 - 11 YEARS	30453	865	15.9	2.8	87	903	19.0	3.0	104	1408	15.5	4.6	85	1085	16.2	3.6	89
12 - 17 YEARS	36575	1274	23.3	3.5	107	1025	21.5	2.8	99	1897	20.8	5.2	96	1553	23.2	4.2	107
RESIDENCE OWNED	117770	3810	69.8	3.2	99	3172	66.6	2.7	95	6923	76.1	5.9	108	5030	75.3	4.3	107
VALUE: $50,000 OR MORE	70166	2933	53.7	4.2	128	2316	48.6	3.3	116	4706	51.7	6.7	124	3737	55.9	5.3	134
VALUE: UNDER $50,000	47604	876	16.1	1.8	57	856	18.0	1.8	63	2217	24.4	4.7	86	1293	19.3	2.7	68

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

		TOTAL U.S.	ALMADEN				CHRISTIAN BROTHERS				GALLO				HARVEY'S BRISTOL CREAM			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	5457	100.0	3.3	100	4765	100.0	2.8	100	9102	100.0	5.4	100	6683	100.0	4.0	100
MAGAZINES	QUINTILE 1	34022	1660	30.4	4.9	150	1441	30.2	4.2	149	2080	22.9	6.1	113	2117	31.7	6.2	156
	QUINTILE 2	34800	1354	24.8	3.9	120	1107	23.2	3.2	112	2233	24.5	6.4	118	1761	26.4	5.1	127
	QUINTILE 3	30514	680	12.5	2.2	68	750	15.7	2.5	87	1619	17.8	5.3	98	1148	17.2	3.8	94
	QUINTILE 4	33324	1024	18.8	3.1	94	775	16.3	2.3	82	1810	19.9	5.4	100	896	13.4	2.7	67
	QUINTILE 5	35066	739	13.5	2.1	65	693	14.5	2.0	70	1360	14.9	3.9	71	762	11.4	2.2	55
NEWSPAPERS	QUINTILE 1	29107	1337	24.5	4.6	141	1104	23.2	3.8	134	2047	22.5	7.0	130	2141	32.0	7.4	185
	QUINTILE 2	49095	1563	28.6	3.2	98	1310	27.5	2.7	94	3102	34.1	6.3	116	1915	28.7	3.9	98
	QUINTILE 3	23107	1061	19.4	4.6	141	837	17.6	3.6	128	1330	14.6	5.8	106	1039	15.5	4.5	113
	QUINTILE 4	33556	833	15.3	2.5	76	856	18.0	2.6	90	1526	16.8	4.5	84	1010	15.1	3.0	76
	QUINTILE 5	32863	663	12.1	2.0	62	659	13.8	2.0	71	1097	12.1	3.3	62	579	8.7	1.8	44
OUTDOOR	QUINTILE 1	32431	1225	22.4	3.7	113	1188	24.9	3.6	125	2123	23.3	6.4	117	1655	24.8	5.0	124
	QUINTILE 2	33478	1134	20.8	3.4	104	957	20.1	2.9	101	1817	20.0	5.4	100	1356	20.3	4.1	102
	QUINTILE 3	33574	1190	21.8	3.5	109	884	18.6	2.6	93	1514	16.6	4.5	83	1368	20.5	4.1	102
	QUINTILE 4	33935	837	15.3	2.5	76	958	20.1	2.8	99	1928	21.2	5.7	105	1148	17.2	3.4	85
	QUINTILE 5	33310	1072	19.6	3.2	99	779	16.3	2.3	82	1720	18.9	5.2	95	1156	17.3	3.5	87
RADIO-DRIVE TIME	QUINTILE 1	33136	1024	18.8	3.1	95	873	18.3	2.6	93	1908	21.0	5.8	106	1408	21.1	4.2	107
	QUINTILE 2	31658	992	18.2	3.1	96	959	20.1	3.0	107	1598	17.6	5.0	93	1312	19.6	4.1	104
	QUINTILE 3	32541	990	18.1	3.0	94	999	21.0	3.1	108	1727	19.0	5.3	98	1303	19.5	4.0	100
	QUINTILE 4	34247	1248	22.9	3.6	112	1110	23.3	3.2	114	2006	22.0	5.9	108	1453	21.7	4.2	106
	QUINTILE 5	36144	1204	22.1	3.3	102	825	17.3	2.3	80	1863	20.5	5.2	95	1208	18.1	3.3	84
RADIO-MID-DAY	TERCILE 1	45037	1394	25.5	3.1	95	1113	23.4	2.5	87	2717	29.9	6.0	111	1858	27.8	4.1	104
	TERCILE 2	44819	1449	26.6	3.2	99	1539	32.3	3.4	121	2438	26.8	5.4	100	1600	23.9	3.6	90
	TERCILE 3	77872	2614	47.9	3.4	103	2114	44.4	2.7	96	3947	43.4	5.1	93	3226	48.3	4.1	104
RADIO-TOTAL	QUINTILE 1	33763	952	17.4	2.8	87	906	19.0	2.7	94	2020	22.2	6.0	110	1373	20.5	4.1	102
	QUINTILE 2	33240	1092	20.0	3.3	101	1023	21.5	3.1	108	1745	19.2	5.2	97	1344	20.1	4.0	101
	QUINTILE 3	33408	1243	22.8	3.7	114	999	21.0	3.0	105	1767	19.4	5.3	97	1331	19.9	4.0	100
	QUINTILE 4	34792	1111	20.4	3.2	98	1142	24.0	3.3	116	1964	21.6	5.6	104	1407	21.1	4.0	101
	QUINTILE 5	32524	1059	19.4	3.3	100	696	14.6	2.1	75	1606	17.6	4.9	91	1229	18.4	3.8	95
TV-PRIME TIME	QUINTILE 1	33090	1099	20.1	3.3	102	984	20.7	3.0	105	2029	22.3	6.1	113	1507	22.5	4.6	114
	QUINTILE 2	33357	1248	22.9	3.7	115	811	17.0	2.4	86	1833	20.1	5.5	101	1401	21.0	4.2	105
	QUINTILE 3	33980	1058	19.4	3.1	96	1009	21.2	3.0	105	1799	19.8	5.3	98	1282	19.2	3.8	95
	QUINTILE 4	33854	1060	19.4	3.1	96	971	20.4	2.9	101	1982	21.8	5.9	108	1271	19.0	3.8	94
	QUINTILE 5	33444	992	18.2	3.0	91	991	20.8	3.0	104	1459	16.0	4.4	80	1223	18.3	3.7	92
TV-DAYTIME	TERCILE 1	49121	1544	28.3	3.1	97	1441	30.2	2.9	103	2701	29.7	5.5	101	1652	24.7	3.4	84
	TERCILE 2	48823	1600	29.3	3.3	101	1344	28.2	2.8	97	2856	31.4	5.8	108	1933	28.9	4.0	99
	TERCILE 3	69782	2313	42.4	3.3	102	1980	41.6	2.8	100	3545	38.9	5.1	94	3098	46.4	4.4	111
TV-TOTAL	QUINTILE 1	33584	1220	22.4	3.6	112	958	20.1	2.9	100	1832	20.1	5.5	101	1256	18.8	3.7	94
	QUINTILE 2	33441	974	17.8	2.9	90	919	19.3	2.7	97	1804	19.8	5.4	99	1308	19.6	3.9	98
	QUINTILE 3	33505	1185	21.7	3.5	109	990	20.8	3.0	104	1934	21.2	5.8	106	1387	20.8	4.1	104
	QUINTILE 4	33466	964	17.7	2.9	89	829	17.4	2.5	87	1850	20.3	5.5	102	1271	19.0	3.8	95
	QUINTILE 5	33731	1115	20.4	3.3	102	1069	22.4	3.2	112	1682	18.5	5.0	92	1461	21.9	4.3	109
MAGAZINES-NEWSPAPERS: DUAL		44503	1965	36.0	4.4	136	1678	35.2	3.8	133	2948	32.4	6.6	122	2647	39.6	5.9	149
MAGAZINE IMPERATIVE		39363	1388	25.4	3.5	108	1263	26.5	3.2	113	1994	21.9	5.1	93	1709	25.6	4.3	109
NEWSPAPER IMPERATIVE		46441	1418	26.0	3.1	94	1154	24.2	2.5	87	2803	30.8	6.0	111	1794	26.8	3.9	97
MAGAZINES-OUTDOOR: DUAL		33726	1383	25.3	4.1	126	1309	27.5	3.9	137	2147	23.6	6.4	117	1886	28.2	5.6	140
MAGAZINE IMPERATIVE		52846	2044	37.5	3.9	119	1664	34.9	3.1	111	3038	33.4	5.7	106	2605	39.0	4.9	124
OUTDOOR IMPERATIVE		52140	1420	26.0	2.7	84	1250	26.2	2.4	84	2611	28.7	5.0	92	1639	24.5	3.1	79
MAGAZINES-RADIO: DUAL		37081	1407	25.8	3.8	117	1067	22.4	2.9	101	2037	22.4	5.5	101	1947	29.1	5.3	132
MAGAZINE IMPERATIVE		49747	2081	38.1	4.2	129	1855	38.9	3.7	131	3173	34.9	6.4	118	2622	39.2	5.3	132
RADIO IMPERATIVE		49208	1162	21.3	2.4	73	1248	26.2	2.5	89	2667	29.3	5.4	100	1319	19.7	2.7	67
MAGAZINES-TELEVISION: DUAL		33103	1568	28.7	4.7	146	1149	24.1	3.5	122	1961	21.5	5.9	109	1554	23.3	4.7	118
MAGAZINE IMPERATIVE		54575	1911	35.0	3.5	108	1887	39.6	3.5	122	3304	36.3	6.1	112	2907	43.5	5.3	134
TELEVISION IMPERATIVE		53249	1182	21.7	2.2	68	1208	25.4	2.3	80	2607	28.6	4.9	90	1594	23.9	3.0	75
NEWSPAPERS-OUTDOOR: DUAL		36255	1320	24.2	3.6	112	1173	24.6	3.2	114	2545	28.0	7.0	129	2155	32.2	5.9	149
NEWSPAPER IMPERATIVE		55591	2038	37.3	3.7	113	1706	35.8	3.1	108	3319	36.5	6.0	110	2539	38.0	4.6	115
OUTDOOR IMPERATIVE		48319	1549	28.4	3.2	99	1351	28.4	2.8	98	2089	23.0	4.3	80	1455	21.8	3.0	76
NEWSPAPERS-RADIO: DUAL		37242	1402	25.7	3.8	116	1168	24.5	3.1	110	2557	28.1	6.9	127	1924	28.8	5.2	130
NEWSPAPER IMPERATIVE		54423	2177	39.9	4.0	123	1693	35.5	3.1	110	3466	38.1	6.4	117	2771	41.5	5.1	128
RADIO IMPERATIVE		46650	1193	21.9	2.6	79	1263	26.5	2.7	95	1927	21.2	4.1	76	1251	18.7	2.7	67
NEWSPAPERS-TELEVISION: DUAL		35974	1402	25.7	3.9	120	1188	24.9	3.3	116	2326	25.6	6.5	119	1827	27.3	5.1	127
NEWSPAPER IMPERATIVE		56095	2220	40.7	4.0	122	1747	36.7	3.1	110	3692	40.6	6.6	121	2910	43.5	5.2	130
TELEVISION IMPERATIVE		47170	1213	22.2	2.6	79	1131	23.7	2.4	84	2108	23.2	4.5	82	1253	18.7	2.7	67
OUTDOOR-RADIO: DUAL		33748	981	18.0	2.9	89	862	18.1	2.6	90	1825	20.1	5.4	100	1497	22.4	4.4	111
OUTDOOR IMPERATIVE		52785	2015	36.9	3.8	117	1719	36.1	3.3	115	2999	32.9	5.7	105	2318	34.7	4.4	110
RADIO IMPERATIVE		52882	1724	31.6	3.3	100	1550	32.5	2.9	103	2901	31.9	5.5	101	1927	28.8	3.6	91
OUTDOOR-TELEVISION: DUAL		32030	1278	23.4	4.0	123	1183	24.8	3.7	130	2122	23.3	6.6	122	1524	22.8	4.8	119
OUTDOOR IMPERATIVE		54626	1898	34.8	3.5	107	1517	31.8	2.8	98	2782	30.6	5.1	94	2294	34.3	4.2	105
TELEVISION IMPERATIVE		54874	1667	30.5	3.0	93	1367	28.7	2.5	88	2707	29.7	4.9	91	1812	27.1	3.3	83
RADIO-TELEVISION: DUAL		33386	1058	19.4	3.2	97	826	17.3	2.5	87	1939	21.3	5.8	107	1352	20.2	4.0	102
RADIO IMPERATIVE		53810	1676	30.7	3.1	96	1640	34.4	3.0	107	2961	32.5	5.5	101	2112	31.6	3.9	99
TELEVISION IMPERATIVE		54023	1845	33.8	3.4	105	1641	34.4	3.0	107	2846	31.3	5.3	97	2074	31.0	3.8	96

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

	TOTAL	ALMADEN				CHRISTIAN BROTHERS				GALLO				HARVEY'S BRISTOL CREAM			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	5457	100.0	3.3	100	4765	100.0	2.8	100	9102	100.0	5.4	100	6683	100.0	4.0	100
ATLANTIC MONTHLY	867	**38	0.7	4.4	135	**15	0.3	1.7	61	**59	0.6	6.8	125	**72	1.1	8.3	208
BARRON'S	1580	**203	3.7	12.8	395	**157	3.3	9.9	350	**101	1.1	6.4	118	*133	2.0	8.4	211
BETTER HOMES & GARDENS	22203	900	16.5	4.1	125	774	16.2	3.5	123	1483	16.3	6.7	123	1220	18.3	5.5	138
BON APPETIT	3810	*149	2.7	3.9	120	*188	3.9	4.9	174	320	3.5	8.4	155	383	5.7	10.1	252
BUSINESS WEEK	4663	*200	3.7	4.3	132	**183	3.8	3.9	138	303	3.3	6.5	120	366	5.5	7.8	197
CAR AND DRIVER	3102	**102	1.9	3.3	101	**65	1.4	2.1	74	*141	1.5	4.5	84	*136	2.0	4.4	110
CBS MAGAZINE NETWORK (GROSS)	7311	*325	6.0	4.4	137	*261	5.5	3.6	126	368	4.0	5.0	93	340	5.1	4.7	117
CHANGING TIMES	3400	*150	2.7	4.4	136	*110	2.3	3.2	114	231	2.5	6.8	125	233	3.5	6.9	172
COLONIAL HOMES	1796	**36	0.7	2.0	62	**51	1.1	2.8	100	*127	1.4	7.1	130	*116	1.7	6.5	162
CONDE NAST MAG. PKG. (GROSS)	19924	1120	20.5	5.6	173	655	13.7	3.3	116	1287	14.1	6.5	119	1426	21.3	7.2	180
CONSUMERS DIGEST	3125	*190	3.5	6.1	187	**105	2.2	3.4	118	*208	2.3	6.7	123	*210	3.1	6.7	169
COSMOPOLITAN	10577	511	9.4	4.8	148	349	7.3	3.3	116	657	7.2	6.2	114	745	11.1	7.0	177
COUNTRY LIVING	3746	*176	3.2	4.7	144	**134	2.8	3.6	126	321	3.5	8.6	158	*148	2.2	4.0	99
CUISINE	2214	**91	1.7	4.1	126	**106	2.2	4.8	169	*169	1.9	7.6	141	*189	2.8	8.5	214
CYCLE WORLD	2394	**30	0.5	1.3	39	**48	1.0	2.0	71	**148	1.6	6.2	114	**49	0.7	2.0	51
DCI:CREATIVE IDEAS FOR LIV	3068	*177	3.2	5.8	177	**126	2.6	4.1	145	291	3.2	9.5	175	**93	1.4	3.0	76
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	392	7.2	4.1	126	*205	4.3	2.1	76	631	6.9	6.6	122	264	4.0	2.8	69
DISCOVER	2277	*155	2.8	6.8	209	**93	2.0	4.1	144	*145	1.6	6.4	117	*143	2.1	6.3	158
EBONY	7187	*184	3.4	2.6	79	328	6.9	4.6	161	283	3.1	3.9	73	464	6.9	6.5	162
ESQUIRE	2560	*159	2.9	6.2	191	**109	2.3	4.3	150	*133	1.5	5.2	96	*125	1.9	4.9	123
ESSENCE	3242	**74	1.4	2.3	70	*185	3.9	5.7	201	*152	1.7	4.7	86	197	2.9	6.1	153
FAMILY CIRCLE	19639	689	12.6	3.5	108	621	13.0	3.2	111	1306	14.3	6.7	123	1108	16.6	5.6	142
THE FAMILY HANDYMAN	3540	**106	1.9	3.0	92	*141	3.0	4.0	140	*217	2.4	6.1	113	*141	2.1	4.0	100
FAMILY WEEKLY	23924	803	14.7	3.4	103	679	14.2	2.8	100	1115	12.3	4.7	86	817	12.2	3.4	86
FIELD & STREAM	9883	*242	4.4	2.4	75	306	6.4	3.1	109	595	6.5	6.0	111	232	3.5	2.3	59
FOOD & WINE	1030	**66	1.2	6.4	197	**52	1.1	5.0	178	**98	1.1	9.5	175	**81	1.2	7.9	197
FORBES	2679	*194	3.6	7.2	223	*171	3.6	6.4	225	*202	2.2	7.5	139	251	3.8	9.4	235
FORTUNE	2931	*192	3.5	6.6	201	**134	2.8	4.6	161	*158	1.7	5.4	99	304	4.5	10.4	260
GENTLEMEN'S QUARTERLY	3481	*171	3.1	4.9	151	*179	3.8	5.1	181	*157	1.7	4.5	83	*199	3.0	5.7	143
GLAMOUR	7163	420	7.7	5.9	180	*254	5.3	3.5	125	481	5.3	6.7	124	477	7.1	6.7	167
GOLF DIGEST	2355	*162	3.0	6.9	211	**108	2.3	4.6	161	*225	2.5	9.6	176	*133	2.0	5.6	142
GOLF DIGEST/TENNIS (GROSS)	3610	*199	3.6	5.5	169	*133	2.8	3.7	130	326	3.6	9.0	166	259	3.9	7.2	180
GOLF MAGAZINE	2046	**94	1.7	4.6	141	**65	1.4	3.2	112	*140	1.5	6.8	126	**74	1.1	3.6	91
GOLF MAGAZINE/SKI (GROSS)	3547	*171	3.1	4.8	148	*107	2.2	3.0	106	*252	2.8	7.1	131	*138	2.1	3.9	98
GOOD HOUSEKEEPING	20353	769	14.1	3.8	116	689	14.5	3.4	119	1294	14.2	6.4	117	1017	15.2	5.0	125
HARPER'S BAZAAR	3362	*218	4.0	6.5	199	**132	2.8	3.9	138	*180	2.0	5.4	99	*234	3.5	7.0	175
HEALTH	2987	**142	2.6	4.8	146	**101	2.1	3.4	119	*133	1.5	4.5	82	*144	2.2	4.8	121
HEARST MAG CORP. BUY (GROSS)	67928	2981	54.6	4.4	135	2418	50.7	3.6	125	4136	45.4	6.1	112	3646	54.6	5.4	135
HEARST MAN POWER (GROSS)	11282	409	7.5	3.6	111	495	10.4	4.4	154	515	5.7	4.6	84	423	6.3	3.7	94
HEARST WOMAN POWER (GROSS)	40514	1687	30.9	4.2	128	1295	27.2	3.2	113	2541	27.9	6.3	116	2251	33.7	5.6	139
HOUSE BEAUTIFUL	4885	304	5.6	6.2	191	*205	4.3	4.2	148	297	3.3	6.1	112	305	4.6	6.2	157
INC.	1308	**82	1.5	6.3	193	**109	2.3	8.3	293	**138	1.5	10.6	194	**86	1.3	6.6	165
JET	6498	*201	3.7	3.1	95	287	6.0	4.4	155	281	3.1	4.3	80	387	5.8	6.0	149
LADIES' HOME JOURNAL	14797	598	11.0	4.0	124	641	13.5	4.3	152	1026	11.3	6.9	128	619	9.3	4.2	105
LHJ FAMILY GRP COMBO(GROSS)	21743	910	16.7	4.2	129	914	19.2	4.2	148	1444	15.9	6.6	122	978	14.6	4.5	113
LIFE	9881	437	8.0	4.4	136	392	8.2	4.0	140	671	7.4	6.8	125	557	8.3	5.6	141
L.A. TIMES HOME MAGAZINE	2775	*248	4.5	8.9	275	*201	4.2	7.2	255	*213	2.3	7.7	141	*186	2.8	6.7	168
MADEMOISELLE	4219	*213	3.9	5.0	155	*184	3.9	4.4	154	*203	2.2	4.8	89	351	5.3	8.3	209
MC CALL'S	16422	651	11.9	4.0	122	720	15.1	4.4	154	1172	12.9	7.1	132	870	13.0	5.3	133
MC CALL'S/WRK MOTHER (GROSS)	17919	681	12.5	3.8	117	762	16.0	4.3	150	1226	13.5	6.8	126	901	13.5	5.0	126
MECHANIX ILLUSTRATED	4433	*120	2.2	2.7	83	*181	3.8	4.1	144	285	3.1	6.4	118	*165	2.5	3.7	93
METROPOLITAN HOME	1504	**107	2.0	7.1	219	**87	1.8	5.8	204	*114	1.3	7.6	140	*122	1.8	8.1	204
MONEY	4723	*287	5.3	6.1	187	*276	5.8	5.8	206	408	4.5	8.6	159	336	5.0	7.1	179
MOTHER EARTH NEWS	2325	**120	2.2	5.2	159	**63	1.3	2.7	95	*167	1.8	7.2	132	**96	1.4	4.1	104
MS.	1189	**84	1.5	7.1	217	**108	2.3	9.1	320	**93	1.0	7.8	144	**88	1.3	7.4	186
NATIONAL ENQUIRER	18892	578	10.6	3.1	94	554	11.6	2.9	103	787	8.6	4.2	77	744	11.1	3.9	99
NATIONAL GEOGRAPHIC	22129	1170	21.4	5.3	163	1041	21.8	4.7	166	1700	18.7	7.7	142	1279	19.1	5.8	145
NATIONAL SUNDAY MAGAZINE PKG	103750	3871	70.9	3.7	115	3335	70.0	3.2	113	6440	70.8	6.2	114	4833	72.3	4.7	117
NATURAL HISTORY	1379	**79	1.4	5.7	176	**91	1.9	6.6	232	**176	1.9	12.8	235	*142	2.1	10.3	258
NEW WOMAN	2289	**102	1.9	4.5	137	**111	2.3	4.8	171	*140	1.5	6.1	113	**88	1.3	3.8	96
NEW YORK INCLUDING CUE	1088	**33	0.6	3.0	93	**2	0.0	0.2	6	**36	0.4	3.3	61	*134	2.0	12.3	309
THE NEW YORKER	2459	*111	2.0	4.5	139	*124	2.6	5.0	178	*210	2.3	8.5	157	332	5.0	13.5	339
NEWSWEEK	16527	694	12.7	4.2	129	578	12.1	3.5	123	1189	13.1	7.2	133	1031	15.4	6.2	157
THE N.Y. TIMES DAILY EDITION	2739	*116	2.1	4.2	130	**52	1.1	1.9	67	*121	1.3	4.4	81	416	6.2	15.2	381
THE N.Y. TIMES MAGAZINE	4443	182	3.3	4.1	126	*108	2.3	2.4	86	311	3.4	7.0	129	670	10.0	15.1	378
OMNI	2799	*208	3.8	7.4	228	*155	3.3	5.5	195	*183	2.0	6.5	120	*142	2.1	5.1	127
ON CABLE	2209	**130	2.4	5.9	181	**77	1.6	3.5	123	*146	1.6	6.6	122	*92	1.4	4.2	105
1001 HOME IDEAS	3959	*170	3.1	4.3	132	*173	3.6	4.4	154	286	3.1	7.2	133	*215	3.2	5.4	136
ORGANIC GARDENING	3111	*160	2.9	5.1	158	**62	1.3	2.0	70	*188	2.1	6.0	111	*126	1.9	4.1	102
OUTDOOR LIFE	5024	*171	3.1	3.4	105	*164	3.4	3.3	115	298	3.3	5.9	109	*135	2.0	2.7	67
PARADE MAGAZINE	51292	1984	36.4	3.9	119	1494	31.4	2.9	103	3192	35.1	6.2	115	2595	38.8	5.1	127

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	ALMADEN A '000	B % DOWN	C % ACROSS %	D INDX	CHRISTIAN BROTHERS A '000	B % DOWN	C % ACROSS %	D INDX	GALLO A '000	B % DOWN	C % ACROSS %	D INDX	HARVEY'S BRISTOL CREAM A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	5457	100.0	3.3	100	4765	100.0	2.8	100	9102	100.0	5.4	100	6683	100.0	4.0	100
PARENTS	5298	*254	4.7	4.8	147	*136	2.9	2.6	90	280	3.1	5.3	97	*166	2.5	3.1	79
PENTHOUSE	5129	*250	4.6	4.9	150	*149	3.1	2.9	102	260	2.9	5.1	93	*185	2.8	3.6	91
PEOPLE	21070	974	17.8	4.6	142	799	16.8	3.8	133	1222	13.4	5.8	107	1098	16.4	5.2	131
PLAYBOY	10562	339	6.2	3.2	99	338	7.1	3.2	113	527	5.8	5.0	92	409	6.1	3.9	97
POPULAR HOT RODDING	2498	**45	0.8	1.8	55	**81	1.7	3.2	114	**87	1.0	3.5	64	**67	1.0	2.7	67
POPULAR MECHANICS	5887	*244	4.5	4.1	127	*236	5.0	4.0	141	219	2.4	3.7	69	*194	2.9	3.3	83
POPULAR SCIENCE	4317	*210	3.8	4.9	150	*215	4.5	5.0	175	254	2.8	5.9	108	*215	3.2	5.0	125
PREVENTION	5792	226	4.1	3.9	120	*141	3.0	2.4	86	418	4.6	7.2	133	304	4.5	5.2	132
PSYCHOLOGY TODAY	3284	*201	3.7	6.1	188	*165	3.5	5.0	177	*161	1.8	4.9	90	257	3.8	7.8	196
READER'S DIGEST	40046	1713	31.4	4.3	131	1500	31.5	3.7	132	2558	28.1	6.4	118	1773	26.5	4.4	111
REDBOOK	9584	407	7.5	4.2	131	257	5.4	2.7	94	590	6.5	6.2	113	489	7.3	5.1	128
ROAD & TRACK	2590	**149	2.7	5.8	177	**55	1.2	2.1	75	**67	0.7	2.6	48	*116	1.7	4.5	112
ROLLING STONE	3302	*198	3.6	6.0	184	**81	1.7	2.5	86	*182	2.0	5.5	102	*175	2.6	5.3	133
RUNNER'S WORLD	1229	**106	1.9	8.6	265	**71	1.5	5.8	203	**86	0.9	7.0	129	**39	0.6	3.2	80
SATURDAY EVENING POST	2110	**78	1.4	3.7	114	**97	2.0	4.6	162	*149	1.6	7.1	130	*140	2.1	6.6	167
SCIENCE 84	1543	**75	1.4	4.9	149	**42	0.9	2.7	96	**95	1.0	6.2	113	**80	1.2	5.2	130
SCIENCE DIGEST	1747	**81	1.5	4.6	143	**97	2.0	5.6	195	**133	1.5	7.6	140	*94	1.4	5.4	135
SCIENTIFIC AMERICAN	1994	**94	1.7	4.7	145	**97	2.0	4.9	171	*132	1.5	6.6	122	*208	3.1	10.4	262
SELF	3119	**127	2.3	4.1	125	**56	1.2	1.8	63	*201	2.2	6.4	119	*154	2.3	4.9	124
SEVENTEEN	3923	**147	2.7	3.7	115	**139	2.9	3.5	125	*242	2.7	6.2	114	*218	3.3	5.6	139
SKI	1501	**78	1.4	5.2	160	**42	0.9	2.8	98	**112	1.2	7.5	138	**63	0.9	4.2	105
SMITHSONIAN	5976	464	8.5	7.8	239	300	6.3	5.0	177	427	4.7	7.1	132	513	7.7	8.6	215
SOAP OPERA DIGEST	4228	**97	1.8	2.3	71	**122	2.6	2.9	102	*241	2.6	5.7	105	*163	2.4	3.9	97
SOUTHERN LIVING	6488	*215	3.9	3.3	102	**79	1.7	1.2	43	341	3.7	5.3	97	*171	2.6	2.6	66
SPORT	3500	**137	2.5	3.9	120	**144	3.0	4.1	145	*161	1.8	4.6	85	*184	2.8	5.3	132
THE SPORTING NEWS	2456	**70	1.3	2.9	88	**99	2.1	4.0	142	*166	1.8	6.8	125	**77	1.2	3.1	79
SPORTS AFIELD	3648	**84	1.5	2.3	71	*162	3.4	4.4	156	*163	1.8	4.5	82	*135	2.0	3.7	93
SPORTS ILLUSTRATED	14484	477	8.7	3.3	101	433	9.1	3.0	105	700	7.7	4.8	89	620	9.3	4.3	107
STAR	12661	355	6.5	2.8	86	319	6.7	2.5	89	656	7.2	5.2	95	475	7.1	3.8	94
SUNDAY	52799	1961	35.9	3.7	114	1810	38.0	3.4	121	3746	41.2	7.1	131	2657	39.8	5.0	126
SUNSET	3513	*234	4.3	6.7	205	*220	4.6	6.3	220	*224	2.5	6.4	117	270	4.0	7.7	193
TV GUIDE	42766	1427	26.1	3.3	103	1191	25.0	2.8	98	2003	22.0	4.7	86	1698	25.4	4.0	100
TENNIS	1254	**37	0.7	3.0	91	**26	0.5	2.1	73	**101	1.1	8.1	148	**125	1.9	10.0	250
TIME	22054	1094	20.0	5.0	152	781	16.4	3.5	125	1571	17.3	7.1	131	1379	20.6	6.3	157
TOWN & COUNTRY	1555	**80	1.5	5.1	158	**80	1.7	5.1	181	**121	1.3	7.8	143	*121	1.8	7.8	195
TRAVEL & LEISURE	2173	**136	2.5	6.3	192	**86	1.8	4.0	139	*189	2.1	8.7	160	*166	2.5	7.6	192
TRUE STORY	4636	**61	1.1	1.3	40	**57	1.2	1.2	43	*141	1.5	3.0	56	**89	1.3	1.9	48
U.S.NEWS & WORLD REPORT	10353	406	7.4	3.9	121	337	7.1	3.3	115	838	9.2	8.1	149	537	8.0	5.2	130
USA TODAY	4994	*277	5.1	5.5	170	*177	3.7	3.5	125	373	4.1	7.5	138	320	4.8	6.4	161
US	3528	**137	2.5	3.9	119	*181	3.8	5.1	181	*141	1.5	4.0	74	*168	2.5	4.8	120
VOGUE	5424	359	6.6	6.6	203	*161	3.4	3.0	104	401	4.4	7.4	136	443	6.6	8.2	205
WALL STREET JOURNAL	6292	302	5.5	4.8	148	400	8.4	6.4	224	443	4.9	7.0	130	508	7.6	8.1	203
WEIGHT WATCHERS	2762	*115	2.1	4.2	128	*119	2.5	4.3	152	*238	2.6	8.6	159	**66	1.0	2.4	60
WOMAN'S DAY	16320	598	11.0	3.7	113	579	12.2	3.5	125	1277	14.0	7.8	144	861	12.9	5.3	132
WORKING MOTHER	1496	**30	0.5	2.0	62	**42	0.9	2.8	99	**54	0.6	3.6	67	**32	0.5	2.1	54
WORKING WOMAN	1851	**114	2.1	6.2	189	**72	1.5	3.9	137	**78	0.9	4.2	78	*200	3.0	10.8	271
WORLD TENNIS	580	**38	0.7	6.6	201	**41	0.9	7.1	249	**62	0.7	10.7	197	**60	0.9	10.3	260
ZIFF-DAVIS MAG NETWK (GROSS)	12412	509	9.3	4.1	126	493	10.3	4.0	140	765	8.4	6.2	114	532	8.0	4.3	108
BLAIR INSERTS	91671	3549	65.0	3.9	119	3010	63.2	3.3	116	5901	64.8	6.4	119	4761	71.2	5.2	130
DAILY NEWSPAPERS																	
READ ANY	109190	3922	71.9	3.6	110	3271	68.6	3.0	105	6696	73.6	6.1	113	5186	77.6	4.7	119
READ ONE	89587	3030	55.5	3.4	104	2577	54.1	2.9	101	5367	59.0	6.0	110	3936	58.9	4.4	110
READ TWO OR MORE	19602	893	16.4	4.6	140	694	14.6	3.5	125	1328	14.6	6.8	125	1249	18.7	6.4	160
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4036	74.0	3.7	113	3428	71.9	3.1	110	6788	74.6	6.2	114	5239	78.4	4.8	120
READ ONE	95074	3371	61.8	3.5	109	2800	58.8	2.9	104	5789	63.6	6.1	112	4197	62.8	4.4	111
READ TWO OR MORE	14588	665	12.2	4.6	140	627	13.2	4.3	151	999	11.0	6.8	126	1042	15.6	7.1	179
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.43				31.73				31.60				31.66			
30 DAY REACH	149706	4809	88.1	3.2	99	4342	91.1	2.9	102	8177	89.8	5.5	101	6151	92.0	4.1	103
50 SHWG - 30 DAY AV FREQ	15.16	16.00				16.72				16.59				16.72			
30 DAY REACH	142406	4585	84.0	3.2	99	4138	86.8	2.9	102	7802	85.7	5.5	101	5845	87.5	4.1	103
25 SHWG - 30 DAY AV FREQ	8.23	8.48				8.95				9.05				8.99			
30 DAY REACH	131152	4289	78.6	3.3	101	3846	80.7	2.9	103	7128	78.3	5.4	100	5434	81.3	4.1	104
CABLE TV: HOME WIRED	66879	2152	39.4	3.2	99	2075	43.5	3.1	109	3633	39.9	5.4	100	2950	44.1	4.4	111
HOME NOT WIRED	100848	3306	60.6	3.3	101	2691	56.5	2.7	94	5469	60.1	5.4	100	3733	55.9	3.7	93
HAVE PAY CABLE	35024	1137	20.8	3.2	100	1270	26.7	3.6	128	2009	22.1	5.7	106	1644	24.6	4.7	118

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

	TOTAL	ALMADEN				CHRISTIAN BROTHERS				GALLO				HARVEY'S BRISTOL CREAM			
	U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5457	100.0	3.3	100	4765	100.0	2.8	100	9102	100.0	5.4	100	6683	100.0	4.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3044	55.8	3.2	98	2822	59.2	3.0	104	5125	56.3	5.4	99	4217	63.1	4.4	111
10:00 AM - 3:00 PM	63599	1999	36.6	3.1	97	1836	38.5	2.9	102	3661	40.2	5.8	106	2440	36.5	3.8	96
3:00 PM - 7:00 PM	72097	2268	41.6	3.1	97	2077	43.6	2.9	101	3820	42.0	5.3	98	3068	45.9	4.3	107
7:00 PM - MIDNIGHT	36670	1312	24.0	3.6	110	1230	25.8	3.4	118	1995	21.9	5.4	100	1420	21.2	3.9	97
MIDNIGHT - 6:00 AM	21908	805	14.8	3.7	113	665	14.0	3.0	107	1153	12.7	5.3	97	836	12.5	3.8	96
6:00 AM - MIDNIGHT	127571	4100	75.1	3.2	99	3835	80.5	3.0	106	6944	76.3	5.4	100	5240	78.4	4.1	103
ENTIRE DAY	129239	4181	76.6	3.2	99	3888	81.6	3.0	106	7019	77.1	5.4	100	5293	79.2	4.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1218	22.3	3.6	110	1184	24.8	3.5	123	1939	21.3	5.7	105	1555	23.3	4.6	115
ALL NEWS	6062	257	4.7	4.2	130	254	5.3	4.2	147	350	3.8	5.8	106	437	6.5	7.2	181
AOR/PROGRESSIVE	11884	510	9.3	4.3	132	*285	6.0	2.4	84	613	6.7	5.2	95	445	6.7	3.7	94
BEAUTIFUL MUSIC	11180	332	6.1	3.0	91	329	6.9	2.9	104	564	6.2	5.0	93	551	8.2	4.9	124
BLACK	4538	**113	2.1	2.5	77	*223	4.7	4.9	173	*205	2.3	4.5	83	*273	4.1	6.0	151
CLASSICAL	3857	*184	3.4	4.8	147	*169	3.5	4.4	154	259	2.8	6.7	124	224	3.4	5.8	146
CHR/ROCK	21946	757	13.9	3.4	106	674	14.1	3.1	108	1340	14.7	6.1	113	1073	16.1	4.9	123
COUNTRY	27262	573	10.5	2.1	65	653	13.7	2.4	84	1400	15.4	5.1	95	708	10.6	2.6	65
GOLDEN OLDIES	3339	**74	1.4	2.2	68	**75	1.6	2.2	79	*125	1.4	3.7	69	*72	1.1	2.2	54
MOR/NOSTALGIA	10346	405	7.4	3.9	120	318	6.7	3.1	108	641	7.0	6.2	114	555	8.3	5.4	135
NEWS/TALK	8929	239	4.4	2.7	82	318	6.7	3.6	125	622	6.8	7.0	128	469	7.0	5.3	132
RELIGIOUS	5488	**110	2.0	2.0	62	**115	2.4	2.1	74	*253	2.8	4.6	85	*177	2.6	3.2	81
SOFT ROCK	1232	**23	0.4	1.9	57	**21	0.4	1.7	60	**36	0.4	2.9	54	**19	0.3	1.5	39
URBAN CONTEMPORARY	3184	*132	2.4	4.1	127	*171	3.6	5.4	189	*196	2.2	6.2	113	*224	3.4	7.0	177
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*101	1.9	1.5	45	*224	4.7	3.2	114	287	3.2	4.2	77	299	4.5	4.3	109
ABC DIRECTION	5212	*190	3.5	3.6	112	*193	4.1	3.7	130	348	3.8	6.7	123	386	5.8	7.4	186
ABC ENTERTAINMENT	10385	292	5.4	2.8	86	359	7.5	3.5	122	484	5.3	4.7	86	418	6.3	4.0	101
ABC FM	4762	*129	2.4	2.7	83	*187	3.9	3.9	138	*267	2.9	5.6	103	*202	3.0	4.2	106
ABC INFORMATION	11339	365	6.7	3.2	99	387	8.1	3.4	120	718	7.9	6.3	117	545	8.2	4.8	121
ABC ROCK	4878	*150	2.7	3.1	95	*190	4.0	3.9	137	*266	2.9	5.5	100	284	4.2	5.8	146
CBS	10709	266	4.9	2.5	76	339	7.1	3.2	111	699	7.7	6.5	120	462	6.9	4.3	108
MUTUAL	10251	*250	4.6	2.4	75	219	4.6	2.1	75	606	6.7	5.9	109	502	7.5	4.9	123
NBC	12243	*263	4.8	2.1	66	347	7.3	2.8	100	791	8.7	6.5	119	569	8.5	4.6	117
RADIORADIO	4606	*207	3.8	4.5	138	*159	3.3	3.5	122	276	3.0	6.0	110	*135	2.0	2.9	74
RKO ONE	5148	*166	3.0	3.2	99	*136	2.9	2.6	93	*244	2.7	4.7	87	*181	2.7	3.5	88
RKO TWO	7313	*123	2.3	1.7	52	*175	3.7	2.4	84	288	3.2	3.9	73	234	3.5	3.2	80
THE SOURCE	5981	*310	5.7	5.2	159	**93	2.0	1.6	55	*234	2.6	3.9	72	*255	3.8	4.3	107
NON-WIRED : BLAIR	19329	536	9.8	2.8	85	513	10.8	2.7	93	1060	11.6	5.5	101	672	10.1	3.5	87
INTERNET	27139	986	18.1	3.6	112	1002	21.0	3.7	130	1521	16.7	5.6	103	1389	20.8	5.1	128
KATZ RADIO GROUP	36319	1128	20.7	3.1	95	1093	22.9	3.0	106	2195	24.1	6.0	111	1821	27.2	5.0	126
SUPERNET	22361	818	15.0	3.7	112	836	17.5	3.7	132	1391	15.3	6.2	115	884	13.2	4.0	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	463	8.5	3.2	98	392	8.2	2.7	95	898	9.9	6.2	114	607	9.1	4.2	105
WKDAY 9:00 AM - 1:00 PM	18688	584	10.7	3.1	96	500	10.5	2.7	94	1029	11.3	5.5	101	704	10.5	3.8	95
WKDAY 1:00 PM - 4:30 PM	24061	789	14.5	3.3	101	658	13.8	2.7	96	1281	14.1	5.3	98	842	12.6	3.5	88
WKDAY 4:30 PM - 7:30 PM	44079	1465	26.8	3.3	102	1285	27.0	2.9	103	2398	26.3	5.4	100	1720	25.7	3.9	98
WKDAY 7:30 PM - 8:00 PM	61979	1990	36.5	3.2	99	1674	35.1	2.7	95	3381	37.1	5.5	101	2484	37.2	4.0	101
WKDAY 11:00 PM - 11:30 PM	49084	1621	29.7	3.3	102	1345	28.2	2.7	96	2773	30.5	5.6	104	1929	28.9	3.9	99
WKDAY 11:30 PM - 1:00 AM	16560	603	11.1	3.6	112	467	9.8	2.8	99	911	10.0	5.5	101	620	9.3	3.7	94
M-SAT 8-11 PM+SUN 7-11 PM	66967	2279	41.8	3.4	105	1874	39.3	2.8	99	3859	42.4	5.8	106	2807	42.0	4.2	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	340	6.2	3.7	113	342	7.2	3.7	130	401	4.4	4.3	80	299	4.5	3.2	81
ANOTHER WORLD N	6138	*114	2.1	1.9	57	121	2.5	2.0	69	317	3.5	5.2	95	155	2.3	2.5	63
AS THE WORLD TURNS C	7707	215	3.9	2.8	86	145	3.0	1.9	66	345	3.8	4.5	82	235	3.5	3.0	77
CAPITOL C	4688	*129	2.4	2.8	85	*114	2.4	2.4	86	217	2.4	4.6	85	156	2.3	3.3	84
CBS MORN. NEWS 1 C	2792	*68	1.2	2.4	75	*68	1.4	2.4	86	152	1.7	5.4	100	134	2.0	4.8	120
CBS MORN. NEWS 2 C	2071	*71	1.3	3.4	105	*48	1.0	2.3	82	107	1.2	5.2	95	*81	1.2	3.9	98
DAYS OF OUR LIVES N	8018	277	5.1	3.5	106	185	3.9	2.3	81	593	6.5	7.4	136	303	4.5	3.8	95
FACTS OF LIFE - DAYTIME N	3487	*76	1.4	2.2	67	*77	1.6	2.2	78	170	1.9	4.9	90	102	1.5	2.9	73
FAMILY FEUD A	4817	164	3.0	3.4	105	142	3.0	2.9	104	230	2.5	4.8	88	188	2.8	3.9	98
GENERAL HOSPITAL A	8333	365	6.7	4.4	135	270	5.7	3.2	114	442	4.9	5.3	98	319	4.8	3.8	96
GOOD MORNING, AMERICA-730 A	5472	200	3.7	3.7	112	187	3.9	3.4	120	385	4.2	7.0	130	219	3.3	4.0	100
GOOD MORNING, AMERICA-830 A	3965	145	2.7	3.7	112	115	2.4	2.9	102	300	3.3	7.6	139	187	2.8	4.7	118
GUIDING LIGHT C	7542	175	3.2	2.3	71	150	3.1	2.0	70	366	4.0	4.9	89	238	3.6	3.2	79
ONE LIFE TO LIVE A	6018	270	4.9	4.5	138	205	4.3	3.4	120	283	3.1	4.7	87	187	2.8	3.1	78
PRESS YOUR LUCK C	3589	*87	1.6	2.4	75	*74	1.6	2.1	73	155	1.7	4.3	80	123	1.8	3.4	86
PRICE IS RIGHT 1 C	7418	209	3.8	2.8	87	144	3.0	1.9	68	365	4.0	4.9	91	226	3.4	3.0	76
PRICE IS RIGHT 2 C	8276	209	3.8	2.5	78	182	3.8	2.2	77	394	4.3	4.8	88	305	4.6	3.7	92
RYAN'S HOPE A	4358	*133	2.4	3.1	94	*116	2.4	2.7	94	195	2.1	4.5	82	228	3.4	5.2	131
SALE OF THE CENTURY N	3749	*104	1.9	2.8	85	*69	1.4	1.8	65	202	2.2	5.4	99	109	1.6	2.9	73
SEARCH FOR TOMORROW N	2884	**45	0.8	1.6	48	**55	1.2	1.9	67	201	2.2	7.0	128	*110	1.6	3.8	96
TODAY SHOW 1 N	4869	203	3.7	4.2	128	135	2.8	2.8	98	345	3.8	7.1	131	245	3.7	5.0	126
TODAY SHOW 2 N	4135	110	2.0	2.7	82	*108	2.3	2.6	92	256	2.8	6.2	114	183	2.7	4.4	111
$25,000 PYRAMID C	4361	112	2.1	2.6	79	*99	2.1	2.3	80	226	2.5	5.2	95	186	2.8	4.3	107
WHEEL OF FORTUNE N	6187	209	3.8	3.4	104	137	2.9	2.2	78	391	4.3	6.3	116	244	3.7	3.9	99
YOUNG AND THE RESTLESS C	8186	238	4.4	2.9	89	190	4.0	2.3	82	373	4.1	4.6	84	252	3.8	3.1	77
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	204	3.7	4.3	133	*140	2.9	3.0	104	252	2.8	5.3	98	156	2.3	3.3	83
NBA PLAYOFF GAME -1 C	5127	170	3.1	3.3	102	*133	2.8	2.6	91	251	2.8	4.9	90	222	3.3	4.3	109
NBC MAJOR LEAGUE PRE-GAME N	3945	**140	2.6	3.5	109	**82	1.7	2.1	73	*274	3.0	6.9	128	*114	1.7	2.9	73
SPORTSWORLD - SUN N	3370	**92	1.7	2.7	84	*99	2.1	2.9	103	205	2.3	6.1	112	*113	1.7	3.4	84
SUNDAY MORNING C	4200	*150	2.7	3.6	110	*120	2.5	2.9	101	282	3.1	6.7	124	159	2.4	3.8	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

		TOTAL U.S.	ALMADEN				CHRISTIAN BROTHERS				GALLO				HARVEY'S BRISTOL CREAM			
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5457	100.0	3.3	100	4765	100.0	2.8	100	9102	100.0	5.4	100	6683	100.0	4.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1616	29.6	3.1	95	1406	29.5	2.7	95	2995	32.9	5.7	106	1970	29.5	3.8	95
NETWORK AFFILIATES - LATE		39164	1290	23.6	3.3	101	1095	23.0	2.8	98	2212	24.3	5.6	104	1505	22.5	3.8	96
INDEPENDENTS - LATE		5133	244	4.5	4.8	146	161	3.4	3.1	110	343	3.8	6.7	123	289	4.3	5.6	141
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	653	12.0	2.9	88	507	10.6	2.2	78	1075	11.8	4.7	87	866	13.0	3.8	95
ABC MONDAY NIGHT MOVIE	A	11258	421	7.7	3.7	115	277	5.8	2.5	87	710	7.8	6.3	116	433	6.5	3.8	97
ABC SUNDAY NIGHT MOVIE	A	23600	805	14.8	3.4	105	661	13.9	2.8	99	1330	14.6	5.6	104	963	14.4	4.1	102
ABC WORLD NEWS TONIGHT	A	12801	487	8.9	3.8	117	357	7.5	2.8	98	642	7.1	5.0	92	462	6.9	3.6	91
AFTERMASH	C	10966	*290	5.3	2.6	81	364	7.6	3.3	117	807	8.9	7.4	136	419	6.3	3.8	96
ALICE	C	17050	457	8.4	2.7	82	595	12.5	3.5	123	1056	11.6	6.2	114	682	10.2	4.0	100
AMERICAN PARADE	C	11998	362	6.6	3.0	93	364	7.6	3.0	107	634	7.0	5.3	97	474	7.1	4.0	99
BENSON	A	19258	728	13.3	3.8	116	643	13.5	3.3	118	1160	12.7	6.0	111	728	10.9	3.8	95
BLUE THUNDER	A	11478	407	7.5	3.5	109	347	7.3	3.0	106	612	6.7	5.3	98	434	6.5	3.8	95
CAGNEY & LACEY	C	18263	597	10.9	3.3	100	598	12.5	3.3	115	1087	11.9	6.0	110	720	10.8	3.9	99
CBS EVENING NEWS-DEAN	C	7733	309	5.7	4.0	123	260	5.5	3.4	118	484	5.3	6.3	115	383	5.7	5.0	124
CBS EVENING NEWS-RATHER	C	15653	494	9.1	3.2	97	435	9.1	2.8	98	889	9.8	5.7	105	607	9.1	3.9	97
CBS SAT. NEWS-SCHIEFFER	C	8744	235	4.3	2.7	83	189	4.0	2.2	76	546	6.0	6.2	115	356	5.3	4.1	102
CBS SATURDAY NIGHT MOVIE	C	12000	407	7.5	3.4	104	351	7.4	2.9	103	595	6.5	5.0	91	501	7.5	4.2	105
CBS WEDNESDAY NIGHT MOVIE	C	11522	331	6.1	2.9	88	287	6.0	2.5	88	593	6.5	5.1	95	381	5.7	3.3	83
CHEERS	N	16818	747	13.7	4.4	137	452	9.5	2.7	95	1026	11.3	6.1	112	801	12.0	4.8	120
DALLAS	C	37510	1160	21.3	3.1	95	1101	23.1	2.9	103	2111	23.2	5.6	104	1579	23.6	4.2	106
DIFF'RENT STROKES	N	11258	256	4.7	2.3	70	188	3.9	1.7	59	717	7.9	6.4	117	346	5.2	3.1	77
DOUBLE TROUBLE	N	12248	393	7.2	3.2	99	343	7.2	2.8	99	666	7.3	5.4	100	386	5.8	3.2	79
DUCK FACTORY	N	11100	427	7.8	3.8	118	242	5.1	2.2	77	598	6.6	5.4	99	476	7.1	4.3	108
DUKES OF HAZZARD	C	12353	310	5.7	2.5	77	351	7.4	2.8	100	514	5.6	4.2	77	392	5.9	3.2	80
DYNASTY	A	33279	1223	22.4	3.7	113	856	18.0	2.6	91	1739	19.1	5.2	96	1590	23.8	4.8	120
FACTS OF LIFE	N	13410	435	8.0	3.2	100	296	6.2	2.2	78	806	8.9	6.0	111	451	6.7	3.4	84
FALCON CREST	C	31093	887	16.3	2.9	88	845	17.7	2.7	96	1896	20.8	6.1	112	1386	20.7	4.5	112
FALL GUY	A	18649	664	12.2	3.6	109	558	11.7	3.0	105	914	10.0	4.9	90	721	10.8	3.9	97
FAMILY TIES	N	13101	426	7.8	3.3	100	337	7.1	2.6	91	758	8.3	5.8	107	551	8.2	4.2	106
FANTASY ISLAND	A	13069	420	7.7	3.2	99	446	9.4	3.4	120	748	8.2	5.7	105	525	7.9	4.0	101
FOULUPS,BLEEPS & BLUNDERS	A	16588	573	10.5	3.5	106	551	11.6	3.3	117	915	10.1	5.5	102	544	8.1	3.3	82
FOUR SEASONS	C	9302	*320	5.9	3.4	106	330	6.9	3.5	125	606	6.7	6.5	120	420	6.3	4.5	113
GIMME A BREAK	N	13955	453	8.3	3.2	100	*310	6.5	2.2	78	763	8.4	5.5	101	571	8.5	4.1	103
HART TO HART	A	15735	459	8.4	2.9	90	575	12.1	3.7	129	824	9.1	5.2	96	611	9.1	3.9	97
HILL STREET BLUES	N	18257	732	13.4	4.0	123	418	8.8	2.3	81	1052	11.6	5.8	106	814	12.2	4.5	112
HOTEL	A	24236	797	14.6	3.3	101	702	14.7	2.9	102	1225	13.5	5.1	93	1043	15.6	4.3	108
JEFFERSONS	C	17010	541	9.9	3.2	98	637	13.4	3.7	132	1122	12.3	6.6	122	709	10.6	4.2	105
JENNIFER SLEPT HERE	N	9397	*246	4.5	2.6	80	197	4.1	2.1	74	599	6.6	6.4	117	293	4.4	3.1	78
KATE & ALLIE	C	16762	519	9.5	3.1	95	530	11.1	3.2	111	1049	11.5	6.3	115	622	9.3	3.7	93
KNIGHT RIDER	N	13164	335	6.1	2.5	78	366	7.7	2.8	98	768	8.4	5.8	108	605	9.1	4.6	115
LOVE BOAT	A	20400	611	11.2	3.0	92	597	12.5	2.9	103	1366	15.0	6.7	123	896	13.4	4.4	110
MAGNUM PI	C	22543	742	13.6	3.3	101	600	12.6	2.7	94	1178	12.9	5.2	96	868	13.0	3.9	97
MAMA'S FAMILY	N	9852	364	6.7	3.7	114	199	4.2	2.0	71	587	6.4	6.0	110	370	5.5	3.8	94
MASTER, THE	N	8082	290	5.3	3.6	110	231	4.8	2.9	101	497	5.5	6.1	113	347	5.2	4.3	108
MATT HOUSTON	A	12881	544	10.0	4.2	130	449	9.4	3.5	123	791	8.7	6.1	113	534	8.0	4.1	104
NBC MONDAY NIGHT MOVIE	N	23889	858	15.7	3.6	110	674	14.1	2.8	99	1413	15.5	5.9	109	1107	16.6	4.6	116
NBC NIGHTLY NEWS	N	11156	300	5.5	2.7	83	213	4.5	1.9	67	729	8.0	6.5	120	505	7.6	4.5	114
NBC NIGHTLY NEWS-SAT	N	7363	*175	3.2	2.4	73	*176	3.7	2.4	84	494	5.4	6.7	124	320	4.8	4.3	109
NBC NIGHTLY NEWS-SUN	N	6214	*156	2.9	2.5	77	*182	3.8	2.9	103	399	4.4	6.4	118	240	3.6	3.9	97
NBC SUNDAY NIGHT MOVIE	N	17590	736	13.5	4.2	129	458	9.6	2.6	92	862	9.5	4.9	90	717	10.7	4.1	102
NEWHART	C	16740	494	9.1	3.0	91	555	11.6	3.3	117	979	10.8	5.8	108	674	10.1	4.0	101
ONE DAY AT A TIME	C	11820	363	6.7	3.1	94	277	5.8	2.3	82	647	7.1	5.5	101	417	6.2	3.5	89
PEOPLE ARE FUNNY	N	9138	346	6.3	3.8	116	*183	3.8	2.0	70	564	6.2	6.2	114	276	4.1	3.0	76
REAL PEOPLE	N	15979	533	9.8	3.3	103	336	7.1	2.1	74	1026	11.3	6.4	118	491	7.3	3.1	77
REMINGTON STEELE	N	14395	420	7.7	2.9	90	290	6.1	2.0	71	788	8.7	5.5	101	558	8.3	3.9	97
RIPLEY'S BELIEVE IT - NOT	A	11362	391	7.2	3.4	106	492	10.3	4.3	152	806	8.9	7.1	131	440	6.6	3.9	97
RIPTIDE	N	13920	443	8.1	3.2	98	349	7.3	2.5	88	730	8.0	5.2	97	502	7.5	3.6	91
SCARECROW & MRS. KING	C	17571	657	12.0	3.7	115	532	11.2	3.0	107	1158	12.7	6.6	121	678	10.1	3.9	97
SIMON & SIMON	C	20208	631	11.6	3.1	96	457	9.6	2.3	80	923	10.1	4.6	84	753	11.3	3.7	94
60 MINUTES	C	27668	1021	18.7	3.7	113	794	16.7	2.9	101	1735	19.1	6.3	116	1274	19.1	4.6	116
ST. ELSEWHERE	N	13699	533	9.8	3.9	120	384	8.1	2.8	99	696	7.6	5.1	94	552	8.3	4.0	101
THREE'S COMPANY	A	20632	632	11.6	3.1	94	518	10.9	2.5	88	1094	12.0	5.3	98	698	10.4	3.4	85
T.J. HOOKER	A	17136	561	10.3	3.3	101	489	10.3	2.9	100	1097	12.1	6.4	118	731	10.9	4.3	107
TONIGHT SHOW	N	4963	187	3.4	3.8	116	139	2.9	2.8	99	273	3.0	5.5	101	198	3.0	4.0	100
TRAPPER JOHN, M.D.	C	16332	400	7.3	2.4	75	520	10.9	3.2	112	842	9.3	5.2	95	699	10.5	4.3	107
TV BLOOPERS & PRAC. JOKES	N	18881	645	11.8	3.4	105	514	10.8	2.7	96	1105	12.1	5.9	108	698	10.4	3.7	93
20/20	A	18315	627	11.5	3.4	105	538	11.3	2.9	103	1090	12.0	6.0	110	761	11.4	4.2	104
WEBSTER	A	18722	776	14.2	4.1	127	601	12.6	3.2	113	1172	12.9	6.3	115	694	10.4	3.7	93
WORLD NEWS - SUN	A	5327	*222	4.1	4.2	128	*244	5.1	4.6	161	349	3.8	6.6	121	269	4.0	5.0	127
YELLOW ROSE	N	8370	259	4.7	3.1	95	212	4.4	2.5	89	423	4.6	5.1	93	323	4.8	3.9	97
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	856	15.7	3.3	102	713	15.0	2.8	97	1443	15.9	5.6	103	1007	15.1	3.9	98
BASKETBALL - COLLEGE GAMES		14468	*487	8.9	3.4	103	591	12.4	4.1	144	877	9.6	6.1	112	681	10.2	4.7	118
BASKETBALL - PRO GAMES		12124	*445	8.2	3.7	113	656	13.8	5.4	190	775	8.5	6.4	118	704	10.5	5.8	146
BOWLING		9412	*340	6.2	3.6	111	*339	7.1	3.6	127	584	6.4	6.2	114	*323	4.8	3.4	86
BOXING		15409	473	8.7	3.1	94	551	11.6	3.6	126	838	9.2	5.4	100	558	8.3	3.6	91
FOOTBALL - COLLEGE GAMES		21400	672	12.3	3.1	97	724	15.2	3.4	119	1308	14.4	6.1	113	999	14.9	4.7	117
FOOTBALL - PRO GAMES		35944	1467	26.9	4.1	125	1372	28.8	3.8	134	2255	24.8	6.3	116	1527	22.8	4.2	107
GOLF		9759	516	9.5	5.3	163	*328	6.9	3.4	118	903	9.9	9.3	171	572	8.6	5.9	147
POST-SEASON COLL. FOOTBALL		18123	688	12.6	3.8	117	652	13.7	3.6	127	1225	13.5	6.8	125	855	12.8	4.7	118
POST-SEASON PRO FOOTBALL		22091	909	16.7	4.1	126	775	16.3	3.5	123	1445	15.9	6.5	121	1198	17.9	5.4	136
TENNIS		6764	*412	7.5	6.1	187	*276	5.8	4.1	144	505	5.5	7.5	138	528	7.9	7.8	196
WRESTLING - PROFESSIONAL		9695	**250	4.6	2.6	79	*322	6.8	3.3	117	489	5.4	5.0	93	*390	5.8	4.0	101

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	PAUL MASSON				TAYLOR											
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	7582	100.0	4.5	100	5905	100.0	3.5	100								
MALES	79263	2967	39.1	3.7	83	2277	38.6	2.9	82								
FEMALES	88464	4615	60.9	5.2	115	3628	61.4	4.1	116								
18 - 24	28671	1228	16.2	4.3	95	835	14.1	2.9	83								
25 - 34	39536	1858	24.5	4.7	104	1060	18.0	2.7	76								
35 - 44	28978	1543	20.4	5.3	118	1027	17.4	3.5	101								
45 - 54	22345	932	12.3	4.2	92	907	15.4	4.1	115								
55 - 64	22224	1089	14.4	4.9	108	1058	17.9	4.8	135								
65 OR OLDER	25973	933	12.3	3.6	79	1020	17.3	3.9	112								
18 - 34	68207	3086	40.7	4.5	100	1894	32.1	2.8	79								
18 - 49	108058	5091	67.1	4.7	104	3373	57.1	3.1	89								
25 - 54	90859	4333	57.1	4.8	105	2993	50.7	3.3	94								
35 - 49	39851	2005	26.4	5.0	111	1479	25.0	3.7	105								
50 OR OLDER	59669	2491	32.9	4.2	92	2532	42.9	4.2	121								
GRADUATED COLLEGE	28091	1744	23.0	6.2	137	1306	22.1	4.6	132								
ATTENDED COLLEGE	28938	1778	23.5	6.1	136	1127	19.1	3.9	111								
GRADUATED HIGH SCHOOL	65503	2827	37.3	4.3	95	2423	41.0	3.7	105								
DID NOT GRADUATE HIGH SCHOOL	45195	1234	16.3	2.7	60	1050	17.8	2.3	66								
EMPLOYED MALES	56429	2102	27.7	3.7	82	1537	26.0	2.7	77								
EMPLOYED FEMALES	43971	2694	35.5	6.1	136	2119	35.9	4.8	137								
EMPLOYED FULL-TIME	87773	4151	54.7	4.7	105	3131	53.0	3.6	101								
EMPLOYED PART-TIME	12627	646	8.5	5.1	113	*525	8.9	4.2	118								
NOT EMPLOYED	67327	2785	36.7	4.1	92	2249	38.1	3.3	95								
PROFESSIONAL/MANAGER	25845	1531	20.2	5.9	131	1124	19.0	4.3	124								
TECH/CLERICAL/SALES	30895	1823	24.0	5.9	131	1320	22.4	4.3	121								
PRECISION/CRAFT	12629	*534	7.0	4.2	94	*347	5.9	2.7	78								
OTHER EMPLOYED	31031	909	12.0	2.9	65	866	14.7	2.8	79								
SINGLE	35557	1752	23.1	4.9	109	1186	20.1	3.3	95								
MARRIED	103585	4579	60.4	4.4	98	3899	66.0	3.8	107								
DIVORCED/SEPARATED/WIDOWED	28585	1251	16.5	4.4	97	821	13.9	2.9	82								
PARENTS	59295	2616	34.5	4.4	98	1902	32.2	3.2	91								
WHITE	146081	6758	89.1	4.6	102	5182	87.8	3.5	101								
BLACK	17974	716	9.4	4.0	88	613	10.4	3.4	97								
OTHER	3672	**108	1.4	2.9	65	**110	1.9	3.0	85								
NORTHEAST-CENSUS	37005	1970	26.0	5.3	118	2393	40.5	6.5	184								
NORTH CENTRAL	42642	2157	28.4	5.1	112	1374	23.3	3.2	92								
SOUTH	56777	1956	25.8	3.4	76	1595	27.0	2.8	80								
WEST	31303	1499	19.8	4.8	106	543	9.2	1.7	49								
NORTHEAST-MKTG.	38125	2138	28.2	5.6	124	2411	40.8	6.3	180								
EAST CENTRAL	24794	1089	14.4	4.4	97	891	15.1	3.6	102								
WEST CENTRAL	28511	1586	20.9	5.6	123	918	15.5	3.2	91								
SOUTH	48953	1523	20.1	3.1	69	1238	21.0	2.5	72								
PACIFIC	27344	1246	16.4	4.6	101	*448	7.6	1.6	47								
COUNTY SIZE A	69301	3408	44.9	4.9	109	3041	51.5	4.4	125								
COUNTY SIZE B	50633	2470	32.6	4.9	108	1827	30.9	3.6	102								
COUNTY SIZE C	26259	997	13.1	3.8	84	645	10.9	2.5	70								
COUNTY SIZE D	21534	707	9.3	3.3	73	*393	6.7	1.8	52								
METRO CENTRAL CITY	50014	2443	32.2	4.9	108	1854	31.4	3.7	105								
METRO SUBURBAN	76832	3660	48.3	4.8	105	3138	53.1	4.1	116								
NON METRO	40881	1479	19.5	3.6	80	913	15.5	2.2	63								
TOP 5 ADI'S	39550	1978	26.1	5.0	111	1850	31.3	4.7	133								
TOP 10 ADI'S	54877	2543	33.5	4.6	103	2528	42.8	4.6	131								
TOP 20 ADI'S	77516	3639	48.0	4.7	104	3398	57.5	4.4	125								
HSHLD INC. $50,000 OR MORE	17257	1059	14.0	6.1	136	937	15.9	5.4	154								
$40,000 OR MORE	33235	1957	25.8	5.9	130	1606	27.2	4.8	137								
$30,000 OR MORE	59693	3306	43.6	5.5	123	2645	44.8	4.4	126								
$25,000 OR MORE	76275	4221	55.7	5.5	122	3344	56.6	4.4	125								
$20,000 - $24,999	18607	752	9.9	4.0	89	644	10.9	3.5	98								
$15,000 - $19,999	17175	822	10.8	4.8	106	528	8.9	3.1	87								
$10,000 - $14,999	24569	990	13.1	4.0	89	750	12.7	3.1	87								
UNDER $10,000	31101	796	10.5	2.6	57	639	10.8	2.1	58								
HOUSEHOLD OF 1 PERSON	19441	959	12.6	4.9	109	589	10.0	3.0	86								
2 PEOPLE	51803	2213	29.2	4.3	95	1888	32.0	3.6	104								
3 OR 4 PEOPLE	66933	3068	40.5	4.6	101	2490	42.2	3.7	106								
5 OR MORE PEOPLE	29550	1342	17.7	4.5	100	939	15.9	3.2	90								
NO CHILD IN HSHLD	96587	4457	58.8	4.6	102	3657	61.9	3.8	108								
CHILD(REN) UNDER 2 YRS	10844	*356	4.7	3.3	73	**126	2.1	1.2	33								
2 - 5 YEARS	26358	1117	14.7	4.2	94	792	13.4	3.0	85								
6 - 11 YEARS	30453	1407	18.6	4.6	102	873	14.8	2.9	81								
12 - 17 YEARS	36575	1694	22.3	4.6	102	1303	22.1	3.6	101								
RESIDENCE OWNED	117770	5403	71.3	4.6	101	4423	74.9	3.8	107								
VALUE: $50,000 OR MORE	70166	3780	49.9	5.4	119	3159	53.5	4.5	128								
VALUE: UNDER $50,000	47604	1623	21.4	3.4	75	1265	21.4	2.7	75								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

		TOTAL U.S. '000	PAUL MASSON				TAYLOR											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	7582	100.0	4.5	100	5905	100.0	3.5	100								
MAGAZINES	QUINTILE 1	34022	2257	29.8	6.6	147	1647	27.9	4.8	138								
	QUINTILE 2	34800	1918	25.3	5.5	122	1498	25.4	4.3	122								
	QUINTILE 3	30514	1284	16.9	4.2	93	1133	19.2	3.7	105								
	QUINTILE 4	33324	1273	16.8	3.8	85	944	16.0	2.8	80								
	QUINTILE 5	35066	850	11.2	2.4	54	683	11.6	1.9	55								
NEWSPAPERS	QUINTILE 1	29107	1795	23.7	6.2	136	1748	29.6	6.0	171								
	QUINTILE 2	49095	2351	31.0	4.8	106	1885	31.9	3.8	109								
	QUINTILE 3	23107	1286	17.0	5.6	123	776	13.1	3.4	95								
	QUINTILE 4	33556	1371	18.1	4.1	90	875	14.8	2.6	74								
	QUINTILE 5	32863	780	10.3	2.4	53	621	10.5	1.9	54								
OUTDOOR	QUINTILE 1	33431	1858	24.5	5.6	123	1217	20.6	3.6	103								
	QUINTILE 2	33478	1256	16.6	3.8	83	1226	20.8	3.7	104								
	QUINTILE 3	33574	1499	19.8	4.5	99	1361	23.0	4.1	115								
	QUINTILE 4	33935	1451	19.1	4.3	95	1185	20.1	3.5	99								
	QUINTILE 5	33310	1518	20.0	4.6	101	917	15.5	2.8	78								
RADIO-DRIVE	QUINTILE 1	33136	1300	17.1	3.9	87	1040	17.6	3.1	89								
TIME	QUINTILE 2	31658	1564	20.6	4.9	109	1064	18.0	3.4	95								
	QUINTILE 3	32541	1470	19.4	4.5	100	1148	19.4	3.5	100								
	QUINTILE 4	34247	1802	23.8	5.3	116	1431	24.2	4.2	119								
	QUINTILE 5	36144	1446	19.1	4.0	89	1222	20.7	3.4	96								
RADIO-MID-	TERCILE 1	45037	1943	25.6	4.3	95	1725	29.2	3.8	109								
DAY	TERCILE 2	44819	2280	30.1	5.1	113	1562	26.5	3.5	99								
	TERCILE 3	77872	3358	44.3	4.3	95	2619	44.4	3.4	96								
RADIO-TOTAL	QUINTILE 1	33763	1505	19.8	4.5	99	1032	17.5	3.1	87								
	QUINTILE 2	33240	1382	18.2	4.2	92	1274	21.6	3.8	109								
	QUINTILE 3	33408	1812	23.9	5.4	120	1219	20.6	3.6	104								
	QUINTILE 4	34792	1595	21.0	4.6	101	1347	22.8	3.9	110								
	QUINTILE 5	32524	1289	17.0	4.0	88	1034	17.5	3.2	90								
TV-PRIME	QUINTILE 1	33090	1282	16.9	3.9	86	1293	21.9	3.9	111								
TIME	QUINTILE 2	33357	1572	20.7	4.7	104	1147	19.4	3.4	98								
	QUINTILE 3	33980	1676	22.1	4.9	109	1240	21.0	3.6	104								
	QUINTILE 4	33854	1755	23.1	5.2	115	1257	21.3	3.7	105								
	QUINTILE 5	33444	1297	17.1	3.9	86	969	16.4	2.9	82								
TV-DAYTIME	TERCILE 1	49121	2116	27.9	4.3	95	1582	26.8	3.2	91								
	TERCILE 2	48823	2291	30.2	4.7	104	1904	32.2	3.9	111								
	TERCILE 3	69782	3175	41.9	4.5	101	2419	41.0	3.5	98								
TV-TOTAL	QUINTILE 1	33584	1366	18.0	4.1	90	1122	19.0	3.3	95								
	QUINTILE 2	33441	1483	19.6	4.4	98	1343	22.7	4.0	114								
	QUINTILE 3	33505	1556	20.5	4.6	103	1074	18.2	3.2	91								
	QUINTILE 4	33466	1493	19.7	4.5	99	1223	20.7	3.7	104								
	QUINTILE 5	33731	1685	22.2	5.0	111	1143	19.4	3.4	96								
MAGAZINES-NEWSPAPERS: DUAL		44503	2799	36.9	6.3	139	2426	41.1	5.5	155								
MAGAZINE IMPERATIVE		39363	1973	26.0	5.0	111	1230	20.8	3.1	89								
NEWSPAPER IMPERATIVE		46441	1909	25.2	4.1	91	1593	27.0	3.4	97								
MAGAZINES-OUTDOOR: DUAL		33726	1915	25.3	5.7	126	1536	26.0	4.6	129								
MAGAZINE IMPERATIVE		52846	2976	39.3	5.6	125	2192	37.1	4.1	118								
OUTDOOR IMPERATIVE		52140	1906	25.1	3.7	81	1534	26.0	2.9	84								
MAGAZINES-RADIO: DUAL		37081	1819	24.0	4.9	109	1373	23.3	3.7	105								
MAGAZINE IMPERATIVE		49747	3077	40.6	6.2	137	2409	40.8	4.8	138								
RADIO IMPERATIVE		49208	1903	25.1	3.9	86	1403	23.8	2.9	81								
MAGAZINES-TELEVISION: DUAL		33103	1735	22.9	5.2	116	1348	22.8	4.1	116								
MAGAZINE IMPERATIVE		54575	3135	41.3	5.7	127	2404	40.7	4.4	125								
TELEVISION IMPERATIVE		53249	1795	23.7	3.4	75	1603	27.1	3.0	86								
NEWSPAPERS-OUTDOOR: DUAL		36255	1913	25.2	5.3	117	1710	29.0	4.7	134								
NEWSPAPER IMPERATIVE		55591	2961	39.1	5.3	118	2355	39.9	4.2	120								
OUTDOOR IMPERATIVE		48319	1886	24.9	3.9	86	1295	21.9	2.7	76								
NEWSPAPERS-RADIO: DUAL		37242	2012	26.5	5.4	120	1601	27.1	4.3	122								
NEWSPAPER IMPERATIVE		54423	2956	39.0	5.4	120	2548	43.1	4.7	133								
RADIO IMPERATIVE		46650	1668	22.0	3.6	79	1155	19.6	2.5	70								
NEWSPAPERS-TELEVISION: DUAL		35974	1957	25.8	5.4	120	1678	28.4	4.7	132								
NEWSPAPER IMPERATIVE		56095	3042	40.1	5.4	120	2377	40.3	4.2	120								
TELEVISION IMPERATIVE		47170	1566	20.7	3.3	73	1179	20.0	2.5	71								
OUTDOOR-RADIO: DUAL		33748	1370	18.1	4.1	90	1187	20.1	3.5	100								
OUTDOOR IMPERATIVE		52785	2501	33.0	4.7	105	2043	34.6	3.9	110								
RADIO IMPERATIVE		52882	2565	33.8	4.9	107	1843	31.2	3.5	99								
OUTDOOR-TELEVISION: DUAL		32030	1623	21.4	5.1	112	1533	26.0	4.8	136								
OUTDOOR IMPERATIVE		54626	2466	32.5	4.5	100	1853	31.4	3.4	96								
TELEVISION IMPERATIVE		54874	2155	28.4	3.9	87	1629	27.6	3.0	84								
RADIO-TELEVISION: DUAL		33386	1326	17.5	4.0	88	1079	18.3	3.2	92								
RADIO IMPERATIVE		53810	2653	35.0	4.9	109	1868	31.6	3.5	99								
TELEVISION IMPERATIVE		54023	2405	31.7	4.5	98	2026	34.3	3.8	107								

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

	TOTAL U.S.	PAUL MASSON				TAYLOR											
	'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	7582	100.0	4.5	100	5905	100.0	3.5	100								
ATLANTIC MONTHLY	867	**38	0.5	4.4	97	**38	0.6	4.4	124								
BARRON'S	1580	*208	2.7	13.2	291	**89	1.5	5.6	160								
BETTER HOMES & GARDENS	22203	1273	16.8	5.7	127	1173	19.9	5.3	150								
BON APPETIT	3810	326	4.3	8.6	189	*178	3.0	4.7	133								
BUSINESS WEEK	4663	258	3.4	5.5	122	*228	3.9	4.9	139								
CAR AND DRIVER	3102	*165	2.2	5.3	118	**86	1.5	2.8	79								
CBS MAGAZINE NETWORK (GROSS)	7311	425	5.6	5.8	129	345	5.8	4.7	134								
CHANGING TIMES	3400	*183	2.4	5.4	119	*199	3.4	5.9	166								
COLONIAL HOMES	1796	**89	1.2	5.0	110	*141	2.4	7.9	223								
CONDE NAST MAG. PKG. (GROSS)	19924	1535	20.2	7.7	170	1264	21.4	6.3	180								
CONSUMERS DIGEST	3125	*257	3.4	8.2	182	*238	4.0	7.6	216								
COSMOPOLITAN	10577	641	8.5	6.1	134	516	8.7	4.9	139								
COUNTRY LIVING	3746	*261	3.4	7.0	154	*258	4.4	6.9	196								
CUISINE	2214	*166	2.2	7.5	166	*155	2.6	7.0	199								
CYCLE WORLD	2394	**85	1.1	3.6	79	**82	1.4	3.4	97								
DCI:CREATIVE IDEAS FOR LIV	3068	*264	3.5	8.6	190	*221	3.7	7.2	205								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	609	8.0	6.4	141	637	10.8	6.7	189								
DISCOVER	2277	*182	2.4	8.0	177	*118	2.0	5.2	147								
EBONY	7187	328	4.3	4.6	101	270	4.6	3.8	107								
ESQUIRE	2560	*168	2.2	6.6	145	*121	2.0	4.7	134								
ESSENCE	3242	*181	2.4	5.6	124	**85	1.4	2.6	74								
FAMILY CIRCLE	19639	1216	16.0	6.2	137	1145	19.4	5.8	166								
THE FAMILY HANDYMAN	3540	*197	2.6	5.6	123	*153	2.6	4.3	123								
FAMILY WEEKLY	23924	1007	13.3	4.2	93	706	12.0	3.0	84								
FIELD & STREAM	9883	479	6.3	4.8	107	445	7.5	4.5	128								
FOOD & WINE	1030	**120	1.6	11.7	258	**64	1.1	6.2	176								
FORBES	2679	*181	2.4	6.8	149	*203	3.4	7.6	215								
FORTUNE	2931	**105	1.4	3.6	79	*230	3.9	7.8	223								
GENTLEMEN'S QUARTERLY	3481	*227	3.0	6.5	144	**101	1.7	2.9	82								
GLAMOUR	7163	539	7.1	7.5	166	386	6.5	5.4	153								
GOLF DIGEST	2355	*155	2.0	6.6	146	*224	3.8	9.5	270								
GOLF DIGEST/TENNIS (GROSS)	3610	215	2.8	6.0	132	302	5.1	8.4	238								
GOLF MAGAZINE	2046	*102	1.3	5.0	110	**101	1.7	4.9	140								
GOLF MAGAZINE/SKI (GROSS)	3547	*194	2.6	5.5	121	*148	2.5	4.2	119								
GOOD HOUSEKEEPING	20353	1204	15.9	5.9	131	1137	19.3	5.6	159								
HARPER'S BAZAAR	3362	*185	2.4	5.5	122	*234	4.0	7.0	198								
HEALTH	2987	*149	2.0	5.0	110	**74	1.3	2.5	70								
HEARST MAG CORP. BUY (GROSS)	67928	4038	53.3	5.9	132	3654	61.9	5.4	153								
HEARST MAN POWER (GROSS)	11282	566	7.5	5.0	111	361	6.1	3.2	91								
HEARST WOMAN POWER (GROSS)	40514	2445	32.2	6.0	134	2134	36.1	5.3	150								
HOUSE BEAUTIFUL	4885	288	3.8	5.9	130	313	5.3	6.4	182								
INC.	1308	**74	1.0	5.7	125	**33	0.6	2.5	72								
JET	6498	304	4.0	4.7	103	246	4.2	3.8	108								
LADIES' HOME JOURNAL	14797	943	12.4	6.4	141	755	12.8	5.1	145								
LHJ FAMILY GRP COMBO(GROSS)	21743	1399	18.5	6.4	142	986	16.7	4.5	129								
LIFE	9881	763	10.1	7.7	171	472	8.0	4.8	136								
L.A. TIMES HOME MAGAZINE	2775	*128	1.7	4.6	102	**65	1.1	2.3	67								
MADEMOISELLE	4219	*320	4.2	7.6	168	302	5.1	7.2	203								
MC CALL'S	16422	1010	13.3	6.2	136	848	14.4	5.2	147								
MC CALL'S/WRK MOTHER (GROSS)	17919	1099	14.5	6.1	136	986	16.7	5.5	156								
MECHANIX ILLUSTRATED	4433	204	2.7	4.6	102	*177	3.0	4.0	113								
METROPOLITAN HOME	1504	**151	2.0	10.0	222	**79	1.3	5.3	149								
MONEY	4723	391	5.2	8.3	183	303	5.1	6.4	182								
MOTHER EARTH NEWS	2325	*141	1.9	6.1	134	**64	1.1	2.8	78								
MS.	1189	**117	1.5	9.8	218	**45	0.8	3.8	108								
NATIONAL ENQUIRER	18892	890	11.7	4.7	104	630	10.7	3.3	95								
NATIONAL GEOGRAPHIC	22129	1470	19.4	6.6	147	1079	18.3	4.9	138								
NATIONAL SUNDAY MAGAZINE PKG	103750	5467	72.1	5.3	117	4231	71.7	4.1	116								
NATURAL HISTORY	1379	**110	1.5	8.0	176	**152	2.6	11.0	313								
NEW WOMAN	2289	*158	2.1	6.9	153	*100	1.7	4.4	124								
NEW YORK INCLUDING CUE	1088	**73	1.0	6.7	148	**91	1.5	8.4	238								
THE NEW YORKER	2459	258	3.4	10.5	232	*229	3.9	9.3	265								
NEWSWEEK	16527	1016	13.4	6.1	136	919	15.6	5.6	158								
THE N.Y. TIMES DAILY EDITION	2739	*118	1.6	4.3	95	213	3.6	7.8	221								
THE N.Y. TIMES MAGAZINE	4443	363	4.8	8.2	181	318	5.4	7.2	203								
OMNI	2799	*226	3.0	8.1	179	**141	2.4	5.0	143								
ON CABLE	2209	*186	2.5	8.4	186	**170	2.9	7.7	219								
1001 HOME IDEAS	3959	307	4.0	7.8	172	*157	2.7	4.0	113								
ORGANIC GARDENING	3111	*184	2.4	5.9	131	*176	3.0	5.7	161								
OUTDOOR LIFE	5024	249	3.3	5.0	110	*146	2.5	2.9	83								
PARADE MAGAZINE	51292	2714	35.8	5.3	117	2287	38.7	4.5	127								

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

	TOTAL U.S. '000	PAUL MASSON				TAYLOR											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	7582	100.0	4.5	100	5905	100.0	3.5	100								
PARENTS	5298	*254	3.4	4.8	106	*213	3.6	4.0	114								
PENTHOUSE	5129	*283	3.7	5.5	122	*127	2.2	2.5	70								
PEOPLE	21070	1294	17.1	6.1	136	991	16.8	4.7	134								
PLAYBOY	10562	498	6.6	4.7	104	458	7.8	4.3	123								
POPULAR HOT RODDING	2498	**80	1.1	3.2	71	**88	1.5	3.5	100								
POPULAR MECHANICS	5887	240	3.2	4.1	90	*164	2.8	2.8	79								
POPULAR SCIENCE	4317	280	3.7	6.5	143	*183	3.1	4.2	120								
PREVENTION	5792	278	3.7	4.8	106	280	4.7	4.8	137								
PSYCHOLOGY TODAY	3284	*182	2.4	5.5	123	*93	1.6	2.8	80								
READER'S DIGEST	40046	2363	31.2	5.9	131	1813	30.7	4.5	129								
REDBOOK	9584	601	7.9	6.3	139	481	8.1	5.0	143								
ROAD & TRACK	2590	**91	1.2	3.5	78	**41	0.7	1.6	45								
ROLLING STONE	3302	*215	2.8	6.5	144	**121	2.0	3.7	104								
RUNNER'S WORLD	1229	**65	0.9	5.3	117	**61	1.0	5.0	141								
SATURDAY EVENING POST	2110	*148	2.0	7.0	155	*148	2.5	7.0	199								
SCIENCE 84	1543	**86	1.1	5.6	123	**55	0.9	3.6	101								
SCIENCE DIGEST	1747	*120	1.6	6.9	152	**87	1.5	5.0	141								
SCIENTIFIC AMERICAN	1994	*98	1.3	4.9	109	*152	2.6	7.6	217								
SELF	3119	*245	3.2	7.9	174	*175	3.0	5.6	159								
SEVENTEEN	3923	*206	2.7	5.3	116	*199	3.4	5.1	144								
SKI	1501	**92	1.2	6.1	136	**47	0.8	3.1	89								
SMITHSONIAN	5976	443	5.8	7.4	164	416	7.0	7.0	198								
SOAP OPERA DIGEST	4228	*250	3.3	5.9	131	*143	2.4	3.4	96								
SOUTHERN LIVING	6488	345	4.6	5.3	118	416	7.0	6.4	182								
SPORT	3500	*183	2.4	5.2	116	*159	2.7	4.5	129								
THE SPORTING NEWS	2456	*198	2.6	8.1	178	**135	2.3	5.5	156								
SPORTS AFIELD	3648	*205	2.7	5.6	124	**110	1.9	3.0	86								
SPORTS ILLUSTRATED	14484	705	9.3	4.9	108	657	11.1	4.5	129								
STAR	12661	684	9.0	5.4	120	547	9.3	4.3	123								
SUNDAY	52799	2993	39.5	5.7	125	2454	41.6	4.6	132								
SUNSET	3513	*197	2.6	5.6	124	**75	1.3	2.1	61								
TV GUIDE	42766	2117	27.9	5.0	110	1247	21.1	2.9	83								
TENNIS	1254	**59	0.8	4.7	104	**79	1.3	6.3	179								
TIME	22054	1575	20.8	7.1	158	1188	20.1	5.4	153								
TOWN & COUNTRY	1555	*168	2.2	10.8	239	*158	2.7	10.2	289								
TRAVEL & LEISURE	2173	*274	3.6	12.6	279	*215	3.6	9.9	281								
TRUE STORY	4636	**106	1.4	2.3	51	**64	1.1	1.4	39								
U.S.NEWS & WORLD REPORT	10353	532	7.0	5.1	114	513	8.7	5.0	141								
USA TODAY	4994	338	4.5	6.8	150	267	4.5	5.3	152								
US	3528	282	3.7	8.0	177	*167	2.8	4.7	134								
VOGUE	5424	432	5.7	8.0	176	402	6.8	7.4	211								
WALL STREET JOURNAL	6292	446	5.9	7.1	157	260	4.4	4.1	117								
WEIGHT WATCHERS	2762	*256	3.4	9.3	205	**131	2.2	4.7	135								
WOMAN'S DAY	16320	979	12.9	6.0	133	851	14.4	5.2	148								
WORKING MOTHER	1496	**89	1.2	5.9	132	**138	2.3	9.2	262								
WORKING WOMAN	1851	*174	2.3	9.4	208	**74	1.3	4.0	114								
WORLD TENNIS	580	**40	0.5	6.9	153	**31	0.5	5.3	152								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	785	10.4	6.3	140	378	6.4	3.0	87								
BLAIR INSERTS	91671	5050	66.6	5.5	122	3979	67.4	4.3	123								
DAILY NEWSPAPERS																	
READ ANY	109190	5490	72.4	5.0	111	4566	77.3	4.2	119								
READ ONE	89587	4390	57.9	4.9	108	3463	58.6	3.9	110								
READ TWO OR MORE	19602	1100	14.5	5.6	124	1104	18.7	5.6	160								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5693	75.1	5.2	115	4493	76.1	4.1	116								
READ ONE	95074	4829	63.7	5.1	112	3559	60.3	3.7	106								
READ TWO OR MORE	14588	864	11.4	5.9	131	935	15.8	6.4	182								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.14				28.95											
30 DAY REACH	149706	6586	86.9	4.4	97	5394	91.3	3.6	102								
50 SHWG - 30 DAY AV FREQ	15.16	16.17				14.98											
30 DAY REACH	142406	6353	83.8	4.5	99	5211	88.2	3.7	104								
25 SHWG - 30 DAY AV FREQ	8.23	8.65				8.15											
30 DAY REACH	131152	5942	78.4	4.5	100	4789	81.1	3.7	104								
CABLE TV: HOME WIRED	66879	3564	47.0	5.3	118	2530	42.8	3.8	107								
HOME NOT WIRED	100848	4018	53.0	4.0	88	3375	57.2	3.3	95								
HAVE PAY CABLE	35024	2081	27.4	5.9	131	1525	25.8	4.4	124								

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(ADULTS)

		PAUL MASSON				TAYLOR											
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	7582	100.0	4.5	100	5905	100.0	3.5	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	4552	60.0	4.8	105	3330	56.4	3.5	99								
10:00 AM - 3:00 PM	63599	2969	39.2	4.7	103	2337	39.6	3.7	104								
3:00 PM - 7:00 PM	72097	3125	41.2	4.3	96	2401	40.7	3.3	95								
7:00 PM - MIDNIGHT	36670	1821	24.0	5.0	110	1228	20.8	3.3	95								
MIDNIGHT - 6:00 AM	21908	1008	13.3	4.6	102	948	16.1	4.3	123								
6:00 AM - MIDNIGHT	127571	5935	78.3	4.7	103	4610	78.1	3.6	103								
ENTIRE DAY	129239	6020	79.4	4.7	103	4698	79.6	3.6	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1855	24.5	5.5	121	1232	20.9	3.6	103								
ALL NEWS	6062	311	4.1	5.1	113	349	5.9	5.8	164								
AOR/PROGRESSIVE	11884	504	6.6	4.2	94	463	7.8	3.9	111								
BEAUTIFUL MUSIC	11180	512	6.8	4.6	101	481	8.1	4.3	122								
BLACK	4538	*179	2.4	3.9	87	*187	3.2	4.1	117								
CLASSICAL	3857	*179	2.4	4.6	103	*137	2.3	3.6	101								
CHR/ROCK	21946	1231	16.2	5.6	124	816	13.8	3.7	106								
COUNTRY	27262	1048	13.8	3.8	85	630	10.7	2.3	66								
GOLDEN OLDIES	3339	**108	1.4	3.2	72	**64	1.1	1.9	54								
MOR/NOSTALGIA	10346	613	8.1	5.9	131	637	10.8	6.2	175								
NEWS/TALK	8929	439	5.8	4.9	109	374	6.3	4.2	119								
RELIGIOUS	5488	*197	2.6	3.6	79	*162	2.7	3.0	84								
SOFT ROCK	1232	**35	0.5	2.8	63	**36	0.6	2.9	83								
URBAN CONTEMPORARY	3184	*135	1.8	4.2	94	*123	2.1	3.9	110								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	331	4.4	4.8	106	255	4.3	3.7	105								
ABC DIRECTION	5212	*275	3.6	5.3	117	*171	2.9	3.3	93								
ABC ENTERTAINMENT	10385	423	5.6	4.1	90	382	6.5	3.7	104								
ABC FM	4762	*155	2.0	3.3	72	**90	1.5	1.9	54								
ABC INFORMATION	11339	568	7.5	5.0	111	473	8.0	4.2	118								
ABC ROCK	4878	287	3.8	5.9	130	*152	2.6	3.1	89								
CBS	10709	427	5.6	4.0	88	477	8.1	4.5	127								
MUTUAL	10251	541	7.1	5.3	117	371	6.3	3.6	103								
NBC	12243	586	7.7	4.8	106	403	6.8	3.3	93								
RADIORADIO	4606	314	4.1	6.8	151	*166	2.8	3.6	102								
RKO ONE	5148	*248	3.3	4.8	107	*156	2.6	3.0	86								
RKO TWO	7313	306	4.0	4.2	93	252	4.3	3.4	98								
THE SOURCE	5981	*222	2.9	3.7	82	*189	3.2	3.2	90								
NON-WIRED : BLAIR	19329	943	12.4	4.9	108	675	11.4	3.5	99								
INTERNET	27139	1267	16.7	4.7	103	1081	18.3	4.0	113								
KATZ RADIO GROUP	36319	1628	21.5	4.5	99	1374	23.3	3.8	107								
SUPERNET	22361	1244	16.4	5.6	123	898	15.2	4.0	114								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	644	8.5	4.4	98	567	9.6	3.9	111								
WKDAY 9:00 AM - 1:00 PM	18688	806	10.6	4.3	95	619	10.5	3.3	94								
WKDAY 1:00 PM - 4:30 PM	24061	1040	13.7	4.3	96	782	13.2	3.3	92								
WKDAY 4:30 PM - 7:30 PM	44079	1884	24.8	4.3	95	1614	27.3	3.7	104								
WKDAY 7:30 PM - 8:00 PM	61979	2687	35.4	4.3	96	2158	36.5	3.5	99								
WKDAY 11:00 PM - 11:30 PM	49084	2141	28.2	4.4	96	1876	31.8	3.8	109								
WKDAY 11:30 PM - 1:00 AM	16560	750	9.9	4.5	100	657	11.1	4.0	113								
M-SAT 8-11 PM+SUN 7-11 PM	66967	3006	39.6	4.5	99	2503	42.4	3.7	106								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	310	4.1	3.3	74	224	3.8	2.4	69								
ANOTHER WORLD N	6138	268	3.5	4.4	97	185	3.1	3.0	86								
AS THE WORLD TURNS C	7707	341	4.5	4.4	98	192	3.3	2.5	71								
CAPITOL C	4688	213	2.8	4.5	101	158	2.7	3.4	96								
CBS MORN. NEWS 1 C	2792	105	1.4	3.8	83	*95	1.6	3.4	97								
CBS MORN. NEWS 2 C	2071	*87	1.1	4.2	93	*82	1.4	4.0	112								
DAYS OF OUR LIVES N	8018	441	5.8	5.5	122	267	4.5	3.3	95								
FACTS OF LIFE - DAYTIME N	3487	167	2.2	4.8	106	*74	1.3	2.1	60								
FAMILY FEUD A	4817	183	2.4	3.8	84	98	1.7	2.0	58								
GENERAL HOSPITAL A	8333	394	5.2	4.7	105	262	4.4	3.1	89								
GOOD MORNING, AMERICA-730 A	5472	268	3.5	4.9	108	304	5.1	5.6	158								
GOOD MORNING, AMERICA-830 A	3965	171	2.3	4.3	95	211	3.6	5.3	151								
GUIDING LIGHT C	7542	338	4.5	4.5	99	296	5.0	3.9	111								
ONE LIFE TO LIVE A	6018	235	3.1	3.9	86	152	2.6	2.5	72								
PRESS YOUR LUCK C	3589	142	1.9	4.0	88	*100	1.7	2.8	79								
PRICE IS RIGHT 1 C	7418	240	3.2	3.2	72	203	3.4	2.7	78								
PRICE IS RIGHT 2 C	8276	299	3.9	3.6	80	269	4.6	3.3	92								
RYAN'S HOPE A	4358	173	2.3	4.0	88	144	2.4	3.3	94								
SALE OF THE CENTURY N	3749	134	1.8	3.6	79	140	2.4	3.7	106								
SEARCH FOR TOMORROW N	2884	*141	1.9	4.9	108	*99	1.7	3.4	98								
TODAY SHOW 1 N	4869	274	3.6	5.6	124	172	2.9	3.5	100								
TODAY SHOW 2 N	4135	218	2.9	5.3	117	153	2.6	3.7	105								
$25,000 PYRAMID C	4361	171	2.3	3.9	87	163	2.8	3.7	106								
WHEEL OF FORTUNE N	6187	257	3.4	4.2	92	248	4.2	4.0	114								
YOUNG AND THE RESTLESS C	8186	288	3.8	3.5	78	152	2.6	1.9	53								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	228	3.0	4.8	107	223	3.8	4.7	134								
NBA PLAYOFF GAME -1 C	5127	205	2.7	4.0	88	215	3.6	4.2	119								
NBC MAJOR LEAGUE PRE-GAME N	3945	*163	2.1	4.1	91	*137	2.3	3.5	99								
SPORTSWORLD - SUN N	3370	*159	2.1	4.7	104	*128	2.2	3.8	108								
SUNDAY MORNING C	4200	225	3.0	5.4	119	*148	2.5	3.5	100								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PORT, SHERRY & DESSERT WINES: BRANDS
(ADULTS)

		TOTAL	PAUL MASSON				TAYLOR											
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS		167727	7582	100.0	4.5	100	5905	100.0	3.5	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2265	29.9	4.3	96	2063	34.9	3.9	112								
NETWORK AFFILIATES - LATE		39164	1700	22.4	4.3	96	1541	26.1	3.9	112								
INDEPENDENTS - LATE		5133	268	3.5	5.2	116	258	4.4	5.0	143								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1010	13.3	4.4	98	714	12.1	3.1	89								
ABC MONDAY NIGHT MOVIE	A	11258	456	6.0	4.1	90	496	8.4	4.4	125								
ABC SUNDAY NIGHT MOVIE	A	23600	1127	14.9	4.8	106	983	16.6	4.2	118								
ABC WORLD NEWS TONIGHT	A	12801	556	7.3	4.3	96	510	8.6	4.0	113								
AFTERMASH	C	10966	513	6.8	4.7	103	382	6.5	3.5	99								
ALICE	C	17050	810	10.7	4.8	105	494	8.4	2.9	82								
AMERICAN PARADE	C	11998	513	6.8	4.3	95	532	9.0	4.4	126								
BENSON	A	19258	857	11.3	4.5	98	706	12.0	3.7	104								
BLUE THUNDER	A	11478	378	5.0	3.3	73	437	7.4	3.8	108								
CAGNEY & LACEY	C	18263	815	10.7	4.5	99	577	9.8	3.2	90								
CBS EVENING NEWS-DEAN	C	7733	373	4.9	4.8	107	388	6.6	5.0	143								
CBS EVENING NEWS-RATHER	C	15653	714	9.4	4.6	101	704	11.9	4.5	128								
CBS SAT. NEWS-SCHIEFFER	C	8744	336	4.4	3.8	85	400	6.8	4.6	130								
CBS SATURDAY NIGHT MOVIE	C	12000	564	7.4	4.7	104	468	7.9	3.9	111								
CBS WEDNESDAY NIGHT MOVIE	C	11522	360	4.7	3.1	69	329	5.6	2.9	81								
CHEERS	N	16818	1008	13.3	6.0	133	618	10.5	3.7	104								
DALLAS	C	37510	1732	22.8	4.6	102	1320	22.4	3.5	100								
DIFF'RENT STROKES	N	11258	538	7.1	4.8	106	339	5.7	3.0	86								
DOUBLE TROUBLE	N	12248	517	6.8	4.2	93	396	6.7	3.2	92								
DUCK FACTORY	N	11100	619	8.2	5.6	123	452	7.7	4.1	116								
DUKES OF HAZZARD	C	12353	485	6.4	3.9	87	428	7.2	3.5	98								
DYNASTY	A	33279	1687	22.3	5.1	112	1193	20.2	3.6	102								
FACTS OF LIFE	N	13410	715	9.4	5.3	118	477	8.1	3.6	101								
FALCON CREST	C	31093	1614	21.3	5.2	115	1155	19.6	3.7	106								
FALL GUY	A	18649	919	12.1	4.9	109	701	11.9	3.8	107								
FAMILY TIES	N	13101	699	9.2	5.3	118	510	8.6	3.9	111								
FANTASY ISLAND	A	13069	551	7.3	4.2	93	520	8.8	4.0	113								
FOULUPS,BLEEPS & BLUNDERS	A	16588	647	8.5	3.9	86	591	10.0	3.6	101								
FOUR SEASONS	C	9302	430	5.7	4.6	102	*270	4.6	2.9	82								
GIMME A BREAK	N	13955	674	8.9	4.8	107	481	8.1	3.4	98								
HART TO HART	A	15735	664	8.8	4.2	93	516	8.7	3.3	93								
HILL STREET BLUES	N	18257	914	12.1	5.0	111	598	10.1	3.3	93								
HOTEL	A	24236	1070	14.1	4.4	98	899	15.2	3.7	105								
JEFFERSONS	C	17010	726	9.6	4.3	94	565	9.6	3.3	94								
JENNIFER SLEPT HERE	N	9397	379	5.0	4.0	89	333	5.6	3.5	101								
KATE & ALLIE	C	16762	760	10.0	4.5	100	488	8.3	2.9	83								
KNIGHT RIDER	N	13164	601	7.9	4.6	101	416	7.0	3.2	90								
LOVE BOAT	A	20400	844	11.1	4.1	92	837	14.2	4.1	117								
MAGNUM PI	C	22543	909	12.0	4.0	89	695	11.8	3.1	88								
MAMA'S FAMILY	N	9852	557	7.3	5.7	125	324	5.5	3.3	93								
MASTER, THE	N	8082	389	5.1	4.8	106	233	3.9	2.9	82								
MATT HOUSTON	A	12881	606	8.0	4.7	104	578	9.8	4.5	127								
NBC MONDAY NIGHT MOVIE	N	23889	1196	15.8	5.0	111	945	16.0	4.0	112								
NBC NIGHTLY NEWS	N	11156	427	5.6	3.8	85	428	7.2	3.8	109								
NBC NIGHTLY NEWS-SAT	N	7363	282	3.7	3.8	85	232	3.9	3.2	89								
NBC NIGHTLY NEWS-SUN	N	6214	279	3.7	4.5	99	287	4.9	4.6	131								
NBC SUNDAY NIGHT MOVIE	N	17590	785	10.4	4.5	99	675	11.4	3.8	109								
NEWHART	C	16740	748	9.9	4.5	99	518	8.8	3.1	88								
ONE DAY AT A TIME	C	11820	569	7.5	4.8	106	353	6.0	3.0	85								
PEOPLE ARE FUNNY	N	9138	525	6.9	5.7	127	265	4.5	2.9	82								
REAL PEOPLE	N	15979	760	10.0	4.8	105	605	10.2	3.8	108								
REMINGTON STEELE	N	14395	615	8.1	4.3	95	487	8.2	3.4	96								
RIPLEY'S BELIEVE IT - NOT	A	11362	460	6.1	4.0	90	465	7.9	4.1	116								
RIPTIDE	N	13920	555	7.3	4.0	88	554	9.4	4.0	113								
SCARECROW & MRS. KING	C	17571	875	11.5	5.0	110	461	7.8	2.6	75								
SIMON & SIMON	C	20208	778	10.3	3.8	85	675	11.4	3.3	95								
60 MINUTES	C	27668	1238	16.3	4.5	99	1049	17.8	3.8	108								
ST. ELSEWHERE	N	13699	730	9.6	5.3	118	613	10.4	4.5	127								
THREE'S COMPANY	A	20632	766	10.1	3.7	82	645	10.9	3.1	89								
T.J. HOOKER	A	17136	768	10.1	4.5	99	679	11.5	4.0	113								
TONIGHT SHOW	N	4963	269	3.5	5.4	120	221	3.7	4.5	126								
TRAPPER JOHN, M.D.	C	16332	615	8.1	3.8	83	554	9.4	3.4	96								
TV BLOOPERS & PRAC. JOKES	N	18881	772	10.2	4.1	90	585	9.9	3.1	88								
20/20	A	18315	714	9.4	3.9	86	832	14.1	4.5	129								
WEBSTER	A	18722	804	10.6	4.3	95	699	11.8	3.7	106								
WORLD NEWS - SUN	A	5327	265	3.5	5.0	110	*217	3.7	4.1	116								
YELLOW ROSE	N	8370	383	5.1	4.6	101	338	5.7	4.0	115								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1109	14.6	4.3	95	873	14.8	3.4	96								
BASKETBALL - COLLEGE GAMES		14468	841	11.1	5.8	129	534	9.0	3.7	105								
BASKETBALL - PRO GAMES		12124	664	8.8	5.5	121	*398	6.7	3.3	93								
BOWLING		9412	566	7.5	6.0	133	*407	6.9	4.3	123								
BOXING		15409	858	11.3	5.6	123	586	9.9	3.8	108								
FOOTBALL - COLLEGE GAMES		21400	1434	18.9	6.7	148	1066	18.1	5.0	141								
FOOTBALL - PRO GAMES		35944	2304	30.4	6.4	142	1631	27.6	4.5	129								
GOLF		9759	728	9.6	7.5	165	633	10.7	6.5	184								
POST-SEASON COLL. FOOTBALL		18123	1188	15.7	6.6	145	861	14.6	4.8	135								
POST-SEASON PRO FOOTBALL		22091	1338	17.6	6.1	134	975	16.5	4.4	125								
TENNIS		6764	509	6.7	7.5	166	*407	6.9	6.0	171								
WRESTLING - PROFESSIONAL		9695	*424	5.6	4.4	97	*324	5.5	3.3	95								

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5A. DO YOU YOURSELF DRINK THEM?

	'000	%	UNWEIGHTED
YES	22200	13.2	2416
NO	145527	86.8	16694

IF YOU DO

5B. WHICH BRANDS DO YOU DRINK?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
ANNIE GREENSPRINGS	1321	.8	19	*	763	.5	539	.3	141
BOONES FARM	4756	2.8	1252	.7	2497	1.5	1007	.6	475
COLD BEAR	1248	.7	245	.1	843	.5	160	.1	129
GALLO-RIPPLE	1627	1.0	342	.2	1062	.6	223	.1	167
JACARE	476	.3	94	.1	317	.2	65	*	60
LEJON	192	.1	57	*	75	*	60	*	26
MADRIA-MADRIA	1542	.9	268	.2	1056	.6	218	.1	158
MALT DUCK	1715	1.0	530	.3	919	.5	266	.2	187
MD 20/20	1615	1.0	405	.2	710	.4	499	.3	173
PAUL MASSON	5129	3.1	1553	.9	2877	1.7	699	.4	558
SPANADA	2849	1.7	755	.5	1588	.9	506	.3	338
TAYLOR	3861	2.3	1130	.7	2022	1.2	708	.4	406
THUNDERBIRD	1251	.7	334	.2	615	.4	302	.2	123
TYROLIA	1195	.7	332	.2	613	.4	250	.1	128
YAGO	4311	2.6	1607	1.0	1966	1.2	738	.4	488
OTHER BRANDS	5957	3.6	2875	1.7	2081	1.2	1000	.6	635
DO NOT KNOW	359	.2							37

5C. ABOUT HOW MANY DRINKS OR GLASSES OF SANGRIA, POP OR PARTY WINE DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
8 OR MORE	H	413	.2	56
7	H	455	.3	44
5 - 6	H	615	.4	73
3 - 4	H	1638	1.0	205
2	H	2850	1.7	313
1	H	3465	2.1	371
NONE	L	12765	7.6	1354

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
8 OR MORE	1731	1.0	186
7	903	.5	88
5 - 6	1386	.8	164
3 - 4	2863	1.7	343
2	3534	2.1	384
1	3953	2.4	388
NONE	7831	4.7	863

SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	22200	100.0	13.2	100	9436	100.0	5.6	100	12765	100.0	7.6	100				
MALES	79263	9354	42.1	11.8	89	4080	43.2	5.1	91	5274	41.3	6.7	87				
FEMALES	88464	12847	57.9	14.5	110	5356	56.8	6.1	108	7490	58.7	8.5	111				
18 - 24	28671	5469	24.6	19.1	144	2404	25.5	8.4	149	3065	24.0	10.7	140				
25 - 34	39536	6543	29.5	16.5	125	2579	27.3	6.5	116	3964	31.1	10.0	132				
35 - 44	28978	4054	18.3	14.0	106	1826	19.4	6.3	112	2228	17.5	7.7	101				
45 - 54	22345	2370	10.7	10.6	80	991	10.5	4.4	79	1379	10.8	6.2	81				
55 - 64	22224	1979	8.9	8.9	67	821	8.7	3.7	66	1158	9.1	5.2	68				
65 OR OLDER	25973	1786	8.0	6.9	52	816	8.6	3.1	56	970	7.6	3.7	49				
18 - 34	68207	12011	54.1	17.6	133	4982	52.8	7.3	130	7029	55.1	10.3	135				
18 - 49	108058	17254	77.7	16.0	121	7259	76.9	6.7	119	9995	78.3	9.2	122				
25 - 54	90859	12967	58.4	14.3	108	5395	57.2	5.9	106	7571	59.3	8.3	109				
35 - 49	39851	5243	23.6	13.2	99	2276	24.1	5.7	102	2967	23.2	7.4	98				
50 OR OLDER	59669	4946	22.3	8.3	63	2177	23.1	3.6	65	2769	21.7	4.6	61				
GRADUATED COLLEGE	28091	3841	17.3	13.7	103	1451	15.4	5.2	92	2391	18.7	8.5	112				
ATTENDED COLLEGE	28938	4689	21.1	16.2	122	2015	21.4	7.0	124	2674	20.9	9.2	121				
GRADUATED HIGH SCHOOL	65503	9256	41.7	14.1	107	3705	39.3	5.7	101	5551	43.5	8.5	111				
DID NOT GRADUATE HIGH SCHOOL	45195	4414	19.9	9.8	74	2265	24.0	5.0	89	2149	16.8	4.8	62				
EMPLOYED MALES	56429	6993	31.5	12.4	94	3056	32.4	5.4	96	3937	30.8	7.0	92				
EMPLOYED FEMALES	43971	7680	34.6	17.5	132	3048	32.3	6.9	123	4632	36.3	10.5	138				
EMPLOYED FULL-TIME	87773	12670	57.1	14.4	109	5305	56.2	6.0	107	7365	57.7	8.4	110				
EMPLOYED PART-TIME	12627	2003	9.0	15.9	120	799	8.5	6.3	112	1205	9.4	9.5	125				
NOT EMPLOYED	67327	7527	33.9	11.2	84	3332	35.3	4.9	88	4195	32.9	6.2	82				
PROFESSIONAL/MANAGER	25845	3553	16.0	13.7	104	1398	14.8	5.4	96	2155	16.9	8.3	110				
TECH/CLERICAL/SALES	30895	5203	23.4	16.8	127	1987	21.1	6.4	114	3216	25.2	10.4	137				
PRECISION/CRAFT	12629	1503	6.8	11.9	90	641	6.8	5.1	90	862	6.8	6.8	90				
OTHER EMPLOYED	31031	4414	19.9	14.2	107	2078	22.0	6.7	119	2337	18.3	7.5	99				
SINGLE	35557	6215	28.0	17.5	132	2871	30.4	8.1	144	3344	26.2	9.4	124				
MARRIED	103585	12694	57.2	12.3	93	4979	52.8	4.8	85	7715	60.4	7.4	98				
DIVORCED/SEPARATED/WIDOWED	28585	3292	14.8	11.5	87	1586	16.8	5.5	99	1706	13.4	6.0	78				
PARENTS	59295	9428	42.5	15.9	120	3756	39.8	6.3	113	5672	44.4	9.6	126				
WHITE	146081	18884	85.1	12.9	98	7619	80.7	5.2	93	11265	88.2	7.7	101				
BLACK	17974	2863	12.9	15.9	120	1611	17.1	9.0	159	1252	9.8	7.0	92				
OTHER	3672	*454	2.0	12.4	93	**206	2.2	5.6	100	**248	1.9	6.8	89				
NORTHEAST-CENSUS	37005	5466	24.6	14.8	112	2315	24.5	6.3	111	3151	24.7	8.5	112				
NORTH CENTRAL	42642	6302	28.4	14.8	112	2804	29.7	6.6	117	3498	27.4	8.2	108				
SOUTH	56777	6357	28.6	11.2	85	2548	27.0	4.5	80	3809	29.8	6.7	88				
WEST	31303	4076	18.4	13.0	98	1769	18.7	5.7	100	2307	18.1	7.4	97				
NORTHEAST-MKTG.	38125	5340	24.1	14.0	106	2314	24.5	6.1	108	3026	23.7	7.9	104				
EAST CENTRAL	24794	2869	12.9	11.6	87	1180	12.5	4.8	85	1689	13.2	6.8	90				
WEST CENTRAL	28511	4898	22.1	17.2	130	2176	23.1	7.6	136	2722	21.3	9.5	125				
SOUTH	48953	5659	25.5	11.6	87	2300	24.4	4.7	84	3359	26.3	6.9	90				
PACIFIC	27344	3434	15.5	12.6	95	1465	15.5	5.4	95	1969	15.4	7.2	95				
COUNTY SIZE A	69301	9885	44.5	14.3	108	4297	45.5	6.2	110	5588	43.8	8.1	106				
COUNTY SIZE B	50633	6777	30.5	13.4	101	2956	31.3	5.8	104	3821	29.9	7.5	99				
COUNTY SIZE C	26259	3116	14.0	11.9	90	1315	13.9	5.0	89	1801	14.1	6.9	90				
COUNTY SIZE D	21534	2423	10.9	11.3	85	868	9.2	4.0	72	1555	12.2	7.2	95				
METRO CENTRAL CITY	50014	7601	34.2	15.2	115	3647	38.6	7.3	130	3954	31.0	7.9	104				
METRO SUBURBAN	76832	9899	44.6	12.9	97	3995	42.3	5.2	92	5904	46.3	7.7	101				
NON METRO	40881	4700	21.2	11.5	87	1793	19.0	4.4	78	2906	22.8	7.1	93				
TOP 5 ADI'S	39550	6029	27.2	15.2	115	2813	29.8	7.1	126	3216	25.2	8.1	107				
TOP 10 ADI'S	54877	7547	34.0	13.8	104	3474	36.8	6.3	113	4073	31.9	7.4	98				
TOP 20 ADI'S	77516	10717	48.3	13.8	104	4702	49.8	6.1	108	6015	47.1	7.8	102				
HSHLD INC. $50,000 OR MORE	17257	2166	9.8	12.6	95	771	8.2	4.5	79	1396	10.9	8.1	106				
$40,000 OR MORE	33235	4457	20.1	13.4	101	1926	20.4	5.8	103	2531	19.8	7.6	100				
$30,000 OR MORE	59693	8331	37.5	14.0	105	3356	35.6	5.6	100	4975	39.0	8.3	110				
$25,000 OR MORE	76275	10932	49.2	14.3	108	4293	45.5	5.6	100	6640	52.0	8.7	114				
$20,000 - $24,999	18607	2362	10.6	12.7	96	1010	10.7	5.4	96	1352	10.6	7.3	95				
$15,000 - $19,999	17175	2183	9.8	12.7	96	834	8.8	4.9	86	1349	10.6	7.9	103				
$10,000 - $14,999	24569	3291	14.8	13.4	101	1409	14.9	5.7	102	1882	14.7	7.7	101				
UNDER $10,000	31101	3432	15.5	11.0	83	1890	20.0	6.1	108	1542	12.1	5.0	65				
HOUSEHOLD OF 1 PERSON	19441	1926	8.7	9.9	75	1056	11.2	5.4	97	869	6.8	4.5	59				
2 PEOPLE	51803	5637	25.4	10.9	82	2289	24.3	4.4	79	3349	26.2	6.5	85				
3 OR 4 PEOPLE	66933	10027	45.2	15.0	113	4203	44.5	6.3	112	5824	45.6	8.7	114				
5 OR MORE PEOPLE	29550	4611	20.8	15.6	118	1888	20.0	6.4	114	2723	21.3	9.2	121				
NO CHILD IN HSHLD	96587	10583	47.7	11.0	83	4557	48.3	4.7	84	6025	47.2	6.2	82				
CHILD(REN) UNDER 2 YRS	10844	1756	7.9	16.2	122	641	6.8	5.9	105	1116	8.7	10.3	135				
2 - 5 YEARS	26358	4641	20.9	17.6	133	1697	18.0	6.4	114	2944	23.1	11.2	147				
6 - 11 YEARS	30453	5088	22.9	16.7	126	2097	22.2	6.9	122	2991	23.4	9.8	129				
12 - 17 YEARS	36575	5659	25.5	15.5	117	2768	29.3	7.6	135	2891	22.6	7.9	104				
RESIDENCE OWNED	117770	14585	65.7	12.4	94	5806	61.5	4.9	88	8779	68.8	7.5	98				
VALUE: $50,000 OR MORE	70166	9229	41.6	13.2	99	3803	40.3	5.4	96	5426	42.5	7.7	102				
VALUE: UNDER $50,000	47604	5356	24.1	11.3	85	2003	21.2	4.2	75	3353	26.3	7.0	93				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		'000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	22200	100.0	13.2	100	9436	100.0	5.6	100	12765	100.0	7.6	100				
MAGAZINES	QUINTILE 1	34022	5582	25.1	16.4	124	2481	26.3	7.3	130	3101	24.3	9.1	120				
	QUINTILE 2	34800	5232	23.6	15.0	114	2131	22.6	6.1	109	3101	24.3	8.9	117				
	QUINTILE 3	30514	3595	16.2	11.8	89	1374	14.6	4.5	80	2221	17.4	7.3	96				
	QUINTILE 4	33324	4216	19.0	12.7	96	1837	19.5	5.5	98	2379	18.6	7.1	94				
	QUINTILE 5	35066	3577	16.1	10.2	77	1613	17.1	4.6	82	1963	15.4	5.6	74				
NEWSPAPERS	QUINTILE 1	29107	4020	18.1	13.8	104	1869	19.8	6.4	114	2151	16.9	7.4	97				
	QUINTILE 2	49095	6488	29.2	13.2	100	2613	27.7	5.3	95	3875	30.4	7.9	104				
	QUINTILE 3	23107	3386	15.3	14.7	111	1532	16.2	6.6	118	1854	14.5	8.0	105				
	QUINTILE 4	33556	4557	20.5	13.6	103	1854	19.6	5.5	98	2703	21.2	8.1	106				
	QUINTILE 5	32863	3749	16.9	11.4	86	1567	16.6	4.8	85	2182	17.1	6.6	87				
OUTDOOR	QUINTILE 1	33431	5308	23.9	15.9	120	2051	21.7	6.1	109	3256	25.5	9.7	128				
	QUINTILE 2	33478	4624	20.8	13.8	104	1916	20.3	5.7	102	2708	21.2	8.1	106				
	QUINTILE 3	33574	4264	19.2	12.7	96	1921	20.4	5.7	102	2343	18.4	7.0	92				
	QUINTILE 4	33935	4584	20.6	13.5	102	1912	20.3	5.6	100	2672	20.9	7.9	103				
	QUINTILE 5	33310	3420	15.4	10.3	78	1635	17.3	4.9	87	1785	14.0	5.4	70				
RADIO-DRIVE TIME	QUINTILE 1	33136	4805	21.6	14.5	110	1970	20.9	5.9	106	2836	22.2	8.6	112				
	QUINTILE 2	31658	4558	20.5	14.4	109	1930	20.5	6.1	108	2629	20.6	8.3	109				
	QUINTILE 3	32541	4393	19.8	13.5	102	1951	20.7	6.0	107	2442	19.1	7.5	99				
	QUINTILE 4	34247	4910	22.1	14.3	108	2077	22.0	6.1	108	2833	22.2	8.3	109				
	QUINTILE 5	36144	3534	15.9	9.8	74	1508	16.0	4.2	74	2026	15.9	5.6	74				
RADIO-MID-DAY	TERCILE 1	45037	6442	29.0	14.3	108	2465	26.1	5.5	97	3977	31.2	8.8	116				
	TERCILE 2	44819	6241	28.1	13.9	105	2745	29.1	6.1	109	3496	27.4	7.8	102				
	TERCILE 3	77872	9517	42.9	12.2	92	4226	44.8	5.4	96	5291	41.4	6.8	89				
RADIO-TOTAL	QUINTILE 1	33763	4802	21.6	14.2	107	1887	20.0	5.6	99	2915	22.8	8.6	113				
	QUINTILE 2	33240	5005	22.5	15.1	114	2167	23.0	6.5	116	2838	22.2	8.5	112				
	QUINTILE 3	33408	4531	20.4	13.6	102	1725	18.3	5.2	92	2806	22.0	8.4	110				
	QUINTILE 4	34792	4810	21.7	13.8	104	2295	24.3	6.6	117	2515	19.7	7.2	95				
	QUINTILE 5	32524	3053	13.8	9.4	71	1362	14.4	4.2	74	1691	13.2	5.2	68				
TV-PRIME TIME	QUINTILE 1	33090	4439	20.0	13.4	101	1956	20.7	5.9	105	2483	19.5	7.5	99				
	QUINTILE 2	33357	4352	19.6	13.0	99	1926	20.4	5.8	103	2426	19.0	7.3	96				
	QUINTILE 3	33980	4431	20.0	13.0	99	1742	18.5	5.1	91	2689	21.1	7.9	104				
	QUINTILE 4	33854	4620	20.8	13.6	103	1927	20.4	5.7	101	2694	21.1	8.0	105				
	QUINTILE 5	33444	4358	19.6	13.0	98	1885	20.0	5.6	100	2473	19.4	7.4	97				
TV-DAYTIME	TERCILE 1	49121	6328	28.5	12.9	97	2757	29.2	5.6	100	3571	28.0	7.3	96				
	TERCILE 2	48823	6736	30.3	13.8	104	2817	29.9	5.8	103	3919	30.7	8.0	105				
	TERCILE 3	69782	9137	41.2	13.1	99	3862	40.9	5.5	98	5274	41.3	7.6	99				
TV-TOTAL	QUINTILE 1	33584	4308	19.4	12.8	97	1976	20.9	5.9	105	2332	18.3	6.9	91				
	QUINTILE 2	33441	4255	19.2	12.7	96	1938	20.5	5.8	103	2317	18.2	6.9	91				
	QUINTILE 3	33505	4463	20.1	13.3	101	1860	19.7	5.6	99	2603	20.4	7.8	102				
	QUINTILE 4	33466	4424	19.9	13.2	100	1573	16.7	4.7	84	2851	22.3	8.5	112				
	QUINTILE 5	33731	4751	21.4	14.1	106	2089	22.1	6.2	110	2662	20.9	7.9	104				
MAGAZINES-NEWSPAPERS: DUAL		44503	6931	31.2	15.6	118	3003	31.8	6.7	120	3928	30.8	8.8	116				
MAGAZINE IMPERATIVE		39363	5935	26.7	15.1	114	2365	25.1	6.0	107	3571	28.0	9.1	119				
NEWSPAPER IMPERATIVE		46441	5238	23.6	11.3	85	2235	23.7	4.8	86	3004	23.5	6.5	85				
MAGAZINES-OUTDOOR: DUAL		33726	5714	25.7	16.9	128	2345	24.9	7.0	124	3370	26.4	10.0	131				
MAGAZINE IMPERATIVE		52846	7141	32.2	13.5	102	3098	32.8	5.9	104	4044	31.7	7.7	101				
OUTDOOR IMPERATIVE		52140	6270	28.2	12.0	91	2615	27.7	5.0	89	3655	28.6	7.0	92				
MAGAZINES-RADIO: DUAL		37081	5883	26.5	15.9	120	2377	25.2	6.4	114	3506	27.5	9.5	124				
MAGAZINE IMPERATIVE		49747	6893	31.0	13.9	105	3005	31.8	6.0	107	3888	30.5	7.8	103				
RADIO IMPERATIVE		49208	6410	28.9	13.0	98	2546	27.0	5.2	92	3864	30.3	7.9	103				
MAGAZINES-TELEVISION: DUAL		33103	4726	21.3	14.3	108	2042	21.6	6.2	110	2684	21.0	8.1	107				
MAGAZINE IMPERATIVE		54575	8087	36.4	14.8	112	3312	35.1	6.1	108	4775	37.4	8.7	115				
TELEVISION IMPERATIVE		53249	5929	26.7	11.1	84	2599	27.5	4.9	87	3330	26.1	6.3	82				
NEWSPAPERS-OUTDOOR: DUAL		36255	5431	24.5	15.0	113	2146	22.7	5.9	105	3285	25.7	9.1	119				
NEWSPAPER IMPERATIVE		55591	6906	31.1	12.4	94	3233	34.3	5.8	103	3673	28.8	6.6	87				
OUTDOOR IMPERATIVE		48319	6716	30.3	13.9	105	2829	30.0	5.9	104	3886	30.4	8.0	106				
NEWSPAPERS-RADIO: DUAL		37242	5572	25.1	15.0	113	2519	26.7	6.8	120	3053	23.9	8.2	108				
NEWSPAPER IMPERATIVE		54423	6857	30.9	12.6	95	2928	31.0	5.4	96	3929	30.8	7.2	95				
RADIO IMPERATIVE		46650	6596	29.7	14.1	107	2381	25.2	5.1	91	4215	33.0	9.0	119				
NEWSPAPERS-TELEVISION: DUAL		35974	4900	22.1	13.6	103	2112	22.4	5.9	104	2788	21.8	7.8	102				
NEWSPAPER IMPERATIVE		56095	7730	34.8	13.8	104	3170	33.6	5.7	100	4560	35.7	8.1	107				
TELEVISION IMPERATIVE		47170	5901	26.6	12.5	95	2726	28.9	5.8	103	3175	24.9	6.7	88				
OUTDOOR-RADIO: DUAL		33748	5205	23.4	15.4	117	1943	20.6	5.8	102	3263	25.6	9.7	127				
OUTDOOR IMPERATIVE		52785	6997	31.5	13.3	100	3084	32.7	5.8	104	3913	30.7	7.4	97				
RADIO IMPERATIVE		52882	7088	31.9	13.4	101	3107	32.9	5.9	104	3981	31.2	7.5	99				
OUTDOOR-TELEVISION: DUAL		32030	4736	21.3	14.8	112	1969	20.9	6.1	109	2767	21.7	8.6	114				
OUTDOOR IMPERATIVE		54626	7921	35.7	14.5	110	3123	33.1	5.7	102	4798	37.6	8.8	115				
TELEVISION IMPERATIVE		54874	6251	28.2	11.4	86	2952	31.3	5.4	96	3299	25.8	6.0	79				
RADIO-TELEVISION: DUAL		33386	4508	20.3	13.5	102	1904	20.2	5.7	101	2603	20.4	7.8	102				
RADIO IMPERATIVE		53810	7976	35.9	14.8	112	3057	32.4	5.7	101	4919	38.5	9.1	120				
TELEVISION IMPERATIVE		54023	6636	29.9	12.3	93	3086	32.7	5.7	102	3550	27.8	6.6	86				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	22200	100.0	13.2	100	9436	100.0	5.6	100	12765	100.0	7.6	100				
ATLANTIC MONTHLY	867	**89	0.4	10.3	78	**67	0.7	7.7	137	**22	0.2	2.5	33				
BARRON'S	1580	*266	1.2	16.8	127	**111	1.2	7.0	125	**155	1.2	9.8	129				
BETTER HOMES & GARDENS	22203	3443	15.5	15.5	117	1333	14.1	6.0	107	2111	16.5	9.5	125				
BON APPETIT	3810	667	3.0	17.5	132	268	2.8	7.0	125	399	3.1	10.5	138				
BUSINESS WEEK	4663	705	3.2	15.1	114	*312	3.3	6.7	119	393	3.1	8.4	111				
CAR AND DRIVER	3102	425	1.9	13.7	104	*186	2.0	6.0	107	*240	1.9	7.7	102				
CBS MAGAZINE NETWORK (GROSS)	7311	1157	5.2	15.8	120	576	6.1	7.9	140	581	4.6	7.9	104				
CHANGING TIMES	3400	439	2.0	12.9	98	*148	1.6	4.4	77	290	2.3	8.5	112				
COLONIAL HOMES	1796	450	2.0	25.1	189	*140	1.5	7.8	139	*310	2.4	17.3	227				
CONDE NAST MAG. PKG. (GROSS)	19924	3782	17.0	19.0	143	1599	16.9	8.0	143	2183	17.1	11.0	144				
CONSUMERS DIGEST	3125	477	2.1	15.3	115	*198	2.1	6.3	113	*279	2.2	8.9	117				
COSMOPOLITAN	10577	1996	9.0	18.9	143	814	8.6	7.7	137	1182	9.3	11.2	147				
COUNTRY LIVING	3746	744	3.4	19.9	150	*254	2.7	6.8	121	491	3.8	13.1	172				
CUISINE	2214	393	1.8	17.8	134	*191	2.0	8.6	153	*203	1.6	9.2	120				
CYCLE WORLD	2394	378	1.7	15.8	119	*198	2.1	8.3	147	*180	1.4	7.5	99				
DCI:CREATIVE IDEAS FOR LIV	3068	710	3.2	23.1	175	*305	3.2	9.9	177	405	3.2	13.2	173				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1600	7.2	16.7	127	659	7.0	6.9	123	941	7.4	9.8	129				
DISCOVER	2277	435	2.0	19.1	144	*136	1.4	6.0	106	*299	2.3	13.1	173				
EBONY	7187	1356	6.1	18.9	143	747	7.9	10.4	185	609	4.8	8.5	111				
ESQUIRE	2560	392	1.8	15.3	116	*178	1.9	7.0	124	*214	1.7	8.4	110				
ESSENCE	3242	680	3.1	21.0	158	351	3.7	10.8	192	328	2.6	10.1	133				
FAMILY CIRCLE	19639	3083	13.9	15.7	119	1310	13.9	6.7	119	1774	13.9	9.0	119				
THE FAMILY HANDYMAN	3540	477	2.1	13.5	102	*185	2.0	5.2	93	*292	2.3	8.2	108				
FAMILY WEEKLY	23924	2793	12.6	11.7	88	1230	13.0	5.1	91	1563	12.2	6.5	86				
FIELD & STREAM	9883	1632	7.4	16.5	125	686	7.3	6.9	123	946	7.4	9.6	126				
FOOD & WINE	1030	233	1.0	22.6	171	**101	1.1	9.8	174	*132	1.0	12.8	168				
FORBES	2679	378	1.7	14.1	107	**107	1.1	4.0	71	271	2.1	10.1	133				
FORTUNE	2931	554	2.5	18.9	143	*221	2.3	7.5	134	333	2.6	11.4	149				
GENTLEMEN'S QUARTERLY	3481	663	3.0	19.0	144	298	3.2	8.6	152	365	2.9	10.5	138				
GLAMOUR	7163	1284	5.8	17.9	135	548	5.8	7.7	136	736	5.8	10.3	135				
GOLF DIGEST	2355	365	1.6	15.5	117	*162	1.7	6.9	122	*204	1.6	8.7	114				
GOLF DIGEST/TENNIS (GROSS)	3610	548	2.5	15.2	115	*257	2.7	7.1	127	291	2.3	8.1	106				
GOLF MAGAZINE	2046	*281	1.3	13.7	104	**134	1.4	6.5	116	**146	1.1	7.1	94				
GOLF MAGAZINE/SKI (GROSS)	3547	528	2.4	14.9	112	*237	2.5	6.7	119	290	2.3	8.2	107				
GOOD HOUSEKEEPING	20353	3379	15.2	16.6	125	1375	14.6	6.8	120	2005	15.7	9.9	129				
HARPER'S BAZAAR	3362	615	2.8	18.3	138	*192	2.0	5.7	102	423	3.3	12.6	165				
HEALTH	2987	438	2.0	14.7	111	*206	2.2	6.9	123	*232	1.8	7.8	102				
HEARST MAG CORP. BUY (GROSS)	67928	11934	53.8	17.6	133	4751	50.3	7.0	124	7183	56.3	10.6	139				
HEARST MAN POWER (GROSS)	11282	1844	8.3	16.3	123	774	8.2	6.9	122	1070	8.4	9.5	125				
HEARST WOMAN POWER (GROSS)	40514	6983	31.5	17.2	130	2764	29.3	6.8	121	4219	33.1	10.4	137				
HOUSE BEAUTIFUL	4885	911	4.1	18.6	141	461	4.9	9.4	168	451	3.5	9.2	121				
INC.	1308	*229	1.0	17.5	132	**60	0.6	4.6	82	**169	1.3	12.9	170				
JET	6498	1386	6.2	21.3	161	718	7.6	11.0	196	668	5.2	10.3	135				
LADIES' HOME JOURNAL	14797	2372	10.7	16.0	121	1003	10.6	6.8	120	1369	10.7	9.3	122				
LHJ FAMILY GRP COMBO(GROSS)	21743	3723	16.8	17.1	129	1578	16.7	7.3	129	2145	16.8	9.9	130				
LIFE	9881	1640	7.4	16.6	125	671	7.1	6.8	121	969	7.6	9.8	129				
L.A. TIMES HOME MAGAZINE	2775	262	1.2	9.4	71	**73	0.8	2.6	47	*189	1.5	6.8	89				
MADEMOISELLE	4219	661	3.0	15.7	118	303	3.2	7.2	128	358	2.8	8.5	111				
MC CALL'S	16422	2653	12.0	16.2	122	995	10.5	6.1	108	1658	13.0	10.1	133				
MC CALL'S/WRK MOTHER (GROSS)	17919	2946	13.3	16.4	124	1104	11.7	6.2	110	1842	14.4	10.3	135				
MECHANIX ILLUSTRATED	4433	622	2.8	14.0	106	*239	2.5	5.4	96	383	3.0	8.6	114				
METROPOLITAN HOME	1504	299	1.3	19.9	150	**107	1.1	7.1	126	*191	1.5	12.7	167				
MONEY	4723	853	3.8	18.1	136	331	3.5	7.0	125	522	4.1	11.1	145				
MOTHER EARTH NEWS	2325	513	2.3	22.1	167	*217	2.3	9.3	166	296	2.3	12.7	167				
MS.	1189	321	1.4	27.0	204	*184	1.9	15.5	275	*137	1.1	11.5	151				
NATIONAL ENQUIRER	18892	2740	12.3	14.5	110	1294	13.7	6.8	122	1446	11.3	7.7	101				
NATIONAL GEOGRAPHIC	22129	3326	15.0	15.0	114	1440	15.3	6.5	116	1886	14.8	8.5	112				
NATIONAL SUNDAY MAGAZINE PKG	103750	14393	64.8	13.9	105	6161	65.3	5.9	106	8233	64.5	7.9	104				
NATURAL HISTORY	1379	*305	1.4	22.1	167	**113	1.2	8.2	146	*192	1.5	13.9	183				
NEW WOMAN	2289	470	2.1	20.5	155	*236	2.5	10.3	183	*234	1.8	10.2	134				
NEW YORK INCLUDING CUE	1088	*199	0.9	18.3	138	**80	0.8	7.4	131	**119	0.9	10.9	144				
THE NEW YORKER	2459	445	2.0	18.1	137	*170	1.8	6.9	123	*275	2.2	11.2	147				
NEWSWEEK	16527	2409	10.9	14.6	110	973	10.3	5.9	105	1436	11.2	8.7	114				
THE N.Y. TIMES DAILY EDITION	2739	409	1.8	14.9	113	*156	1.7	5.7	101	252	2.0	9.2	121				
THE N.Y. TIMES MAGAZINE	4443	645	2.9	14.5	110	328	3.5	7.4	131	317	2.5	7.1	94				
OMNI	2799	560	2.5	20.0	151	*192	2.0	6.9	122	*368	2.9	13.1	173				
ON CABLE	2209	359	1.6	16.3	123	**102	1.1	4.6	82	*257	2.0	11.6	153				
1001 HOME IDEAS	3959	913	4.1	23.1	174	369	3.9	9.3	166	544	4.3	13.7	181				
ORGANIC GARDENING	3111	445	2.0	14.3	108	**178	1.9	5.7	102	267	2.1	8.6	113				
OUTDOOR LIFE	5024	780	3.5	15.5	117	335	3.6	6.7	119	445	3.5	8.9	116				
PARADE MAGAZINE	51292	7637	34.4	14.9	112	3402	36.1	6.6	118	4235	33.2	8.3	108				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	22200	100.0	13.2	100	9436	100.0	5.6	100	12765	100.0	7.6	100				
PARENTS	5298	1132	5.1	21.4	161	420	4.5	7.9	141	712	5.6	13.4	177				
PENTHOUSE	5129	1059	4.8	20.6	156	487	5.2	9.5	169	572	4.5	11.2	147				
PEOPLE	21070	3339	15.0	15.8	120	1506	16.0	7.1	127	1833	14.4	8.7	114				
PLAYBOY	10562	1787	8.0	16.9	128	748	7.9	7.1	126	1038	8.1	9.8	129				
POPULAR HOT RODDING	2498	362	1.6	14.5	109	*221	2.3	8.8	157	*142	1.1	5.7	75				
POPULAR MECHANICS	5887	836	3.8	14.2	107	341	3.6	5.8	103	495	3.9	8.4	110				
POPULAR SCIENCE	4317	765	3.4	17.7	134	*319	3.4	7.4	131	447	3.5	10.4	136				
PREVENTION	5792	689	3.1	11.9	90	216	2.3	3.7	66	473	3.7	8.2	107				
PSYCHOLOGY TODAY	3284	552	2.5	16.8	127	*178	1.9	5.4	96	373	2.9	11.4	149				
READER'S DIGEST	40046	5549	25.0	13.9	105	2207	23.4	5.5	98	3342	26.2	8.3	110				
REDBOOK	9584	1608	7.2	16.8	127	576	6.1	6.0	107	1032	8.1	10.8	141				
ROAD & TRACK	2590	386	1.7	14.9	113	*241	2.6	9.3	165	**146	1.1	5.6	74				
ROLLING STONE	3302	637	2.9	19.3	146	*217	2.3	6.6	117	419	3.3	12.7	167				
RUNNER'S WORLD	1229	*119	0.5	9.7	73	**57	0.6	4.6	82	**62	0.5	5.0	66				
SATURDAY EVENING POST	2110	409	1.8	19.4	146	*166	1.8	7.9	140	*243	1.9	11.5	151				
SCIENCE 84	1543	293	1.3	19.0	143	**103	1.1	6.7	119	*190	1.5	12.3	162				
SCIENCE DIGEST	1747	375	1.7	21.5	162	**155	1.6	8.9	158	*220	1.7	12.6	165				
SCIENTIFIC AMERICAN	1994	350	1.6	17.6	133	**126	1.3	6.3	112	*223	1.7	11.2	147				
SELF	3119	789	3.6	25.3	191	314	3.3	10.1	179	475	3.7	15.2	200				
SEVENTEEN	3923	772	3.5	19.7	149	447	4.7	11.4	203	*325	2.5	8.3	109				
SKI	1501	247	1.1	16.5	124	**103	1.1	6.9	122	*144	1.1	9.6	126				
SMITHSONIAN	5976	773	3.5	12.9	98	316	3.3	5.3	94	458	3.6	7.7	101				
SOAP OPERA DIGEST	4228	685	3.1	16.2	122	392	4.2	9.3	165	293	2.3	6.9	91				
SOUTHERN LIVING	6488	890	4.0	13.7	104	*354	3.8	5.5	97	536	4.2	8.3	109				
SPORT	3500	764	3.4	21.8	165	466	4.9	13.3	237	*297	2.3	8.5	111				
THE SPORTING NEWS	2456	505	2.3	20.6	155	*222	2.4	9.0	161	*283	2.2	11.5	151				
SPORTS AFIELD	3648	634	2.9	17.4	131	278	2.9	7.6	135	355	2.8	9.7	128				
SPORTS ILLUSTRATED	14484	2061	9.3	14.2	108	887	9.4	6.1	109	1174	9.2	8.1	107				
STAR	12661	1880	8.5	14.8	112	941	10.0	7.4	132	939	7.4	7.4	97				
SUNDAY	52799	7494	33.8	14.2	107	3339	35.4	6.3	112	4155	32.5	7.9	103				
SUNSET	3513	349	1.6	9.9	75	*151	1.6	4.3	76	*198	1.6	5.6	74				
TV GUIDE	42766	6086	27.4	14.2	108	2646	28.0	6.2	110	3440	26.9	8.0	106				
TENNIS	1254	*183	0.8	14.6	110	**96	1.0	7.7	136	**88	0.7	7.0	92				
TIME	22054	3407	15.3	15.4	117	1575	16.7	7.1	127	1832	14.4	8.3	109				
TOWN & COUNTRY	1555	301	1.4	19.4	146	**142	1.5	9.1	162	*159	1.2	10.2	134				
TRAVEL & LEISURE	2173	460	2.1	21.2	160	**110	1.2	5.1	90	350	2.7	16.1	212				
TRUE STORY	4636	842	3.8	18.2	137	367	3.9	7.9	141	475	3.7	10.2	135				
U.S.NEWS & WORLD REPORT	10353	1434	6.5	13.9	105	571	6.1	5.5	98	863	6.8	8.3	110				
USA TODAY	4994	794	3.6	15.9	120	296	3.1	5.9	105	498	3.9	10.0	131				
US	3528	647	2.9	18.3	139	*265	2.8	7.5	134	383	3.0	10.9	143				
VOGUE	5424	1049	4.7	19.3	146	435	4.6	8.0	143	614	4.8	11.3	149				
WALL STREET JOURNAL	6292	838	3.8	13.3	101	386	4.1	6.1	109	452	3.5	7.2	94				
WEIGHT WATCHERS	2762	528	2.4	19.1	144	*201	2.1	7.3	129	327	2.6	11.8	156				
WOMAN'S DAY	16320	2628	11.8	16.1	122	1002	10.6	6.1	109	1626	12.7	10.0	131				
WORKING MOTHER	1496	*293	1.3	19.6	148	**109	1.2	7.3	130	*185	1.4	12.4	162				
WORKING WOMAN	1851	456	2.1	24.6	186	*134	1.4	7.2	129	*321	2.5	17.3	228				
WORLD TENNIS	580	**75	0.3	12.9	98	**44	0.5	7.6	135	**31	0.2	5.3	70				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1820	8.2	14.7	111	823	8.7	6.6	118	997	7.8	8.0	106				
BLAIR INSERTS	91671	12852	57.9	14.0	106	5506	58.4	6.0	107	7347	57.6	8.0	105				
DAILY NEWSPAPERS																	
READ ANY	109190	14570	65.6	13.3	101	6179	65.5	5.7	101	8391	65.7	7.7	101				
READ ONE	89587	12040	54.2	13.4	102	5049	53.5	5.6	100	6991	54.8	7.8	103				
READ TWO OR MORE	19602	2531	11.4	12.9	98	1130	12.0	5.8	102	1401	11.0	7.1	94				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	15167	68.3	13.8	104	6513	69.0	5.9	106	8653	67.8	7.9	104				
READ ONE	95074	13135	59.2	13.8	104	5443	57.7	5.7	102	7692	60.3	8.1	106				
READ TWO OR MORE	14588	2032	9.2	13.9	105	1071	11.4	7.3	130	961	7.5	6.6	87				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.56				29.79				31.11							
30 DAY REACH	149706	20450	92.1	13.7	103	8564	90.8	5.7	102	11886	93.1	7.9	104				
50 SHWG - 30 DAY AV FREQ	15.16	15.91				15.49				16.22							
30 DAY REACH	142406	19642	88.5	13.8	104	8247	87.4	5.8	103	11394	89.3	8.0	105				
25 SHWG - 30 DAY AV FREQ	8.23	8.55				8.32				8.71							
30 DAY REACH	131152	18229	82.1	13.9	105	7628	80.8	5.8	103	10601	83.0	8.1	106				
CABLE TV: HOME WIRED	66879	9778	44.0	14.6	110	3998	42.4	6.0	106	5780	45.3	8.6	114				
HOME NOT WIRED	100848	12422	56.0	12.3	93	5438	57.6	5.4	96	6984	54.7	6.9	91				
HAVE PAY CABLE	35024	6011	27.1	17.2	130	2378	25.2	6.8	121	3634	28.5	10.4	136				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	22200	100.0	13.2	100	9436	100.0	5.6	100	12765	100.0	7.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	13450	60.6	14.1	106	5687	60.3	5.9	106	7763	60.8	8.1	107				
10:00 AM - 3:00 PM	63599	8826	39.8	13.9	105	3613	38.3	5.7	101	5213	40.8	8.2	108				
3:00 PM - 7:00 PM	72097	10480	47.2	14.5	110	4460	47.3	6.2	110	6020	47.2	8.3	110				
7:00 PM - MIDNIGHT	36670	5401	24.3	14.7	111	2354	24.9	6.4	114	3047	23.9	8.3	109				
MIDNIGHT - 6:00 AM	21908	3505	15.8	16.0	121	1334	14.1	6.1	108	2171	17.0	9.9	130				
6:00 AM - MIDNIGHT	127571	17929	80.8	14.1	106	7543	79.9	5.9	105	10386	81.4	8.1	107				
ENTIRE DAY	129239	18136	81.7	14.0	106	7636	80.9	5.9	105	10500	82.3	8.1	107				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4760	21.4	14.0	106	1986	21.0	5.8	104	2774	21.7	8.2	107				
ALL NEWS	6062	700	3.2	11.5	87	346	3.7	5.7	101	354	2.8	5.8	77				
AOR/PROGRESSIVE	11884	1969	8.9	16.6	125	876	9.3	7.4	131	1093	8.6	9.2	121				
BEAUTIFUL MUSIC	11180	1237	5.6	11.1	84	405	4.3	3.6	64	832	6.5	7.4	98				
BLACK	4538	803	3.6	17.7	134	455	4.8	10.0	178	348	2.7	7.7	101				
CLASSICAL	3857	566	2.5	14.7	111	306	3.2	7.9	141	260	2.0	6.7	89				
CHR/ROCK	21946	3969	17.9	18.1	137	1641	17.4	7.5	133	2328	18.2	10.6	139				
COUNTRY	27262	3349	15.1	12.3	93	1365	14.5	5.0	89	1984	15.5	7.3	96				
GOLDEN OLDIES	3339	447	2.0	13.4	101	*192	2.0	5.8	102	*255	2.0	7.6	100				
MOR/NOSTALGIA	10346	1368	6.2	13.2	100	437	4.6	4.2	75	932	7.3	9.0	118				
NEWS/TALK	8929	1168	5.3	13.1	99	472	5.0	5.3	94	696	5.5	7.8	102				
RELIGIOUS	5488	730	3.3	13.3	100	317	3.4	5.8	103	413	3.2	7.5	99				
SOFT ROCK	1232	*232	1.0	18.8	142	**88	0.9	7.1	127	**144	1.1	11.7	154				
URBAN CONTEMPORARY	3184	637	2.9	20.0	151	345	3.7	10.8	193	291	2.3	9.1	120				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1205	5.4	17.4	132	586	6.2	8.5	151	619	4.8	9.0	118				
ABC DIRECTION	5212	819	3.7	15.7	119	236	2.5	4.5	80	583	4.6	11.2	147				
ABC ENTERTAINMENT	10385	1222	5.5	11.8	89	555	5.9	5.3	95	667	5.2	6.4	84				
ABC FM	4762	806	3.6	16.9	128	360	3.8	7.6	134	447	3.5	9.4	123				
ABC INFORMATION	11339	1576	7.1	13.9	105	657	7.0	5.8	103	919	7.2	8.1	106				
ABC ROCK	4878	1000	4.5	20.5	155	542	5.7	11.1	198	458	3.6	9.4	123				
CBS	10709	1251	5.6	11.7	88	504	5.3	4.7	84	748	5.9	7.0	92				
MUTUAL	10251	1360	6.1	13.3	100	544	5.8	5.3	94	816	6.4	8.0	105				
NBC	12243	1527	6.9	12.5	94	573	6.1	4.7	83	953	7.5	7.8	102				
RADIORADIO	4606	759	3.4	16.5	124	338	3.6	7.3	130	421	3.3	9.1	120				
RKO ONE	5148	755	3.4	14.7	111	290	3.1	5.6	100	465	3.6	9.0	119				
RKO TWO	7313	795	3.6	10.9	82	278	2.9	3.8	68	517	4.1	7.1	93				
THE SOURCE	5981	931	4.2	15.6	118	343	3.6	5.7	102	588	4.6	9.8	129				
NON-WIRED : BLAIR	19329	28o2	12.9	14.8	112	1149	12.2	5.9	106	1713	13.4	8.9	116				
INTERNET	27139	4448	20.0	16.4	124	1794	19.0	6.6	118	2654	20.8	9.8	128				
KATZ RADIO GROUP	36319	4800	21.6	13.2	100	1949	20.7	5.4	95	2851	22.3	7.8	103				
SUPERNET	22361	3379	15.2	15.1	114	1446	15.3	6.5	115	1933	15.1	8.6	114				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1826	8.2	12.6	95	774	8.2	5.3	95	1053	8.2	7.2	95				
WKDAY 9:00 AM - 1:00 PM	18688	2442	11.0	13.1	99	1098	11.6	5.9	104	1344	10.5	7.2	94				
WKDAY 1:00 PM - 4:30 PM	24061	3210	14.5	13.3	101	1480	15.7	6.2	109	1730	13.6	7.2	94				
WKDAY 4:30 PM - 7:30 PM	44079	5477	24.7	12.4	94	2395	25.4	5.4	97	3082	24.1	7.0	92				
WKDAY 7:30 PM - 8:00 PM	61979	7694	34.7	12.4	94	3302	35.0	5.3	95	4391	34.4	7.1	93				
WKDAY 11:00 PM - 11:30 PM	49084	6853	30.9	14.0	105	3023	32.0	6.2	109	3830	30.0	7.8	103				
WKDAY 11:30 PM - 1:00 AM	16560	2417	10.9	14.6	110	1096	11.6	6.6	118	1321	10.3	8.0	105				
M-SAT 8-11 PM+SUN 7-11 PM	66967	8899	40.1	13.3	100	3791	40.2	5.7	101	5108	40.0	7.6	100				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1363	6.1	14.7	111	693	7.3	7.5	133	670	5.2	7.2	95				
ANOTHER WORLD N	6138	697	3.1	11.4	86	279	3.0	4.5	81	418	3.3	6.8	89				
AS THE WORLD TURNS C	7707	950	4.3	12.3	93	388	4.1	5.0	89	562	4.4	7.3	96				
CAPITOL C	4688	719	3.2	15.3	116	320	3.4	6.8	121	399	3.1	8.5	112				
CBS MORN. NEWS 1 C	2792	397	1.8	14.2	107	147	1.6	5.3	94	250	2.0	9.0	118				
CBS MORN. NEWS 2 C	2071	290	1.3	14.0	106	114	1.2	5.5	98	176	1.4	8.5	112				
DAYS OF OUR LIVES N	8018	1090	4.9	13.6	103	419	4.4	5.2	93	671	5.3	8.4	110				
FACTS OF LIFE - DAYTIME N	3487	417	1.9	12.0	90	198	2.1	5.7	101	219	1.7	6.3	83				
FAMILY FEUD A	4817	530	2.4	11.0	83	238	2.5	4.9	88	293	2.3	6.1	80				
GENERAL HOSPITAL A	8333	1187	5.3	14.2	108	596	6.3	7.2	127	592	4.6	7.1	93				
GOOD MORNING, AMERICA-730 A	5472	599	2.7	10.9	83	251	2.7	4.6	82	347	2.7	6.3	83				
GOOD MORNING, AMERICA-830 A	3965	481	2.2	12.1	92	188	2.0	4.7	84	293	2.3	7.4	97				
GUIDING LIGHT C	7542	961	4.3	12.7	96	454	4.8	6.0	107	507	4.0	6.7	88				
ONE LIFE TO LIVE A	6018	924	4.2	15.4	116	480	5.1	8.0	142	444	3.5	7.4	97				
PRESS YOUR LUCK C	3589	435	2.0	12.1	92	186	2.0	5.2	92	249	2.0	6.9	91				
PRICE IS RIGHT 1 C	7418	913	4.1	12.3	93	352	3.7	4.7	84	561	4.4	7.6	99				
PRICE IS RIGHT 2 C	8276	1049	4.7	12.7	96	429	4.5	5.2	92	620	4.9	7.5	98				
RYAN'S HOPE A	4358	700	3.2	16.1	121	356	3.8	8.2	145	344	2.7	7.9	104				
SALE OF THE CENTURY N	3749	391	1.8	10.4	79	208	2.2	5.5	99	183	1.4	4.9	64				
SEARCH FOR TOMORROW N	2884	468	2.1	16.2	123	182	1.9	6.3	112	287	2.2	10.0	131				
TODAY SHOW 1 N	4869	595	2.7	12.2	92	248	2.6	5.1	91	347	2.7	7.1	94				
TODAY SHOW 2 N	4135	488	2.2	11.8	89	196	2.1	4.7	84	292	2.3	7.1	93				
$25,000 PYRAMID C	4361	544	2.5	12.5	94	232	2.5	5.3	95	312	2.4	7.2	94				
WHEEL OF FORTUNE N	6187	752	3.4	12.2	92	310	3.3	5.0	89	442	3.5	7.1	94				
YOUNG AND THE RESTLESS C	8186	1058	4.8	12.9	98	388	4.1	4.7	84	670	5.2	8.2	108				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	627	2.8	13.3	100	288	3.1	6.1	108	340	2.7	7.2	95				
NBA PLAYOFF GAME -1 C	5127	672	3.0	13.1	99	246	2.6	4.8	85	426	3.3	8.3	109				
NBC MAJOR LEAGUE PRE-GAME N	3945	528	2.4	13.4	101	*234	2.5	5.9	105	*293	2.3	7.4	98				
SPORTSWORLD - SUN N	3370	342	1.5	10.1	77	*145	1.5	4.3	76	*197	1.5	5.8	77				
SUNDAY MORNING C	4200	573	2.6	13.6	103	272	2.9	6.5	115	301	2.4	7.2	94				

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(ADULTS)

			ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	22200	100.0	13.2	100	9436	100.0	5.6	100	12765	100.0	7.6	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	6090	27.4	11.6	88	2684	28.4	5.1	91	3406	26.7	6.5	86				
NETWORK AFFILIATES - LATE		39164	5342	24.1	13.6	103	2449	26.0	6.3	111	2893	22.7	7.4	97				
INDEPENDENTS - LATE		5133	628	2.8	12.2	92	225	2.4	4.4	78	403	3.2	7.9	103				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3019	13.6	13.2	100	1261	13.4	5.5	98	1758	13.8	7.7	101				
ABC MONDAY NIGHT MOVIE	A	11258	1539	6.9	13.7	103	738	7.8	6.6	117	801	6.3	7.1	93				
ABC SUNDAY NIGHT MOVIE	A	23600	3082	13.9	13.1	99	1252	13.3	5.3	94	1830	14.3	7.8	102				
ABC WORLD NEWS TONIGHT	A	12801	1626	7.3	12.7	96	719	7.6	5.6	100	907	7.1	7.1	93				
AFTERMASH	C	10966	1520	6.8	13.9	105	555	5.9	5.1	90	965	7.6	8.8	116				
ALICE	C	17050	2215	10.0	13.0	98	874	9.3	5.1	91	1341	10.5	7.9	103				
AMERICAN PARADE	C	11998	1255	5.7	10.5	79	527	5.6	4.4	78	728	5.7	6.1	80				
BENSON	A	19258	2345	10.6	12.2	92	1117	11.8	5.8	103	1228	9.6	6.4	84				
BLUE THUNDER	A	11478	1316	5.9	11.5	87	500	5.3	4.4	77	817	6.4	7.1	94				
CAGNEY & LACEY	C	18263	2531	11.4	13.9	105	969	10.3	5.3	94	1562	12.2	8.6	112				
CBS EVENING NEWS-DEAN	C	7733	859	3.9	11.1	84	343	3.6	4.4	79	517	4.1	6.7	88				
CBS EVENING NEWS-RATHER	C	15653	1844	8.3	11.8	89	803	8.5	5.1	91	1040	8.1	6.6	87				
CBS SAT. NEWS-SCHIEFFER	C	8744	1022	4.6	11.7	88	469	5.0	5.4	95	553	4.3	6.3	83				
CBS SATURDAY NIGHT MOVIE	C	12000	1584	7.1	13.2	100	749	7.9	6.2	111	834	6.5	6.9	91				
CBS WEDNESDAY NIGHT MOVIE	C	11522	1450	6.5	12.6	95	597	6.3	5.2	92	852	6.7	7.4	97				
CHEERS	N	16818	2432	11.0	14.5	109	1031	10.9	6.1	109	1400	11.0	8.3	109				
DALLAS	C	37510	4832	21.8	12.9	97	2174	23.0	5.8	103	2658	20.8	7.1	93				
DIFF'RENT STROKES	N	11258	1360	6.1	12.1	91	580	6.1	5.2	92	780	6.1	6.9	91				
DOUBLE TROUBLE	N	12248	1638	7.4	13.4	101	820	8.7	6.7	119	818	6.4	6.7	88				
DUCK FACTORY	N	11100	1633	7.4	14.7	111	655	6.9	5.9	105	979	7.7	8.8	116				
DUKES OF HAZZARD	C	12353	1384	6.2	11.2	85	643	6.8	5.2	93	741	5.8	6.0	79				
DYNASTY	A	33279	4515	20.3	13.6	103	1937	20.5	5.8	103	2578	20.2	7.7	102				
FACTS OF LIFE	N	13410	1821	8.2	13.6	103	853	9.0	6.4	113	968	7.6	7.2	95				
FALCON CREST	C	31093	4247	19.1	13.7	103	1856	19.7	6.0	106	2391	18.7	7.7	101				
FALL GUY	A	18649	2588	11.7	13.9	105	1221	12.9	6.5	116	1367	10.7	7.3	96				
FAMILY TIES	N	13101	1805	8.1	13.8	104	751	8.0	5.7	102	1054	8.3	8.0	106				
FANTASY ISLAND	A	13069	1848	8.3	14.1	107	804	8.5	6.2	109	1044	8.2	8.0	105				
FOULUPS,BLEEPS & BLUNDERS	A	16588	2049	9.2	12.4	93	900	9.5	5.4	96	1149	9.0	6.9	91				
FOUR SEASONS	C	9302	1224	5.5	13.2	99	499	5.3	5.4	95	726	5.7	7.8	103				
GIMME A BREAK	N	13955	1809	8.1	13.0	98	816	8.6	5.8	104	993	7.8	7.1	93				
HART TO HART	A	15735	1897	8.5	12.1	91	849	9.0	5.4	96	1048	8.2	6.7	88				
HILL STREET BLUES	N	18257	2508	11.3	13.7	104	1103	11.7	6.0	107	1405	11.0	7.7	101				
HOTEL	A	24236	3263	14.7	13.5	102	1481	15.7	6.1	109	1782	14.0	7.4	97				
JEFFERSONS	C	17010	2274	10.2	13.4	101	928	9.8	5.5	97	1346	10.5	7.9	104				
JENNIFER SLEPT HERE	N	9397	1105	5.0	11.8	89	447	4.7	4.8	85	658	5.2	7.0	92				
KATE & ALLIE	C	16762	2158	9.7	12.9	97	932	9.9	5.6	99	1227	9.6	7.3	96				
KNIGHT RIDER	N	13164	1812	8.2	13.8	104	812	8.6	6.2	110	1000	7.8	7.6	100				
LOVE BOAT	A	20400	2428	10.9	11.9	90	1063	11.3	5.2	93	1365	10.7	6.7	88				
MAGNUM PI	C	22543	2905	13.1	12.9	97	1201	12.7	5.3	95	1705	13.4	7.6	99				
MAMA'S FAMILY	N	9852	1235	5.6	12.5	95	551	5.8	5.6	99	684	5.4	6.9	91				
MASTER, THE	N	8082	1037	4.7	12.8	97	410	4.3	5.1	90	627	4.9	7.8	102				
MATT HOUSTON	A	12881	1759	7.9	13.7	103	797	8.4	6.2	110	962	7.5	7.5	98				
NBC MONDAY NIGHT MOVIE	N	23889	3500	15.8	14.7	111	1408	14.9	5.9	105	2092	16.4	8.8	115				
NBC NIGHTLY NEWS	N	11156	1207	5.4	10.8	82	487	5.2	4.4	78	720	5.6	6.5	85				
NBC NIGHTLY NEWS-SAT	N	7363	880	4.0	12.0	90	335	3.6	4.5	81	545	4.3	7.4	97				
NBC NIGHTLY NEWS-SUN	N	6214	745	3.4	12.0	91	340	3.6	5.5	97	405	3.2	6.5	86				
NBC SUNDAY NIGHT MOVIE	N	17590	2558	11.5	14.5	110	1248	13.2	7.1	126	1310	10.3	7.4	98				
NEWHART	C	16740	2141	9.6	12.8	97	925	9.8	5.5	98	1216	9.5	7.3	95				
ONE DAY AT A TIME	C	11820	1623	7.3	13.7	104	644	6.8	5.4	97	979	7.7	8.3	109				
PEOPLE ARE FUNNY	N	9138	1053	4.7	11.5	87	420	4.5	4.6	82	633	5.0	6.9	91				
REAL PEOPLE	N	15979	1873	8.4	11.7	89	779	8.3	4.9	87	1094	8.6	6.8	90				
REMINGTON STEELE	N	14395	1977	8.9	13.7	104	937	9.9	6.5	116	1040	8.1	7.2	95				
RIPLEY'S BELIEVE IT - NOT	A	11362	1513	6.8	13.3	101	553	5.9	4.9	87	960	7.5	8.4	111				
RIPTIDE	N	13920	1876	8.5	13.5	102	799	8.5	5.7	102	1077	8.4	7.7	102				
SCARECROW & MRS. KING	C	17571	2149	9.7	12.2	92	804	8.5	4.6	81	1345	10.5	7.7	101				
SIMON & SIMON	C	20208	2492	11.2	12.3	93	1079	11.4	5.3	95	1412	11.1	7.0	92				
60 MINUTES	C	27668	3042	13.7	11.0	83	1316	13.9	4.8	85	1725	13.5	6.2	82				
ST. ELSEWHERE	N	13699	1973	8.9	14.4	109	922	9.8	6.7	120	1051	8.2	7.7	101				
THREE'S COMPANY	A	20632	2739	12.3	13.3	100	1167	12.4	5.7	101	1571	12.3	7.6	100				
T.J. HOOKER	A	17136	2096	9.4	12.2	92	936	9.9	5.5	97	1160	9.1	6.8	89				
TONIGHT SHOW	N	4963	679	3.1	13.7	103	319	3.4	6.4	114	360	2.8	7.3	95				
TRAPPER JOHN, M.D.	C	16332	2103	9.5	12.9	97	882	9.3	5.4	96	1221	9.6	7.5	98				
TV BLOOPERS & PRAC. JOKES	N	18881	2577	11.6	13.6	103	1000	10.6	5.3	94	1577	12.4	8.4	110				
20/20	A	18315	2336	10.5	12.8	96	1055	11.2	5.8	102	1282	10.0	7.0	92				
WEBSTER	A	18722	2320	10.5	12.4	94	1051	11.1	5.6	100	1269	9.9	6.8	89				
WORLD NEWS - SUN	A	5327	583	2.6	10.9	83	277	2.9	5.2	92	306	2.4	5.7	75				
YELLOW ROSE	N	8370	982	4.4	11.7	89	453	4.8	5.4	96	530	4.2	6.3	83				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3227	14.5	12.5	94	1551	16.4	6.0	107	1676	13.1	6.5	85				
BASKETBALL - COLLEGE GAMES		14468	2008	9.0	13.9	105	855	9.1	5.9	105	1153	9.0	8.0	105				
BASKETBALL - PRO GAMES		12124	1580	7.1	13.0	98	794	8.4	6.5	116	786	6.2	6.5	85				
BOWLING		9412	1254	5.6	13.3	101	569	6.0	6.0	107	685	5.4	7.3	96				
BOXING		15409	2265	10.2	14.7	111	1075	11.4	7.0	124	1190	9.3	7.7	101				
FOOTBALL - COLLEGE GAMES		21400	2808	12.6	13.1	99	1332	14.1	6.2	111	1477	11.6	6.9	91				
FOOTBALL - PRO GAMES		35944	5246	23.6	14.6	110	2264	24.0	6.3	112	2982	23.4	8.3	109				
GOLF		9759	1412	6.4	14.5	109	777	8.2	8.0	142	635	5.0	6.5	85				
POST-SEASON COLL. FOOTBALL		18123	2602	11.7	14.4	108	1085	11.5	6.0	106	1517	11.9	8.4	110				
POST-SEASON PRO FOOTBALL		22091	3072	13.8	13.9	105	1267	13.4	5.7	102	1805	14.1	8.2	107				
TENNIS		6764	970	4.4	14.3	108	*315	3.3	4.7	83	655	5.1	9.7	127				
WRESTLING - PROFESSIONAL		9695	1438	6.5	14.8	112	699	7.4	7.2	128	739	5.8	7.6	100				

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	.D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	9354	100.0	11.8	100	4080	100.0	5.1	100	5274	100.0	6.7	100				
HOUSEHOLD HEADS	66405	7248	77.5	10.9	92	3126	76.6	4.7	91	4123	78.2	6.2	93				
18 - 24	13945	2313	24.7	16.6	141	1043	25.6	7.5	145	1270	24.1	9.1	137				
25 - 34	19334	2814	30.1	14.6	123	1289	31.6	6.7	130	1525	28.9	7.9	119				
35 - 44	14196	1874	20.0	13.2	112	858	21.0	6.0	117	1016	19.3	7.2	108				
45 - 54	10896	906	9.7	8.3	70	*331	8.1	3.0	59	575	10.9	5.3	79				
55 - 64	10378	712	7.6	6.9	58	*262	6.4	2.5	49	*451	8.6	4.3	65				
65 OR OLDER	10514	735	7.9	7.0	59	*298	7.3	2.8	55	*437	8.3	4.2	62				
18 - 34	33279	5126	54.8	15.4	131	2332	57.2	7.0	136	2795	53.0	8.4	126				
18 - 49	52904	7451	79.7	14.1	119	3367	82.5	6.4	124	4085	77.5	7.7	116				
25 - 54	44426	5594	59.8	12.6	107	2478	60.7	5.6	108	3116	59.1	7.0	105				
35 - 49	19625	2325	24.9	11.8	100	1035	25.4	5.3	102	1290	24.5	6.6	99				
50 OR OLDER	26359	1902	20.3	7.2	61	713	17.5	2.7	53	1190	22.6	4.5	68				
GRADUATED COLLEGE	15982	2075	22.2	13.0	110	734	18.0	4.6	89	1341	25.4	8.4	126				
ATTENDED COLLEGE	13629	1816	19.4	13.3	113	826	20.2	6.1	118	990	18.8	7.3	109				
GRADUATED HIGH SCHOOL	28591	3403	36.4	11.9	101	1468	36.0	5.1	100	1935	36.7	6.8	102				
DID NOT GRADUATE HIGH SCHOOL	21061	2060	22.0	9.8	83	1052	25.8	5.0	97	1008	19.1	4.8	72				
EMPLOYED FULL-TIME	52316	6526	69.8	12.5	106	2824	69.2	5.4	105	3702	70.2	7.1	106				
EMPLOYED PART-TIME	4113	*468	5.0	11.4	96	**233	5.7	5.7	110	**235	4.5	5.7	86				
NOT EMPLOYED	22834	2360	25.2	10.3	88	1023	25.1	4.5	87	1337	25.4	5.9	88				
PROFESSIONAL/MANAGER	15034	1943	20.8	12.9	110	742	18.2	4.9	96	1201	22.8	8.0	120				
TECH/CLERICAL/SALES	11255	1357	14.5	12.1	102	489	12.0	4.3	84	868	16.5	7.7	116				
PRECISION/CRAFT	11607	1317	14.1	11.3	96	580	14.2	5.0	97	738	14.0	6.4	96				
OTHER EMPLOYED	18534	2377	25.4	12.8	109	1247	30.6	6.7	131	1130	21.4	6.1	92				
SINGLE	19562	2991	32.0	15.3	130	1427	35.0	7.3	142	1564	29.7	8.0	120				
MARRIED	51896	5418	57.9	10.4	88	2183	53.5	4.2	82	3235	61.3	6.2	94				
DIVORCED/SEPARATED/WIDOWED	7804	945	10.1	12.1	103	*470	11.5	6.0	117	*475	9.0	6.1	91				
PARENTS	25372	3598	38.5	14.2	120	1510	37.0	6.0	116	2088	39.6	8.2	124				
WHITE	69658	7780	83.2	11.2	95	3133	76.8	4.5	87	4647	88.1	6.7	100				
BLACK	7909	1327	14.2	16.8	142	842	20.6	10.6	207	485	9.2	6.1	92				
OTHER	1696	**247	2.6	14.6	123	**105	2.6	6.2	120	**142	2.7	8.4	126				
NORTHEAST-CENSUS	17202	2226	23.8	12.9	110	915	22.4	5.3	103	1312	24.9	7.6	115				
NORTH CENTRAL	20461	2352	25.1	11.5	97	1090	26.7	5.3	103	1262	23.9	6.2	93				
SOUTH	26695	3081	32.9	11.5	98	1350	33.1	5.1	98	1731	32.8	6.5	97				
WEST	14906	1695	18.1	11.4	96	725	17.8	4.9	94	969	18.4	6.5	98				
NORTHEAST-MKTG.	17962	2058	22.0	11.5	97	847	20.8	4.7	92	1211	23.0	6.7	101				
EAST CENTRAL	11741	1239	13.2	10.6	89	513	12.6	4.4	85	726	13.8	6.2	93				
WEST CENTRAL	13518	1829	19.6	13.5	115	857	21.0	6.3	123	972	18.4	7.2	108				
SOUTH	23168	2810	30.0	12.1	103	1258	30.8	5.4	105	1551	29.4	6.7	101				
PACIFIC	12874	1418	15.2	11.0	93	604	14.8	4.7	91	814	15.4	6.3	95				
COUNTY SIZE A	32596	4009	42.9	12.3	104	1787	43.8	5.5	107	2222	42.1	6.8	102				
COUNTY SIZE B	23814	3050	32.6	12.8	109	1286	31.5	5.4	105	1764	33.4	7.4	111				
COUNTY SIZE C	12663	1279	13.7	10.1	86	*597	14.6	4.7	92	683	13.0	5.4	81				
COUNTY SIZE D	10190	1016	10.9	10.0	84	*410	10.0	4.0	78	*606	11.5	5.9	89				
METRO CENTRAL CITY	23190	3563	38.1	15.4	130	1742	42.7	7.5	146	1821	34.5	7.9	118				
METRO SUBURBAN	36920	3965	42.4	10.7	91	1564	38.3	4.2	82	2400	45.5	6.5	98				
NON METRO	19152	1826	19.5	9.5	81	773	18.9	4.0	78	1053	20.0	5.5	83				
TOP 5 ADI'S	18703	2428	26.0	13.0	110	1220	29.9	6.5	127	1208	22.9	6.5	97				
TOP 10 ADI'S	26158	3033	32.4	11.6	98	1461	35.8	5.6	109	1571	29.8	6.0	90				
TOP 20 ADI'S	36612	4347	46.5	11.9	101	1952	47.8	5.3	104	2395	45.4	6.5	98				
HSHLD INC. $50,000 OR MORE	9326	809	8.6	8.7	74	*287	7.0	3.1	60	521	9.9	5.6	84				
$40,000 OR MORE	18002	1979	21.2	11.0	93	825	20.2	4.6	89	1154	21.9	6.4	96				
$30,000 OR MORE	31361	3747	40.1	11.9	101	1529	37.5	4.9	95	2218	42.1	7.1	106				
$25,000 OR MORE	39858	4794	51.3	12.0	102	1912	46.9	4.8	93	2882	54.6	7.2	109				
$20,000 - $24,999	8664	938	10.0	10.8	92	*437	10.7	5.0	98	*501	9.5	5.8	87				
$15,000 - $19,999	7964	792	8.5	9.9	84	*335	8.2	4.2	82	*457	8.7	5.7	86				
$10,000 - $14,999	11093	1452	15.5	13.1	111	741	18.2	6.7	130	711	13.5	6.4	96				
UNDER $10,000	11683	1378	14.7	11.8	100	655	16.1	5.6	109	723	13.7	6.2	93				
HOUSEHOLD OF 1 PERSON	7453	666	7.1	8.9	76	351	8.6	4.7	91	315	6.0	4.2	64				
2 PEOPLE	24757	2225	23.8	9.0	76	911	22.3	3.7	71	1314	24.9	5.3	80				
3 OR 4 PEOPLE	32682	4342	46.4	13.3	113	1809	44.3	5.5	108	2533	48.0	7.8	116				
5 OR MORE PEOPLE	14370	2121	22.7	14.8	125	1009	24.7	7.0	136	1112	21.1	7.7	116				
NO CHILD IN HSHLD	46768	4330	46.3	9.3	78	1725	42.3	3.7	72	2605	49.4	5.6	84				
CHILD(REN) UNDER 2 YRS	4799	613	6.6	12.8	108	**214	5.2	4.5	87	*399	7.6	8.3	125				
2 - 5 YEARS	11125	1723	18.4	15.5	131	664	16.3	6.0	116	1059	20.1	9.5	143				
6 - 11 YEARS	14193	2348	25.1	16.5	140	1065	26.1	7.5	146	1283	24.3	9.0	136				
12 - 17 YEARS	17402	2541	27.2	14.6	124	1443	35.4	8.3	161	1098	20.8	6.3	95				
RESIDENCE OWNED	56398	6079	65.0	10.8	91	2431	59.6	4.3	84	3648	69.2	6.5	97				
VALUE: $50,000 OR MORE	34811	3720	39.8	10.7	91	1521	37.3	4.4	85	2200	41.7	6.3	95				
VALUE: UNDER $50,000	21587	2359	25.2	10.9	93	910	22.3	4.2	82	1449	27.5	6.7	101				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL MALES		79263	9354	100.0	11.8	100	4080	100.0	5.1	100	5274	100.0	6.7	100				
MAGAZINES	QUINTILE 1	16033	2350	25.1	14.7	124	1044	25.6	6.5	127	1306	24.8	8.1	122				
	QUINTILE 2	15354	1843	19.7	12.0	102	822	20.1	5.4	104	1021	19.4	6.6	100				
	QUINTILE 3	15888	1638	17.5	10.3	87	627	15.4	3.9	77	1011	19.2	6.4	96				
	QUINTILE 4	17310	2068	22.1	11.9	101	914	22.4	5.3	103	1154	21.9	6.7	100				
	QUINTILE 5	14677	1455	15.6	9.9	84	673	16.5	4.6	89	782	14.8	5.3	80				
NEWSPAPERS	QUINTILE 1	15277	1767	18.9	11.6	98	783	19.2	5.1	100	984	18.7	6.4	97				
	QUINTILE 2	22745	2502	26.7	11.0	93	1028	25.2	4.5	88	1474	27.9	6.5	97				
	QUINTILE 3	10692	1361	14.5	12.7	108	637	15.6	6.0	116	724	13.7	6.8	102				
	QUINTILE 4	11646	1440	15.4	12.4	105	661	16.2	5.7	110	779	14.8	6.7	101				
	QUINTILE 5	18903	2284	24.4	12.1	102	971	23.8	5.1	100	1313	24.9	6.9	104				
OUTDOOR	QUINTILE 1	16620	2242	24.0	13.5	114	831	20.4	5.0	97	1411	26.8	8.5	128				
	QUINTILE 2	16377	2010	21.5	12.3	104	803	19.7	4.9	95	1207	22.9	7.4	111				
	QUINTILE 3	15995	1801	19.3	11.3	95	898	22.0	5.6	109	903	17.1	5.6	85				
	QUINTILE 4	15592	1915	20.5	12.3	104	834	20.4	5.3	104	1081	20.5	6.9	104				
	QUINTILE 5	14679	1386	14.8	9.4	80	714	17.5	4.9	94	671	12.7	4.6	69				
RADIO-DRIVE TIME	QUINTILE 1	15746	2027	21.7	12.9	109	809	19.8	5.1	100	1218	23.1	7.7	116				
	QUINTILE 2	15067	1918	20.5	12.7	108	738	18.1	4.9	95	1180	22.4	7.8	118				
	QUINTILE 3	15631	1758	18.8	11.2	95	861	21.1	5.5	107	897	17.0	5.7	86				
	QUINTILE 4	16245	2068	22.1	12.7	108	958	23.5	5.9	115	1110	21.0	6.8	103				
	QUINTILE 5	16573	1583	16.9	9.6	81	713	17.5	4.3	84	870	16.5	5.2	79				
RADIO-MID-DAY	TERCILE 1	21788	2764	29.5	12.7	107	997	24.4	4.6	89	1768	33.5	8.1	122				
	TERCILE 2	21151	2526	27.0	11.9	101	1247	30.6	5.9	115	1280	24.3	6.1	91				
	TERCILE 3	36323	4064	43.4	11.2	95	1837	45.0	5.1	98	2227	42.2	6.1	92				
RADIO-TOTAL	QUINTILE 1	15977	2108	22.5	13.2	112	704	17.3	4.4	86	1404	26.6	8.8	132				
	QUINTILE 2	15923	1975	21.1	12.4	105	886	21.7	5.6	108	1090	20.7	6.8	103				
	QUINTILE 3	14980	1713	18.3	11.4	97	681	16.7	4.5	88	1032	19.6	6.9	104				
	QUINTILE 4	17123	2118	22.6	12.4	105	1131	27.7	6.6	128	987	18.7	5.8	87				
	QUINTILE 5	15260	1440	15.4	9.4	80	679	16.6	4.4	86	761	14.4	5.0	75				
TV-PRIME TIME	QUINTILE 1	15674	1927	20.6	12.3	104	791	19.4	5.0	98	1136	21.5	7.2	109				
	QUINTILE 2	15944	1901	20.3	11.9	101	844	20.7	5.3	103	1057	20.0	6.6	100				
	QUINTILE 3	16037	1920	20.5	12.0	101	862	21.1	5.4	104	1057	20.0	6.6	99				
	QUINTILE 4	15412	1615	17.3	10.5	89	714	17.5	4.6	90	901	17.1	5.8	88				
	QUINTILE 5	16194	1991	21.3	12.3	104	868	21.3	5.4	104	1123	21.3	6.9	104				
TV-DAYTIME	TERCILE 1	19156	2154	23.0	11.2	95	995	24.4	5.2	101	1159	22.0	6.1	91				
	TERCILE 2	19343	2160	23.1	11.2	95	938	23.0	4.8	94	1222	23.2	6.3	95				
	TERCILE 3	40764	5039	53.9	12.4	105	2146	52.6	5.3	102	2893	54.9	7.1	107				
TV-TOTAL	QUINTILE 1	15844	1935	20.7	12.2	103	860	21.1	5.4	105	1075	20.4	6.8	102				
	QUINTILE 2	15767	1737	18.6	11.0	93	823	20.2	5.2	101	914	17.3	5.8	87				
	QUINTILE 3	15775	1837	19.6	11.6	99	790	19.4	5.0	97	1047	19.9	6.6	100				
	QUINTILE 4	15903	1728	18.5	10.9	92	725	17.8	4.6	89	1004	19.0	6.3	95				
	QUINTILE 5	15974	2116	22.6	13.2	112	882	21.6	5.5	107	1234	23.4	7.7	116				
MAGAZINES-NEWSPAPERS: DUAL		21225	2871	30.7	13.5	115	1185	29.0	5.6	108	1685	31.9	7.9	119				
MAGAZINE IMPERATIVE		17728	2292	24.5	12.9	110	1042	25.5	5.9	114	1250	23.7	7.1	106				
NEWSPAPER IMPERATIVE		22987	2088	22.3	9.1	77	928	22.7	4.0	78	1160	22.0	5.0	76				
MAGAZINES-OUTDOOR: DUAL		16244	2341	25.0	14.4	122	926	22.7	5.7	111	1415	26.8	8.7	131				
MAGAZINE IMPERATIVE		24016	2744	29.3	11.4	97	1327	32.5	5.5	107	1417	26.9	5.9	89				
OUTDOOR IMPERATIVE		26020	2933	31.4	11.3	96	1231	30.2	4.7	92	1702	32.3	6.5	98				
MAGAZINES-RADIO: DUAL		16918	2274	24.3	13.4	114	942	23.1	5.6	108	1332	25.3	7.9	118				
MAGAZINE IMPERATIVE		23456	2822	30.2	12.0	102	1275	31.3	5.4	106	1547	29.3	6.6	99				
RADIO IMPERATIVE		23900	2842	30.4	11.9	101	1048	25.7	4.4	85	1795	34.0	7.5	113				
MAGAZINES-TELEVISION: DUAL		15791	1967	21.0	12.5	106	916	22.5	5.8	113	1052	19.9	6.7	100				
MAGAZINE IMPERATIVE		25476	3145	33.6	12.3	105	1296	31.8	5.1	99	1849	35.1	7.3	109				
TELEVISION IMPERATIVE		25744	2676	28.6	10.4	88	1157	28.4	4.5	87	1519	28.8	5.9	89				
NEWSPAPERS-OUTDOOR: DUAL		17628	2188	23.4	12.4	105	745	18.3	4.2	82	1443	27.4	8.2	123				
NEWSPAPER IMPERATIVE		26414	2794	29.9	10.6	90	1391	34.1	5.3	102	1403	26.6	5.3	80				
OUTDOOR IMPERATIVE		23059	3040	32.5	13.2	112	1373	33.7	6.0	116	1668	31.6	7.2	109				
NEWSPAPERS-RADIO: DUAL		17996	2131	22.8	11.8	100	868	21.3	4.8	94	1263	23.9	7.0	105				
NEWSPAPER IMPERATIVE		26269	2868	30.7	10.9	93	1325	32.5	5.0	98	1542	29.2	5.9	88				
RADIO IMPERATIVE		21342	2813	30.1	13.2	112	1014	24.9	4.8	92	1800	34.1	8.4	127				
NEWSPAPERS-TELEVISION: DUAL		17359	1988	21.3	11.5	97	820	20.1	4.7	92	1168	22.1	6.7	101				
NEWSPAPER IMPERATIVE		26889	3093	33.1	11.5	97	1303	31.9	4.8	94	1790	33.9	6.7	100				
TELEVISION IMPERATIVE		21698	2614	27.9	12.0	102	1241	30.4	5.7	111	1373	26.0	6.3	95				
OUTDOOR-RADIO: DUAL		16456	2160	23.1	13.1	111	655	16.1	4.0	77	1505	28.5	9.1	137				
OUTDOOR IMPERATIVE		25870	3066	32.8	11.9	100	1483	36.3	5.7	111	1582	30.0	6.1	92				
RADIO IMPERATIVE		23943	2821	30.2	11.8	100	1282	31.4	5.4	104	1539	29.2	6.4	97				
OUTDOOR-TELEVISION: DUAL		15918	2082	22.3	13.1	111	886	21.7	5.6	108	1196	22.7	7.5	113				
OUTDOOR IMPERATIVE		26398	3325	35.5	12.6	107	1308	32.1	5.0	96	2016	38.2	7.6	115				
TELEVISION IMPERATIVE		24851	2553	27.3	10.3	87	1219	29.9	4.9	95	1335	25.3	5.4	81				
RADIO-TELEVISION: DUAL		15584	1806	19.3	11.6	98	752	18.4	4.8	94	1054	20.0	6.8	102				
RADIO IMPERATIVE		25472	3265	34.9	12.8	109	1233	30.2	4.8	94	2031	38.5	8.0	120				
TELEVISION IMPERATIVE		25578	2947	31.5	11.5	98	1457	35.7	5.7	111	1490	28.3	5.8	88				

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	9354	100.0	11.8	100	4080	100.0	5.1	100	5274	100.0	6.7	100				
ATLANTIC MONTHLY	452	**51	0.5	11.3	96	**37	0.9	8.2	159	**13	0.2	2.9	43				
BARRON'S	1058	**126	1.3	11.9	101	**40	1.0	3.8	73	**86	1.6	8.1	122				
BETTER HOMES & GARDENS	4773	643	6.9	13.5	114	*269	6.6	5.6	109	373	7.1	7.8	117				
BON APPETIT	1037	*220	2.4	21.2	180	**87	2.1	8.4	163	**133	2.5	12.8	193				
BUSINESS WEEK	3193	362	3.9	11.3	96	*155	3.8	4.9	94	*207	3.9	6.5	97				
CAR AND DRIVER	2705	355	3.8	13.1	111	*157	3.8	5.8	113	*198	3.8	7.3	110				
CBS MAGAZINE NETWORK (GROSS)	5678	831	8.9	14.6	124	397	9.7	7.0	136	434	8.2	7.6	115				
CHANGING TIMES	1847	*214	2.3	11.6	98	**53	1.3	2.9	56	**162	3.1	8.8	132				
COLONIAL HOMES	492	**83	0.9	16.9	143	**36	0.9	7.3	142	**48	0.9	9.8	147				
CONDE NAST MAG. PKG. (GROSS)	2066	*367	3.9	17.8	151	**167	4.1	8.1	157	**199	3.8	9.6	145				
CONSUMERS DIGEST	1719	*237	2.5	13.8	117	**115	2.8	6.7	130	**122	2.3	7.1	107				
COSMOPOLITAN	1762	*248	2.7	14.1	119	**128	3.1	7.3	141	**121	2.3	6.9	103				
COUNTRY LIVING	1110	*158	1.7	14.2	121	**53	1.3	4.8	93	**105	2.0	9.5	142				
CUISINE	660	**69	0.7	10.5	89	**27	0.7	4.1	79	**42	0.8	6.4	96				
CYCLE WORLD	1924	*281	3.0	14.6	124	**139	3.4	7.2	140	**142	2.7	7.4	111				
DCI:CREATIVE IDEAS FOR LIV	437	**72	0.8	16.5	140	**22	0.5	5.0	98	**50	0.9	11.4	172				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	371	4.0	14.9	126	**113	2.8	4.5	88	*257	4.9	10.3	155				
DISCOVER	1279	*227	2.4	17.7	150	**89	2.2	7.0	135	**139	2.6	10.9	163				
EBONY	2898	529	5.7	18.3	155	350	8.6	12.1	235	*179	3.4	6.2	93				
ESQUIRE	1384	*200	2.1	14.5	122	**54	1.3	3.9	76	*146	2.8	10.5	159				
ESSENCE	850	*222	2.4	26.1	221	**106	2.6	12.5	242	**116	2.2	13.6	205				
FAMILY CIRCLE	2430	311	3.3	12.8	108	**152	3.7	6.3	122	*159	3.0	6.5	98				
THE FAMILY HANDYMAN	2356	*223	2.4	9.5	80	**66	1.6	2.8	54	**156	3.0	6.6	100				
FAMILY WEEKLY	11533	1140	12.2	9.9	84	573	14.0	5.0	97	567	10.8	4.9	74				
FIELD & STREAM	7444	1129	12.1	15.2	129	488	12.0	6.6	127	641	12.2	8.6	129				
FOOD & WINE	416	**51	0.5	12.3	104	**17	0.4	4.1	79	**34	0.6	8.2	123				
FORBES	1865	*184	2.0	9.9	84	**43	1.1	2.3	45	*141	2.7	7.6	114				
FORTUNE	1849	234	2.5	12.7	107	**52	1.3	2.8	55	*182	3.5	9.8	148				
GENTLEMEN'S QUARTERLY	2284	409	4.4	17.9	152	*168	4.1	7.4	143	*241	4.6	10.6	159				
GLAMOUR	538	**113	1.2	21.0	178	**66	1.6	12.3	238	**48	0.9	8.9	134				
GOLF DIGEST	1649	*174	1.9	10.6	89	**82	2.0	5.0	97	**92	1.7	5.6	84				
GOLF DIGEST/TENNIS (GROSS)	2294	252	2.7	11.0	93	**99	2.4	4.3	84	*152	2.9	6.6	100				
GOLF MAGAZINE	1577	*172	1.8	10.9	92	**71	1.7	4.5	87	**102	1.9	6.5	97				
GOLF MAGAZINE/SKI (GROSS)	2487	299	3.2	12.0	102	*130	3.2	5.2	102	*169	3.2	6.8	102				
GOOD HOUSEKEEPING	2569	375	4.0	14.6	124	*150	3.7	5.8	113	*225	4.3	8.8	132				
HARPER'S BAZAAR	431	**12	0.1	2.8	24	**2	0.0	0.5	9	**10	0.2	2.3	35				
HEALTH	788	**120	1.3	15.2	129	**71	1.7	9.0	175	**49	0.9	6.2	93				
HEARST MAG CORP. BUY (GROSS)	18781	2720	29.1	14.5	123	1178	28.9	6.3	122	1542	29.2	8.2	123				
HEARST MAN POWER (GROSS)	9169	1408	15.1	15.4	130	600	14.7	6.5	127	808	15.3	8.8	132				
HEARST WOMAN POWER (GROSS)	5452	748	8.0	13.7	116	311	7.6	5.7	111	437	8.3	8.0	120				
HOUSE BEAUTIFUL	1020	*189	2.0	18.5	157	**125	3.1	12.3	238	**63	1.2	6.2	93				
INC.	993	**142	1.5	14.3	121	**25	0.6	2.5	49	**117	2.2	11.8	177				
JET	2808	646	6.9	23.0	195	390	9.6	13.9	270	*256	4.9	9.1	137				
LADIES' HOME JOURNAL	1868	*174	1.9	9.3	79	**108	2.6	5.8	112	**66	1.3	3.5	53				
LHJ FAMILY GRP COMBO(GROSS)	3582	431	4.6	12.0	102	*265	6.5	7.4	144	*166	3.1	4.6	70				
LIFE	4817	720	7.7	14.9	127	333	8.2	6.9	134	387	7.3	8.0	121				
L.A. TIMES HOME MAGAZINE	1465	*156	1.7	10.6	90	**47	1.2	3.2	62	**109	2.1	7.4	112				
MADEMOISELLE	460	**55	0.6	12.0	101	**43	1.1	9.3	182	**12	0.2	2.6	39				
MC CALL'S	1764	*181	1.9	10.3	87	**49	1.2	2.8	54	*132	2.5	7.5	112				
MC CALL'S/WRK MOTHER (GROSS)	2062	269	2.9	13.0	111	**78	1.9	3.8	73	*192	3.6	9.3	140				
MECHANIX ILLUSTRATED	3625	448	4.8	12.4	105	*167	4.1	4.6	89	*281	5.3	7.8	117				
METROPOLITAN HOME	495	**46	0.5	9.3	79	**38	0.9	7.7	149	**8	0.2	1.6	24				
MONEY	3017	552	5.9	18.3	155	*182	4.5	6.0	117	370	7.0	12.3	184				
MOTHER EARTH NEWS	1203	*231	2.5	19.2	163	**81	2.0	6.7	131	*150	2.8	12.5	187				
MS.	*257	**66	0.7	25.7	218	**61	1.5	23.7	461	**5	0.1	1.9	29				
NATIONAL ENQUIRER	6921	985	10.5	14.2	121	452	11.1	6.5	127	533	10.1	7.7	116				
NATIONAL GEOGRAPHIC	11626	1513	16.2	13.0	110	680	16.7	5.8	114	832	15.8	7.2	108				
NATIONAL SUNDAY MAGAZINE PKG	49424	5918	63.3	12.0	101	2592	63.5	5.2	102	3325	63.0	6.7	101				
NATURAL HISTORY	753	*178	1.9	23.6	200	**60	1.5	8.0	155	**118	2.2	15.7	236				
NEW WOMAN	*296	**84	0.9	28.4	240	**60	1.5	20.3	394	**24	0.5	8.1	122				
NEW YORK INCLUDING CUE	541	**60	0.6	11.1	94	**27	0.7	5.0	97	**33	0.6	6.1	92				
THE NEW YORKER	1078	**104	1.1	9.6	82	**34	0.8	3.2	61	**70	1.3	6.5	98				
NEWSWEEK	9602	1229	13.1	12.8	108	493	12.1	5.1	100	736	14.0	7.7	115				
THE N.Y. TIMES DAILY EDITION	1376	*133	1.4	9.7	82	**46	1.1	3.3	65	*87	1.6	6.3	95				
THE N.Y. TIMES MAGAZINE	2110	238	2.5	11.3	96	*117	2.9	5.5	108	*122	2.3	5.8	87				
OMNI	1927	*360	3.8	18.7	158	**112	2.7	5.8	113	*248	4.7	12.9	193				
ON CABLE	911	*131	1.4	14.4	122	**24	0.6	2.6	51	**107	2.0	11.7	177				
1001 HOME IDEAS	927	**137	1.5	14.8	125	**86	2.1	9.3	180	**51	1.0	5.5	83				
ORGANIC GARDENING	1430	*190	2.0	13.3	113	**79	1.9	5.5	107	**111	2.1	7.8	117				
OUTDOOR LIFE	4064	555	5.9	13.7	116	*248	6.1	6.1	119	307	5.8	7.6	114				
PARADE MAGAZINE	24538	3326	35.6	13.6	115	1393	34.1	5.7	110	1933	36.7	7.9	118				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	9354	100.0	11.8	100	4080	100.0	5.1	100	5274	100.0	6.7	100				
PARENTS	1126	*194	2.1	17.2	146	**77	1.9	6.8	133	**117	2.2	10.4	156				
PENTHOUSE	4157	801	8.6	19.3	163	348	8.5	8.4	163	452	8.6	10.9	163				
PEOPLE	7591	1081	11.6	14.2	121	431	10.6	5.7	110	651	12.3	8.6	129				
PLAYBOY	8379	1464	15.7	17.5	148	597	14.6	7.1	138	868	16.5	10.4	156				
POPULAR HOT RODDING	2110	*286	3.1	13.6	115	**195	4.8	9.2	180	**91	1.7	4.3	65				
POPULAR MECHANICS	4850	680	7.3	14.0	119	274	6.7	5.6	110	407	7.7	8.4	126				
POPULAR SCIENCE	3397	552	5.9	16.2	138	*218	5.3	6.4	125	334	6.3	9.8	148				
PREVENTION	1720	*188	2.0	10.9	93	**24	0.6	1.4	27	*164	3.1	9.5	143				
PSYCHOLOGY TODAY	1344	*165	1.8	12.3	104	**31	0.8	2.3	45	**135	2.6	10.0	151				
READER'S DIGEST	16016	2026	21.7	12.6	107	830	20.3	5.2	101	1196	22.7	7.5	112				
REDBOOK	1121	**125	1.3	11.2	94	**34	0.8	3.0	59	**91	1.7	8.1	122				
ROAD & TRACK	2161	*320	3.4	14.8	125	*198	4.9	9.2	178	**122	2.3	5.6	85				
ROLLING STONE	1948	282	3.0	14.5	123	**65	1.6	3.3	65	*218	4.1	11.2	168				
RUNNER'S WORLD	899	**84	0.9	9.3	79	**33	0.8	3.7	71	**51	1.0	5.7	85				
SATURDAY EVENING POST	841	**95	1.0	11.3	96	**14	0.3	1.7	32	**81	1.5	9.6	145				
SCIENCE 84	841	*146	1.6	17.4	147	**61	1.5	7.3	141	**86	1.6	10.2	154				
SCIENCE DIGEST	1194	*217	2.3	18.2	154	**101	2.5	8.5	164	**116	2.2	9.7	146				
SCIENTIFIC AMERICAN	1379	*172	1.8	12.5	106	**59	1.4	4.3	83	**113	2.1	8.2	123				
SELF	436	**105	1.1	24.1	204	**35	0.9	8.0	156	**71	1.3	16.3	245				
SEVENTEEN	614	**98	1.0	16.0	135	**61	1.5	9.9	193	**38	0.7	6.2	93				
SKI	910	*127	1.4	14.0	118	**59	1.4	6.5	126	**68	1.3	7.5	112				
SMITHSONIAN	2937	351	3.8	12.0	101	*153	3.8	5.2	101	*199	3.8	6.8	102				
SOAP OPERA DIGEST	545	**58	0.6	10.6	90	**30	0.7	5.5	107	**28	0.5	5.1	77				
SOUTHERN LIVING	2054	*299	3.2	14.6	123	**91	2.2	4.4	86	*207	3.9	10.1	151				
SPORT	2799	603	6.4	21.5	183	349	8.6	12.5	242	*254	4.8	9.1	136				
THE SPORTING NEWS	1938	357	3.8	18.4	156	**140	3.4	7.2	140	*217	4.1	11.2	168				
SPORTS AFIELD	3125	511	5.5	16.4	139	*226	5.5	7.2	140	*285	5.4	9.1	137				
SPORTS ILLUSTRATED	11159	1416	15,1	12.7	108	579	14.2	5.2	101	837	15.9	7.5	113				
STAR	4095	554	5.9	13.5	115	*264	6.5	6.4	125	290	5.5	7.1	106				
SUNDAY	25169	2884	30.8	11.5	97	1182	29.0	4.7	91	1702	32.3	6.8	102				
SUNSET	1294	**103	1.1	8.0	67	**59	1.4	4.6	89	**44	0.8	3.4	51				
TV GUIDE	18508	2234	23.9	12.1	102	1083	26.5	5.9	114	1152	21.8	6.2	94				
TENNIS	645	**78	0.8	12.1	102	**17	0.4	2.6	51	**61	1.2	9.5	142				
TIME	12124	1562	16.7	12.9	109	711	17.4	5.9	114	851	16.1	7.0	105				
TOWN & COUNTRY	493	**73	0.8	14.8	125	**39	1.0	7.9	154	**34	0.6	6.9	104				
TRAVEL & LEISURE	1122	*181	1.9	16.1	137	**36	0.9	3.2	62	*146	2.8	13.0	196				
TRUE STORY	690	**110	1.2	15.9	135	**26	0.6	3.8	73	**84	1.6	12.2	183				
U.S.NEWS & WORLD REPORT	6571	831	8.9	12.6	107	349	8.6	5.3	103	482	9.1	7.3	110				
USA TODAY	3120	488	5.2	15.6	133	*174	4.3	5.6	108	313	5.9	10.0	151				
US	1315	*227	2.4	17.3	146	**72	1.8	5.5	106	**155	2.9	11.8	177				
VOGUE	632	**93	1.0	14.7	125	**24	0.6	3.8	74	**69	1.3	10.9	164				
WALL STREET JOURNAL	4247	437	4.7	10.3	87	*203	5.0	4.8	93	234	4.4	5.5	83				
WEIGHT WATCHERS	398	**87	0.9	21.9	185	**40	1.0	10.1	195	**47	0.9	11.8	177				
WOMAN'S DAY	1139	*130	1.4	11.4	97	**52	1.3	4.6	89	**77	1.5	6.8	102				
WORKING MOTHER	*298	**88	0.9	29.5	250	**29	0.7	9.7	189	**60	1.1	20.1	303				
WORKING WOMAN	327	**66	0.7	20.2	171	**28	0.7	8.6	166	**38	0.7	11.6	175				
WORLD TENNIS	397	**44	0.5	11.1	94	**16	0.4	4.0	78	**28	0.5	7.1	106				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1261	13.5	13.1	111	555	13.6	5.8	112	706	13.4	7.3	110				
BLAIR INSERTS	43762	5346	57.2	12.2	104	2287	56.1	5.2	102	3058	58.0	7.0	105				
DAILY NEWSPAPERS																	
READ ANY	52459	5989	64.0	11.4	97	2556	62.6	4.9	95	3433	65.1	6.5	98				
READ ONE	41891	4833	51.7	11.5	98	2042	50.0	4.9	95	2791	52.9	6.7	100				
READ TWO OR MORE	10568	1156	12.4	10.9	93	514	12.6	4.9	94	642	12.2	6.1	91				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	6188	66.2	11.9	101	2664	65.3	5.1	100	3524	66.8	6.8	102				
READ ONE	44561	5370	57.4	12.1	102	2300	56.4	5.2	100	3070	58.2	6.9	104				
READ TWO OR MORE	7368	818	8.7	11.1	94	364	8.9	4.9	96	455	8.6	6.2	93				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.43				27.53				32.62							
30 DAY REACH	71522	8652	92.5	12.1	103	3721	91.2	5.2	101	4931	93.5	6.9	104				
50 SHWG - 30 DAY AV FREQ	15.55	15.82				14.30				16.97							
30 DAY REACH	68168	8310	88.8	12.2	103	3572	87.5	5.2	102	4738	89.8	7.0	104				
25 SHWG - 30 DAY AV FREQ	8.43	8.45				7.69				9.02							
30 DAY REACH	62898	7751	82.9	12.3	104	3312	81.2	5.3	102	4439	84.2	7.1	106				
CABLE TV: HOME WIRED	31664	4035	43.1	12.7	108	1574	38.6	5.0	97	2461	46.7	7.8	I17				
HOME NOT WIRED	47599	5319	56.9	11.2	95	2505	61.4	5.3	102	2813	53.3	5.9	89				
HAVE PAY CABLE	17139	2488	26.6	14.5	123	952	23.3	5.6	108	1536	29.1	9.0	135				

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	9354	100.0	11.8	100	4080	100.0	5.1	100	5274	100.0	6.7	100				
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	5911	63.2	12.4	105	2510	61.5	5.3	102	3401	64.5	7.1	107				
10:00 AM - 3:00 PM		29926	3642	38.9	12.2	103	1478	36.2	4.9	96	2164	41.0	7.2	109				
3:00 PM - 7:00 PM		37666	4621	49.4	12.3	104	2019	49.5	5.4	104	2602	49.3	6.9	104				
7:00 PM - MIDNIGHT		18909	2440	26.1	12.9	109	1026	25.1	5.4	105	1414	26.8	7.5	112				
MIDNIGHT - 6:00 AM		11822	1711	18.3	14.5	123	673	16.5	5.7	111	1038	19.7	8.8	132				
6:00 AM - MIDNIGHT		63254	7814	83.5	12.4	105	3373	82.7	5.3	104	4441	84.2	7.0	106				
ENTIRE DAY		64057	7920	84.7	12.4	105	3428	84.0	5.4	104	4492	85.2	7.0	105				
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	2117	22.6	12.8	108	874	21.4	5.3	102	1243	23.6	7.5	113				
ALL NEWS		3542	446	4.8	12.6	107	*225	5.5	6.4	123	221	4.2	6.2	94				
AOR/PROGRESSIVE		7465	1032	11.0	13.8	117	417	10.2	5.6	109	616	11.7	8.3	124				
BEAUTIFUL MUSIC		5061	504	5.4	10.0	84	*163	4.0	3.2	63	342	6.5	6.8	102				
BLACK		1914	363	3.9	19.0	161	*209	5.1	10.9	212	**153	2.9	8.0	120				
CLASSICAL		2304	267	2.9	11.6	98	*137	3.4	5.9	116	*130	2.5	5.6	85				
CHR/ROCK		10663	1576	16.8	14.8	125	751	18.4	7.0	137	825	15.6	7.7	116				
COUNTRY		13919	1526	16.3	11.0	93	654	16.0	4.7	91	872	16.5	6.3	94				
GOLDEN OLDIES		2040	276	3.0	13.5	115	**132	3.2	6.5	126	*144	2.7	7.1	106				
MOR/NOSTALGIA		5105	579	6.2	11.3	96	*166	4.1	3.3	63	413	7.8	8.1	122				
NEWS/TALK		4764	453	4.8	9.5	81	*237	5.8	5.0	97	*216	4.1	4.5	68				
RELIGIOUS		2164	*233	2.5	10.8	91	**123	3.0	5.7	110	**110	2.1	5.1	76				
SOFT ROCK		623	**125	1.3	20.1	170	**74	1.8	11.9	231	**51	1.0	8.2	123				
URBAN CONTEMPORARY		1331	*215	2.3	16.2	137	*166	4.1	12.5	242	**49	0.9	3.7	55				
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	535	5.7	16.8	142	*281	6.9	8.8	171	*253	4.8	7.9	119				
ABC DIRECTION		2724	347	3.7	12.7	108	*115	2.8	4.2	82	232	4.4	8.5	128				
ABC ENTERTAINMENT		5256	539	5.8	10.3	87	*244	6.0	4.6	90	*295	5.6	5.6	84				
ABC FM		2263	329	3.5	14.5	123	*179	4.4	7.9	154	*149	2.8	6.6	99				
ABC INFORMATION		5618	648	6.9	11.5	98	*252	6.2	4.5	87	396	7.5	7.0	106				
ABC ROCK		2857	520	5.6	18.2	154	*259	6.3	9.1	176	*261	4.9	9.1	137				
CBS		5953	688	7.4	11.6	98	*295	7.2	5.0	96	393	7.5	6.6	99				
MUTUAL		4979	618	6.6	12.4	105	276	6.8	5.5	108	342	6.5	6.9	103				
NBC		7279	760	8.1	10.4	88	331	8.1	4.5	88	429	8.1	5.9	89				
RADIORADIO		2389	300	3.2	12.6	106	*140	3.4	5.9	114	*160	3.0	6.7	101				
RKO ONE		2583	366	3.9	14.2	120	*151	3.7	5.8	114	*215	4.1	8.3	125				
RKO TWO		3674	286	3.1	7.8	66	*126	3.1	3.4	67	*159	3.0	4.3	65				
THE SOURCE		3514	427	4.6	12.2	103	*138	3.4	3.9	76	*289	5.5	8.2	124				
NON-WIRED : BLAIR		9864	1284	13.7	13.0	110	536	13.1	5.4	106	748	14.2	7.6	114				
INTERNET		13522	1995	21.3	14.8	125	952	23.3	7.0	137	1043	19.8	7.7	116				
KATZ RADIO GROUP		19321	2205	23.6	11.4	97	897	22.0	4.6	90	1308	24.8	6.8	102				
SUPERNET		10739	1465	15.7	13.6	116	606	14.9	5.6	110	859	16.3	8.0	120				
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	599	6.4	11.7	99	306	7.5	6.0	116	293	5.6	5.7	86				
WKDAY 9:00 AM - 1:00 PM		5383	588	6.3	10.9	93	267	6.5	5.0	96	321	6.1	6.0	90				
WKDAY 1:00 PM - 4:30 PM		6469	740	7.9	11.4	97	350	8.6	5.4	105	390	7.4	6.0	91				
WKDAY 4:30 PM - 7:30 PM		19661	2228	23.8	11.3	96	968	23.7	4.9	96	1261	23.9	6.4	96				
WKDAY 7:30 PM - 8:00 PM		27579	3126	33.4	11.3	96	1352	33.1	4.9	95	1774	33.6	6.4	97				
WKDAY 11:00 PM - 11:30 PM		22964	2974	31.8	13.0	110	1331	32.6	5.8	113	1643	31.2	7.2	108				
WKDAY 11:30 PM - 1:00 AM		8158	1079	11.5	13.2	112	492	12.1	6.0	117	587	11.1	7.2	108				
M-SAT 8-11 PM+SUN 7-11 PM		30140	3597	38.5	11.9	101	1552	38.0	5.1	100	2045	38.8	6.8	102				
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	234	2.5	11.4	97	*112	2.7	5.5	106	*121	2.3	5.9	89				
ANOTHER WORLD	N	1214	137	1.5	11.3	96	**39	1.0	3.2	62	*98	1.9	8.1	121				
AS THE WORLD TURNS	C	1740	147	1.6	8.4	72	*60	1.5	3.4	67	**87	1.6	5.0	75				
CAPITOL	C	1016	*134	1.4	13.2	112	**54	1.3	5.3	103	**80	1.5	7.9	118				
CBS MORN. NEWS 1	C	1203	*120	1.3	10.0	85	**55	1.3	4.6	89	*64	1.2	5.3	80				
CBS MORN. NEWS 2	C	773	*74	0.8	9.6	81	**39	1.0	5.0	98	**36	0.7	4.7	70				
DAYS OF OUR LIVES	N	1629	142	1.5	8.7	74	**30	0.7	1.8	36	*112	2.1	6.9	103				
FACTS OF LIFE - DAYTIME	N	961	90	1.0	9.4	79	*44	1.1	4.6	89	**45	0.9	4.7	70				
FAMILY FEUD	A	1390	104	1.1	7.5	63	**40	1.0	2.9	56	*64	1.2	4.6	69				
GENERAL HOSPITAL	A	1463	121	1.3	8.3	70	*57	1.4	3.9	76	*64	1.2	4.4	66				
GOOD MORNING, AMERICA-730	A	1705	174	1.9	10.2	86	*101	2.5	5.9	115	*73	1.4	4.3	64				
GOOD MORNING, AMERICA-830	A	889	*66	0.7	7.4	63	**46	1.1	5.2	101	**20	0.4	2.2	34				
GUIDING LIGHT	C	1754	172	1.8	9.8	83	*90	2.2	5.1	100	**81	1.5	4.6	69				
ONE LIFE TO LIVE	A	1100	112	1.2	10.2	86	**43	1.1	3.9	76	*68	1.3	6.2	93				
PRESS YOUR LUCK	C	1222	132	1.4	10.8	92	*61	1.5	5.0	97	*71	1.3	5.8	87				
PRICE IS RIGHT 1	C	2692	263	2.8	9.8	83	109	2.7	4.0	79	154	2.9	5.7	86				
PRICE IS RIGHT 2	C	2764	298	3.2	10.8	91	128	3.1	4.6	90	169	3.2	6.1	92				
RYAN'S HOPE	A	880	*166	1.8	18.9	160	**76	1.9	8.6	168	**91	1.7	10.3	155				
SALE OF THE CENTURY	N	926	*94	1.0	10.2	86	**28	0.7	3.0	59	*65	1.2	7.0	105				
SEARCH FOR TOMORROW	N	359	**48	0.5	13.4	113	**17	0.4	4.7	92	**31	0.6	8.6	130				
TODAY SHOW 1	N	1890	198	2.1	10.5	89	*115	2.8	6.1	118	*83	1.6	4.4	66				
TODAY SHOW 2	N	1344	116	1.2	8.6	73	**48	1.2	3.6	69	*68	1.3	5.1	76				
$25,000 PYRAMID	C	1462	219	2.3	15.0	127	*80	2.0	5.5	106	*139	2.6	9.5	143				
WHEEL OF FORTUNE	N	1497	*125	1.3	8.4	71	*52	1.3	3.5	67	**73	1.4	4.9	73				
YOUNG AND THE RESTLESS	C	1954	209	2.2	10.7	91	*65	1.6	3.3	65	*144	2.7	7.4	111				
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	369	3.9	13.4	113	*157	3.8	5.7	111	212	4.0	7.7	116				
NBA PLAYOFF GAME -1	C	3881	477	5.1	12.3	104	176	4.3	4.5	88	301	5.7	7.8	117				
NBC MAJOR LEAGUE PRE-GAME	N	2805	431	4.6	15.4	130	*200	4.9	7.1	139	*231	4.4	8.2	124				
SPORTSWORLD - SUN	N	2041	*182	1.9	8.9	76	*96	2.4	4.7	91	**86	1.6	4.2	63				
SUNDAY MORNING	C	2555	307	3.3	12.0	102	*138	3.4	5.4	105	*169	3.2	6.6	99				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	9354	100.0	11.8	100	4080	100.0	5.1	100	5274	100.0	6.7	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	2560	27.4	10.5	89	1166	28.6	4.8	93	1394	26.4	5.7	86				
NETWORK AFFILIATES - LATE		17197	2171	23.2	12.6	107	1033	25.3	6.0	117	1139	21.6	6.6	100				
INDEPENDENTS - LATE		2887	333	3.6	11.5	98	151	3.7	5.2	102	182	3.5	6.3	95				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	1262	13.5	11.2	95	589	14.4	5.2	101	673	12.8	6.0	90				
ABC MONDAY NIGHT MOVIE	A	4379	541	5.8	12.4	105	268	6.6	6.1	119	273	5.2	6.2	94				
ABC SUNDAY NIGHT MOVIE	A	9910	1068	11.4	10.8	91	450	11.0	4.5	88	618	11.7	6.2	94				
ABC WORLD NEWS TONIGHT	A	6212	798	8.5	12.8	109	376	9.2	6.1	118	423	8.0	6.8	102				
AFTERMASH	C	4575	559	6.0	12.2	104	**192	4.7	4.2	82	*367	7.0	8.0	121				
ALICE	C	6777	731	7.8	10.8	91	311	7.6	4.6	89	420	8.0	6.2	93				
AMERICAN PARADE	C	4868	485	5.2	10.0	84	204	5.0	4.2	81	281	5.3	5.8	87				
BENSON	A	7593	759	8.1	10.0	85	380	9.3	5.0	97	378	7.2	5.0	75				
BLUE THUNDER	A	6036	577	6.2	9.6	81	205	5.0	3.4	66	373	7.1	6.2	93				
CAGNEY & LACEY	C	7698	971	10.4	12.6	107	385	9.4	5.0	97	586	11.1	7.6	114				
CBS EVENING NEWS-DEAN	C	4066	390	4.2	9.6	81	*117	2.9	2.9	56	*273	5.2	6.7	101				
CBS EVENING NEWS-RATHER	C	8092	809	8.6	10.0	85	355	8.7	4.4	85	454	8.6	5.6	84				
CBS SAT. NEWS-SCHIEFFER	C	4795	434	4.6	9.1	77	176	4.3	3.7	71	258	4.9	5.4	81				
CBS SATURDAY NIGHT MOVIE	C	6034	755	8.1	12.5	106	372	9.1	6.2	120	383	7.3	6.3	95				
CBS WEDNESDAY NIGHT MOVIE	C	4993	492	5.3	9.9	83	171	4.2	3.4	67	321	6.1	6.4	97				
CHEERS	N	6976	847	9.1	12.1	103	368	9.0	5.3	102	478	9.1	6.9	103				
DALLAS	C	13575	1543	16.5	11.4	96	679	16.6	5.0	97	863	16.4	6.4	96				
DIFF'RENT STROKES	N	3684	368	3.9	10.0	85	*158	3.9	4.3	83	*211	4.0	5.7	86				
DOUBLE TROUBLE	N	4462	565	6.0	12.7	107	*266	6.5	6.0	116	*299	5.7	6.7	101				
DUCK FACTORY	N	4810	630	6.7	13.1	111	*270	6.6	5.6	109	361	6.8	7.5	113				
DUKES OF HAZZARD	C	5951	663	7.1	11.1	94	261	6.4	4.4	85	401	7.6	6.7	101				
DYNASTY	A	11325	1361	14.5	12.0	102	617	15.1	5.4	106	743	14.1	6.6	99				
FACTS OF LIFE	N	4512	552	5.9	12.2	104	259	6.3	5.7	112	*294	5.6	6.5	98				
FALCON CREST	C	9215	1034	11.1	11.2	95	426	10.4	4.6	90	607	11.5	6.6	99				
FALL GUY	A	8604	1093	11.7	12.7	108	503	12.3	5.8	114	590	11.2	6.9	103				
FAMILY TIES	N	4179	451	4.8	10.8	91	*163	4.0	3.9	76	*288	5.5	6.9	104				
FANTASY ISLAND	A	4781	677	7.2	14.2	120	307	7.5	6.4	125	370	7.0	7.7	116				
FOULUPS,BLEEPS & BLUNDERS	A	6697	784	8.4	11.7	99	295	7.2	4.4	86	489	9.3	7.3	110				
FOUR SEASONS	C	3873	450	4.8	11.6	98	**200	4.9	5.2	100	*251	4.8	6.5	97				
GIMME A BREAK	N	4310	434	4.6	10.1	85	*166	4.1	3.9	75	268	5.1	6.2	93				
HART TO HART	A	5751	514	5.5	8.9	76	247	6.1	4.3	83	267	5.1	4.6	70				
HILL STREET BLUES	N	8568	1041	11.1	12.1	103	446	10.9	5.2	101	595	11.3	6.9	104				
HOTEL	A	8801	945	10.1	10.7	91	495	12.1	5.6	109	450	8.5	5.1	77				
JEFFERSONS	C	6978	770	8.2	11.0	94	344	8.4	4.9	96	426	8.1	6.1	92				
JENNIFER SLEPT HERE	N	3021	*229	2.4	7.6	64	**102	2.5	3.4	66	*127	2.4	4.2	63				
KATE & ALLIE	C	6811	766	8.2	11.2	95	334	8.2	4.9	95	432	8.2	6.3	95				
KNIGHT RIDER	N	5256	674	7.2	12.8	109	336	8.2	6.4	124	338	6.4	6.4	97				
LOVE BOAT	A	7174	685	7.3	9.5	81	287	7.0	4.0	78	398	7.5	5.5	83				
MAGNUM PI	C	10438	1109	11.9	10.6	90	470	11.5	4.5	87	639	12.1	6.1	92				
MAMA'S FAMILY	N	3488	392	4.2	11.2	95	*191	4.7	5.5	106	*201	3.8	5.8	87				
MASTER, THE	N	4127	428	4.6	10.4	88	*205	5.0	5.0	97	*223	4.2	5.4	81				
MATT HOUSTON	A	5978	743	7.9	12.4	105	379	9.3	6.3	123	364	6.9	6.1	92				
NBC MONDAY NIGHT MOVIE	N	10446	1499	16.0	14.3	122	629	15.4	6.0	117	870	16.5	8.3	125				
NBC NIGHTLY NEWS	N	5571	569	6.1	10.2	87	243	6.0	4.4	85	326	6.2	5.9	88				
NBC NIGHTLY NEWS-SAT	N	3675	385	4.1	10.5	89	*124	3.0	3.4	66	261	4.9	7.1	107				
NBC NIGHTLY NEWS-SUN	N	2905	270	2.9	9.3	79	**133	3.3	4.6	89	*136	2.6	4.7	70				
NBC SUNDAY NIGHT MOVIE	N	8352	1074	11.5	12.9	109	589	14.4	7.1	137	485	9.2	5.8	87				
NEWHART	C	6864	762	8.1	11.1	94	375	9.2	5.5	106	387	7.3	5.6	85				
ONE DAY AT A TIME	C	3866	353	3.8	9.1	77	*122	3.0	3.2	61	*231	4.4	6.0	90				
PEOPLE ARE FUNNY	N	3956	411	4.4	10.4	88	*190	4.7	4.8	93	221	4.2	5.6	84				
REAL PEOPLE	N	6305	715	7.6	11.3	96	296	7.3	4.7	91	419	7.9	6.6	100				
REMINGTON STEELE	N	5884	702	7.5	11.9	101	316	7.7	5.4	104	387	7.3	6.6	99				
RIPLEY'S BELIEVE IT - NOT	A	5706	668	7.1	11.7	99	243	6.0	4.3	83	425	8.1	7.4	112				
RIPTIDE	N	6202	669	7.2	10.8	91	319	7.8	5.1	100	350	6.6	5.6	85				
SCARECROW & MRS. KING	C	6513	694	7.4	10.7	90	296	7.3	4.5	88	398	7.5	6.1	92				
SIMON & SIMON	C	8593	865	9.2	10.1	85	352	8.6	4.1	80	514	9.7	6.0	90				
60 MINUTES	C	13342	1280	13.7	9.6	81	483	11.8	3.6	70	798	15.1	6.0	90				
ST. ELSEWHERE	N	6029	818	8.7	13.6	115	357	8.8	5.9	115	461	8.7	7.6	115				
THREE'S COMPANY	A	8565	960	10.3	11.2	95	412	10.1	4.8	93	548	10.4	6.4	96				
T.J. HOOKER	A	7400	801	8.6	10.8	92	336	8.2	4.5	88	466	8.8	6.3	95				
TONIGHT SHOW	N	2433	313	3.3	12.9	109	162	4.0	6.7	129	151	2.9	6.2	93				
TRAPPER JOHN, M.D.	C	5958	699	7.5	11.7	99	320	7.8	5.4	104	379	7.2	6.4	96				
TV BLOOPERS & PRAC. JOKES	N	9086	1114	11.9	12.3	104	424	10.4	4.7	91	690	13.1	7.6	114				
20/20	A	8306	1096	11.7	13.2	112	448	11.0	5.4	105	648	12.3	7.8	117				
WEBSTER	A	6788	723	7.7	10.7	90	368	9.0	5.4	105	355	6.7	5.2	79				
WORLD NEWS - SUN	A	2036	*217	2.3	10.7	90	**76	1.9	3.7	73	*141	2.7	6.9	104				
YELLOW ROSE	N	3174	249	2.7	7.8	66	**130	3.2	4.1	80	*119	2.3	3.7	56				
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	1803	19.3	11.1	94	921	22.6	5.6	110	883	16.7	5.4	81				
BASKETBALL - COLLEGE GAMES		10054	1329	14.2	13.2	112	600	14.7	6.0	116	729	13.8	7.3	109				
BASKETBALL - PRO GAMES		8248	1097	11.7	13.3	113	654	16.0	7.9	154	*443	8.4	5.4	81				
BOWLING		5356	617	6.6	11.5	98	*315	7.7	5.9	114	*302	5.7	5.6	85				
BOXING		11255	1553	16.6	13.8	117	785	19.2	7.0	135	768	14.6	6.8	103				
FOOTBALL - COLLEGE GAMES		14647	1860	19.9	12.7	108	874	21.4	6.0	116	986	18.7	6.7	101				
FOOTBALL - PRO GAMES		23581	3141	33.6	13.3	113	1423	34.9	6.0	117	1718	32.6	7.3	109				
GOLF		6145	832	8.9	13.5	115	*470	11.5	7.6	149	*363	6.9	5.9	89				
POST-SEASON COLL. FOOTBALL		12828	1669	17.8	13.0	110	752	18.4	5.9	114	916	17.4	7.1	107				
POST-SEASON PRO FOOTBALL		15397	1835	19.6	11.9	101	764	18.7	5.0	96	1071	20.3	7.0	105				
TENNIS		3483	566	6.1	16.3	138	**132	3.2	3.8	74	*435	8.2	12.5	188				
WRESTLING - PROFESSIONAL		6023	831	8.9	13.8	117	*484	11.9	8.0	156	*347	6.6	5.8	87				

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	12847	100.0	14.5	100	5356	100.0	6.1	100	7490	100.0	8.5	100				
FEMALE HOMEMAKERS	80986	11439	89.0	14.1	97	4815	89.9	5.9	98	6624	88.4	8.2	97				
EMPLOYED MOTHERS	18702	3329	25.9	17.8	123	1242	23.2	6.6	110	2087	27.9	11.2	132				
18 - 24	14726	3156	24.6	21.4	148	1361	25.4	9.2	153	1795	24.0	12.2	144				
25 - 34	20202	3729	29.0	18.5	127	1289	24.1	6.4	105	2440	32.6	12.1	143				
35 - 44	14781	2181	17.0	14.8	102	969	18.1	6.6	108	1212	16.2	8.2	97				
45 - 54	11449	1463	11.4	12.8	88	660	12.3	5.8	95	804	10.7	7.0	83				
55 - 64	11846	1267	9.9	10.7	74	560	10.5	4.7	78	707	9.4	6.0	70				
65 OR OLDER	15459	1051	8.2	6.8	47	518	9.7	3.4	55	533	7.1	3.4	41				
18 - 34	34928	6885	53.6	19.7	136	2650	49.5	7.6	125	4234	56.5	12.1	143				
18 - 49	55154	9803	76.3	17.8	122	3892	72.7	7.1	117	5911	78.9	10.7	127				
25 - 54	46433	7373	57.4	15.9	109	2918	54.5	6.3	104	4455	59.5	9.6	113				
35 - 49	20226	2918	22.7	14.4	99	1242	23.2	6.1	101	1677	22.4	8.3	98				
50 OR OLDER	33310	3044	23.7	9.1	63	1464	27.3	4.4	73	1580	21.1	4.7	56				
GRADUATED COLLEGE	12110	1766	13.7	14.6	100	717	13.4	5.9	98	1050	14.0	8.7	102				
ATTENDED COLLEGE	15309	2874	22.4	18.8	129	1189	22.2	7.8	128	1685	22.5	11.0	130				
GRADUATED HIGH SCHOOL	36912	5853	45.6	15.9	109	2237	41.8	6.1	100	3616	48.3	9.8	116				
DID NOT GRADUATE HIGH SCHOOL	24134	2353	18.3	9.7	67	1213	22.6	5.0	83	1140	15.2	4.7	56				
EMPLOYED FULL-TIME	35457	6144	47.8	17.3	119	2481	46.3	7.0	116	3663	48.9	10.3	122				
EMPLOYED PART-TIME	8514	1536	12.0	18.0	124	566	10.6	6.6	110	970	13.0	11.4	135				
NOT EMPLOYED	44494	5167	40.2	11.6	80	2309	43.1	5.2	86	2858	38.2	6.4	76				
PROFESSIONAL/MANAGER	10811	1610	12.5	14.9	103	*656	12.2	6.1	100	954	12.7	8.8	104				
TECH/CLERICAL/SALES	19640	3847	29.9	19.6	135	1499	28.0	7.6	126	2348	31.3	12.0	141				
PRECISION/CRAFT	1023	**186	1.4	18.2	125	**62	1.2	6.1	100	**124	1.7	12.1	143				
OTHER EMPLOYED	12498	2038	15.9	16.3	112	831	15.5	6.6	110	1206	16.1	9.6	114				
SINGLE	15995	3224	25.1	20.2	139	1443	26.9	9.0	149	1780	23.8	11.1	131				
MARRIED	51689	7276	56.6	14.1	97	2796	52.2	5.4	89	4480	59.8	8.7	102				
DIVORCED/SEPARATED/WIDOWED	20780	2347	18.3	11.3	78	1117	20.9	5.4	89	1231	16.4	5.9	70				
PARENTS	33922	5830	45.4	17.2	118	2246	41.9	6.6	109	3584	47.9	10.6	125				
WHITE	76422	11104	86.4	14.5	100	4486	83.8	5.9	97	6618	88.4	8.7	102				
BLACK	10066	1536	12.0	15.3	105	769	14.4	7.6	126	767	10.2	7.6	90				
OTHER	1976	**207	1.6	10.5	72	**101	1.9	5.1	84	**106	1.4	5.4	63				
NORTHEAST-CENSUS	19803	3239	25.2	16.4	113	1400	26.1	7.1	117	1839	24.6	9.3	110				
NORTH CENTRAL	22181	3950	30.7	17.8	123	1714	32.0	7.7	128	2236	29.9	10.1	119				
SOUTH	30082	3276	25.5	10.9	75	1198	22.4	4.0	66	2078	27.7	6.9	82				
WEST	16398	2381	18.5	14.5	100	1044	19.5	6.4	105	1338	17.9	8.2	96				
NORTHEAST-MKTG.	20163	3282	25.5	16.3	112	1467	27.4	7.3	120	1815	24.2	9.0	106				
EAST CENTRAL	13054	1630	12.7	12.5	86	667	12.5	5.1	84	963	12.9	7.4	87				
WEST CENTRAL	14993	3069	23.9	20.5	141	1319	24.6	8.8	145	1750	23.4	11.7	138				
SOUTH	25785	2850	22.2	11.1	76	1042	19.5	4.0	67	1808	24.1	7.0	83				
PACIFIC	14470	2017	15.7	13.9	96	861	16.1	6.0	98	1155	15.4	8.0	94				
COUNTY SIZE A	36705	5876	45.7	16.0	110	2510	46.9	6.8	113	3366	44.9	9.2	108				
COUNTY SIZE B	26819	3726	29.0	13.9	96	1669	31.2	6.2	103	2057	27.5	7.7	91				
COUNTY SIZE C	13597	1837	14.3	13.5	93	718	13.4	5.3	87	1118	14.9	8.2	97				
COUNTY SIZE D	11344	1407	11.0	12.4	85	*458	8.6	4.0	67	949	12.7	8.4	99				
METRO CENTRAL CITY	26825	4038	31.4	15.1	104	1905	35.6	7.1	117	2133	28.5	8.0	94				
METRO SUBURBAN	39912	5935	46.2	14.9	102	2431	45.4	6.1	101	3504	46.8	8.8	104				
NON METRO	21728	2874	22.4	13.2	91	1020	19.0	4.7	78	1853	24.7	8.5	101				
TOP 5 ADI'S	20847	3601	28.0	17.3	119	1593	29.7	7.6	126	2008	26.8	9.6	114				
TOP 10 ADI'S	28719	4514	35.1	15.7	108	2012	37.6	7.0	116	2502	33.4	8.7	103				
TOP 20 ADI'S	40904	6370	49.6	15.6	107	2750	51.3	6.7	111	3620	48.3	8.8	105				
HSHLD INC. $50,000 OR MORE	7931	1358	10.6	17.1	118	*484	9.0	6.1	101	874	11.7	11.0	130				
$40,000 OR MORE	15233	2478	19.3	16.3	112	1101	20.6	7.2	119	1378	18.4	9.0	107				
$30,000 OR MORE	28333	4584	35.7	16.2	111	1827	34.1	6.4	107	2757	36.8	9.7	115				
$25,000 OR MORE	36417	6139	47.8	16.9	116	2381	44.5	6.5	108	3758	50.2	10.3	122				
$20,000 - $24,999	9943	1424	11.1	14.3	99	*573	10.7	5.8	95	851	11.4	8.6	101				
$15,000 - $19,999	9211	1390	10.8	15.1	104	499	9.3	5.4	89	892	11.9	9.7	114				
$10,000 - $14,999	13477	1839	14.3	13.6	94	668	12.5	5.0	82	1171	15.6	8.7	103				
UNDER $10,000	19418	2054	16.0	10.6	73	1235	23.1	6.4	105	819	10.9	4.2	50				
HOUSEHOLD OF 1 PERSON	11987	1260	9.8	10.5	72	705	13.2	5.9	97	555	7.4	4.6	55				
2 PEOPLE	27046	3412	26.6	12.6	87	1378	25.7	5.1	84	2034	27.2	7.5	89				
3 OR 4 PEOPLE	34251	5685	44.3	16.6	114	2394	44.7	7.0	115	3291	43.9	9.6	113				
5 OR MORE PEOPLE	15180	2490	19.4	16.4	113	*879	16.4	5.8	96	1611	21.5	10.6	125				
NO CHILD IN HSHLD	49819	6253	48.7	12.6	86	2833	52.9	5.7	94	3420	45.7	6.9	81				
CHILD(REN) UNDER 2 YRS	6045	1144	8.9	18.9	130	*427	8.0	7.1	117	717	9.6	11.9	140				
2 - 5 YEARS	15233	2918	22.7	19.2	132	1033	19.3	6.8	112	1885	25.2	12.4	146				
6 - 11 YEARS	16260	2740	21.3	16.9	116	1032	19.3	6.3	105	1708	22.8	10.5	124				
12 - 17 YEARS	19173	3119	24.3	16.3	112	1325	24.7	6.9	114	1794	24.0	9.4	111				
RESIDENCE OWNED	61371	8506	66.2	13.9	95	3375	63.0	5.5	91	5131	68.5	8.4	99				
VALUE: $50,000 OR MORE	35355	5509	42.9	15.6	107	2283	42.6	6.5	107	3226	43.1	9.1	108				
VALUE: UNDER $50,000	26016	2997	23.3	11.5	79	1093	20.4	4.2	69	1904	25.4	7.3	86				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	12847	100.0	14.5	100	5356	100.0	6.1	100	7490	100.0	8.5	100				
MAGAZINES	QUINTILE 1	17988	3232	25.2	18.0	124	1437	26.8	8.0	132	1795	24.0	10.0	118				
	QUINTILE 2	19446	3389	26.4	17.4	120	1309	24.4	6.7	111	2080	27.8	10.7	126				
	QUINTILE 3	14626	1957	15.2	13.4	92	747	13.9	5.1	84	1210	16.2	8.3	98				
	QUINTILE 4	16014	2148	16.7	13.4	92	923	17.2	5.8	95	1225	16.4	7.6	90				
	QUINTILE 5	20389	2122	16.5	10.4	72	941	17.6	4.6	76	1181	15.8	5.8	68				
NEWSPAPERS	QUINTILE 1	13830	2253	17.5	16.3	112	1086	20.3	7.9	130	1167	15.6	8.4	100				
	QUINTILE 2	26350	3986	31.0	15.1	104	1585	29.6	6.0	99	2401	32.1	9.1	108				
	QUINTILE 3	12415	2025	15.8	16.3	112	896	16.7	7.2	119	1130	15.1	9.1	108				
	QUINTILE 4	21911	3117	24.3	14.2	98	1194	22.3	5.4	90	1924	25.7	8.8	104				
	QUINTILE 5	13960	1465	11.4	10.5	72	596	11.1	4.3	71	869	11.6	6.2	74				
OUTDOOR	QUINTILE 1	16810	3065	23.9	18.2	126	1220	22.8	7.3	120	1845	24.6	11.0	130				
	QUINTILE 2	17101	2615	20.4	15.3	105	1114	20.8	6.5	108	1501	20.0	8.8	104				
	QUINTILE 3	17579	2463	19.2	14.0	96	1023	19.1	5.8	96	1440	19.2	8.2	97				
	QUINTILE 4	18343	2669	20.8	14.6	100	1078	20.1	5.9	97	1591	21.2	8.7	102				
	QUINTILE 5	18631	2035	15.8	10.9	75	921	17.2	4.9	82	1114	14.9	6.0	71				
RADIO-DRIVE TIME	QUINTILE 1	17390	2779	21.6	16.0	110	1160	21.7	6.7	110	1618	21.6	9.3	110				
	QUINTILE 2	16591	2640	20.5	15.9	110	1192	22.3	7.2	119	1448	19.3	8.7	103				
	QUINTILE 3	16910	2635	20.5	15.6	107	1090	20.4	6.4	106	1546	20.6	9.1	108				
	QUINTILE 4	18002	2842	22.1	15.8	109	1119	20.9	6.2	103	1723	23.0	9.6	113				
	QUINTILE 5	19572	1951	15.2	10.0	69	795	14.8	4.1	67	1156	15.4	5.9	70				
RADIO-MID-DAY	TERCILE 1	23248	3678	28.6	15.8	109	1468	27.4	6.3	104	2210	29.5	9.5	112				
	TERCILE 2	23667	3715	28.9	15.7	108	1498	28.0	6.3	105	2216	29.6	9.4	111				
	TERCILE 3	41549	5454	42.5	13.1	90	2390	44.6	5.8	95	3064	40.9	7.4	87				
RADIO-TOTAL	QUINTILE 1	17786	2693	21.0	15.1	104	1183	22.1	6.7	110	1511	20.2	8.5	100				
	QUINTILE 2	17316	3030	23.6	17.5	120	1282	23.9	7.4	122	1748	23.3	10.1	119				
	QUINTILE 3	18428	2818	21.9	15.3	105	1044	19.5	5.7	94	1774	23.7	9.6	114				
	QUINTILE 4	17669	2692	21.0	15.2	105	1164	21.7	6.6	109	1528	20.4	8.6	102				
	QUINTILE 5	17265	1613	12.6	9.3	64	684	12.8	4.0	65	930	12.4	5.4	64				
TV-PRIME TIME	QUINTILE 1	17416	2512	19.6	14.4	99	1165	21.8	6.7	110	1347	18.0	7.7	91				
	QUINTILE 2	17413	2451	19.1	14.1	97	1083	20.2	6.2	103	1369	18.3	7.9	93				
	QUINTILE 3	17943	2511	19.5	14.0	96	880	16.4	4.9	81	1631	21.8	9.1	107				
	QUINTILE 4	18442	3005	23.4	16.3	112	1212	22.6	6.6	109	1793	23.9	9.7	115				
	QUINTILE 5	17250	2367	18.4	13.7	94	1017	19.0	5.9	97	1350	18.0	7.8	92				
TV-DAYTIME	TERCILE 1	29966	4174	32.5	13.9	96	1761	32.9	5.9	97	2412	32.2	8.0	95				
	TERCILE 2	29480	4576	35.6	15.5	107	1879	35.1	6.4	105	2697	36.0	9.1	108				
	TERCILE 3	29018	4097	31.9	14.1	97	1716	32.0	5.9	98	2381	31.8	8.2	97				
TV-TOTAL	QUINTILE 1	17740	2373	18.5	13.4	92	1117	20.9	6.3	104	1257	16.8	7.1	84				
	QUINTILE 2	17674	2518	19.6	14.2	98	1115	20.8	6.3	104	1403	18.7	7.9	94				
	QUINTILE 3	17730	2626	20.4	14.8	102	1070	20.0	6.0	100	1556	20.8	8.8	104				
	QUINTILE 4	17563	2695	21.0	15.3	106	848	15.8	4.8	80	1847	24.7	10.5	124				
	QUINTILE 5	17757	2634	20.5	14.8	102	1207	22.5	6.8	112	1428	19.1	8.0	95				
MAGAZINES-NEWSPAPERS: DUAL		23278	4060	31.6	17.4	120	1817	33.9	7.8	129	2243	29.9	9.6	114				
MAGAZINE IMPERATIVE		21634	3643	28.4	16.8	116	1323	24.7	6.1	101	2321	31.0	10.7	127				
NEWSPAPER IMPERATIVE		23455	3150	24.5	13.4	92	1307	24.4	5.6	92	1844	24.6	7.9	93				
MAGAZINES-OUTDOOR: DUAL		17482	3373	26.3	19.3	133	1419	26.5	8.1	134	1955	26.1	11.2	132				
MAGAZINE IMPERATIVE		28830	4397	34.2	15.3	105	1770	33.0	6.1	101	2627	35.1	9.1	108				
OUTDOOR IMPERATIVE		26119	3337	26.0	12.8	88	1384	25.8	5.3	88	1953	26.1	7.5	88				
MAGAZINES-RADIO: DUAL		20162	3609	28.1	17.9	123	1434	26.8	7.1	117	2175	29.0	10.8	127				
MAGAZINE IMPERATIVE		26292	4071	31.7	15.5	107	1730	32.3	6.6	109	2341	31.3	8.9	105				
RADIO IMPERATIVE		25308	3568	27.8	14.1	97	1498	28.0	5.9	98	2070	27.6	8.2	97				
MAGAZINES-TELEVISION: DUAL		17312	2758	21.5	15.9	110	1126	21.0	6.5	107	1632	21.8	9.4	111				
MAGAZINE IMPERATIVE		29099	4941	38.5	17.0	117	2016	37.6	6.9	114	2926	39.1	10.1	119				
TELEVISION IMPERATIVE		27505	3253	25.3	11.8	81	1441	26.9	5.2	87	1812	24.2	6.6	78				
NEWSPAPERS-OUTDOOR: DUAL		18628	3242	25.2	17.4	120	1401	26.2	7.5	124	1842	24.6	9.9	117				
NEWSPAPER IMPERATIVE		29178	4112	32.0	14.1	97	1842	34.4	6.3	104	2270	30.3	7.8	92				
OUTDOOR IMPERATIVE		25260	3675	28.6	14.5	100	1457	27.2	5.8	95	2219	29.6	8.8	104				
NEWSPAPERS-RADIO: DUAL		19246	3441	26.8	17.9	123	1651	30.8	8.6	142	1790	23.9	9.3	110				
NEWSPAPER IMPERATIVE		28155	3989	31.1	14.2	98	1603	29.9	5.7	94	2387	31.9	8.5	100				
RADIO IMPERATIVE		25308	3783	29.4	14.9	103	1367	25.5	5.4	89	2415	32.2	9.5	113				
NEWSPAPERS-TELEVISION: DUAL		18615	2912	22.7	15.6	108	1292	24.1	6.9	115	1620	21.6	8.7	103				
NEWSPAPER IMPERATIVE		29207	4637	36.1	15.9	109	1867	34.9	6.4	106	2770	37.0	9.5	112				
TELEVISION IMPERATIVE		25472	3287	25.6	12.9	89	1485	27.7	5.8	96	1802	24.1	7.1	84				
OUTDOOR-RADIO: DUAL		17292	3046	23.7	17.6	121	1288	24.0	7.4	123	1757	23.5	10.2	120				
OUTDOOR IMPERATIVE		26915	3932	30.6	14.6	101	1601	29.9	5.9	98	2331	31.1	8.7	102				
RADIO IMPERATIVE		28938	4267	33.2	14.7	102	1826	34.1	6.3	104	2441	32.6	8.4	100				
OUTDOOR-TELEVISION: DUAL		16112	2654	20.7	16.5	113	1083	20.2	6.7	111	1571	21.0	9.8	115				
OUTDOOR IMPERATIVE		28228	4596	35.8	16.3	112	1815	33.9	6.4	106	2782	37.1	9.9	116				
TELEVISION IMPERATIVE		30024	3698	28.8	12.3	85	1733	32.4	5.8	95	1964	26.2	6.5	77				
RADIO-TELEVISION: DUAL		17803	2702	21.0	15.2	105	1153	21.5	6.5	107	1549	20.7	8.7	103				
RADIO IMPERATIVE		28338	4711	36.7	16.6	114	1824	34.1	6.4	106	2888	38.6	10.2	120				
TELEVISION IMPERATIVE		28445	3689	28.7	13.0	89	1629	30.4	5.7	95	2060	27.5	7.2	86				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	12847	100.0	14.5	100	5356	100.0	6.1	100	7490	100.0	8.5	100				
ATLANTIC MONTHLY	415	**38	0.3	9.2	63	**29	0.5	7.0	115	**9	0.1	2.2	26				
BARRON'S	522	**139	1.1	26.6	183	**71	1.3	13.6	225	**69	0.9	13.2	156				
BETTER HOMES & GARDENS	17429	2801	21.8	16.1	111	1063	19.8	6.1	101	1737	23.2	10.0	118				
BON APPETIT	2772	447	3.5	16.1	111	*181	3.4	6.5	108	*266	3.6	9.6	113				
BUSINESS WEEK	1469	*343	2.7	23.3	161	**157	2.9	10.7	177	*186	2.5	12.7	150				
CAR AND DRIVER	397	**70	0.5	17.6	121	**29	0.5	7.3	121	**42	0.6	10.6	125				
CBS MAGAZINE NETWORK (GROSS)	1633	327	2.5	20.0	138	*179	3.3	11.0	181	**148	2.0	9.1	107				
CHANGING TIMES	1554	*224	1.7	14.4	99	**96	1.8	6.2	102	*128	1.7	8.2	97				
COLONIAL HOMES	1304	366	2.8	28.1	193	**104	1.9	8.0	132	*262	3.5	20.1	237				
CONDE NAST MAG. PKG. (GROSS)	17858	3415	26.6	19.1	132	1432	26.7	8.0	132	1984	26.5	11.1	131				
CONSUMERS DIGEST	1406	*241	1.9	17.1	118	**83	1.5	5.9	98	*157	2.1	11.2	132				
COSMOPOLITAN	8815	1747	13.6	19.8	136	686	12.8	7.8	129	1062	14.2	12.0	142				
COUNTRY LIVING	2636	586	4.6	22.2	153	*200	3.7	7.6	125	385	5.1	14.6	173				
CUISINE	1554	324	2.5	20.8	144	*163	3.0	10.5	173	*161	2.1	10.4	122				
CYCLE WORLD	469	**97	0.8	20.7	142	**59	1.1	12.6	208	**38	0.5	8.1	96				
DCI:CREATIVE IDEAS FOR LIV	2631	638	5.0	24.2	167	*283	5.3	10.8	178	355	4.7	13.5	159				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1230	9.6	17.4	120	546	10.2	7.7	128	684	9.1	9.7	114				
DISCOVER	998	*208	1.6	20.8	144	**47	0.9	4.7	78	*161	2.1	16.1	191				
EBONY	4289	827	6.4	19.3	133	397	7.4	9.3	153	431	5.8	10.0	119				
ESQUIRE	1176	*192	1.5	16.3	112	*124	2.3	10.5	174	**68	0.9	5.8	68				
ESSENCE	2392	458	3.6	19.1	132	246	4.6	10.3	170	*212	2.8	8.9	105				
FAMILY CIRCLE	17209	2772	21.6	16.1	111	1158	21.6	6.7	111	1614	21.5	9.4	111				
THE FAMILY HANDYMAN	1184	*254	2.0	21.5	148	**119	2.2	10.1	166	**136	1.8	11.5	136				
FAMILY WEEKLY	12391	1653	12.9	13.3	92	657	12.3	5.3	88	996	13.3	8.0	95				
FIELD & STREAM	2438	503	3.9	20.6	142	*198	3.7	8.1	134	*305	4.1	12.5	148				
FOOD & WINE	614	*182	1.4	29.6	204	**84	1.6	13.7	226	**98	1.3	16.0	189				
FORBES	813	*194	1.5	23.9	164	**64	1.2	7.9	130	*130	1.7	16.0	189				
FORTUNE	1083	*321	2.5	29.6	204	**169	3.2	15.6	258	**152	2.0	14.0	166				
GENTLEMEN'S QUARTERLY	1197	*254	2.0	21.2	146	**130	2.4	10.9	179	**124	1.7	10.4	122				
GLAMOUR	6625	1170	9.1	17.7	122	482	9.0	7.3	120	688	9.2	10.4	123				
GOLF DIGEST	707	*192	1.5	27.2	187	**80	1.5	11.3	187	**112	1.5	15.8	187				
GOLF DIGEST/TENNIS (GROSS)	1316	*297	2.3	22.6	155	*158	2.9	12.0	198	**139	1.9	10.6	125				
GOLF MAGAZINE	469	**109	0.8	23.2	160	**64	1.2	13.6	225	**45	0.6	9.6	113				
GOLF MAGAZINE/SKI (GROSS)	1060	*228	1.8	21.5	148	**107	2.0	10.1	167	**121	1.6	11.4	135				
GOOD HOUSEKEEPING	17784	3004	23.4	16.9	116	1225	22.9	6.9	114	1780	23.8	10.0	118				
HARPER'S BAZAAR	2931	603	4.7	20.6	142	*190	3.5	6.5	107	413	5.5	14.1	166				
HEALTH	2199	318	2.5	14.5	100	*134	2.5	6.1	101	*184	2.5	8.4	99				
HEARST MAG CORP. BUY (GROSS)	49148	9214	71.7	18.7	129	3573	66.7	7.3	120	5641	75.3	11.5	136				
HEARST MAN POWER (GROSS)	2113	436	3.4	20.6	142	*174	3.2	8.2	136	*262	3.5	12.4	146				
HEARST WOMAN POWER (GROSS)	35062	6235	48.5	17.8	122	2453	45.8	7.0	116	3782	50.5	10.8	127				
HOUSE BEAUTIFUL	3865	723	5.6	18.7	129	335	6.3	8.7	143	387	5.2	10.0	118				
INC.	315	**87	0.7	27.6	190	**35	0.7	11.1	184	**52	0.7	16.5	195				
JET	3690	740	5.8	20.1	138	328	6.1	8.9	147	412	5.5	11.2	132				
LADIES' HOME JOURNAL	12930	2198	17.1	17.0	117	895	16.7	6.9	114	1303	17.4	10.1	119				
LHJ FAMILY GRP COMBO(GROSS)	18161	3292	25.6	18.1	125	1313	24.5	7.2	119	1979	26.4	10.9	129				
LIFE	5065	920	7.2	18.2	125	338	6.3	6.7	110	582	7.8	11.5	136				
L.A. TIMES HOME MAGAZINE	1310	*106	0.8	8.1	56	**26	0.5	2.0	33	**80	1.1	6.1	72				
MADEMOISELLE	3759	606	4.7	16.1	111	260	4.9	6.9	114	346	4.6	9.2	109				
MC CALL'S	14658	2472	19.2	16.9	116	947	17.7	6.5	107	1525	20.4	10.4	123				
MC CALL'S/WRK MOTHER (GROSS)	15857	2677	20.8	16.9	116	1026	19.2	6.5	107	1651	22.0	10.4	123				
MECHANIX ILLUSTRATED	809	*174	1.4	21.5	148	**72	1.3	8.9	147	**102	1.4	12.6	149				
METROPOLITAN HOME	1009	*253	2.0	25.1	173	**70	1.3	6.9	115	*183	2.4	18.1	214				
MONEY	1707	302	2.4	17.7	122	**149	2.8	8.7	144	*153	2.0	9.0	106				
MOTHER EARTH NEWS	1123	*282	2.2	25.1	173	**136	2.5	12.1	200	*146	1.9	13.0	154				
MS.	932	255	2.0	27.4	188	*123	2.3	13.2	218	*132	1.8	14.2	167				
NATIONAL ENQUIRER	11971	1755	13.7	14.7	101	842	15.7	7.0	116	913	12.2	7.6	90				
NATIONAL GEOGRAPHIC	10503	1813	14.1	17.3	119	760	14.2	7.2	120	1053	14.1	10.0	118				
NATIONAL SUNDAY MAGAZINE PKG	54325	8476	66.0	15.6	107	3568	66.6	6.6	108	4907	65.5	9.0	107				
NATURAL HISTORY	626	**127	1.0	20.3	140	**54	1.0	8.6	142	**73	1.0	11.7	138				
NEW WOMAN	1992	386	3.0	19.4	133	*176	3.3	8.8	146	*210	2.8	10.5	125				
NEW YORK INCLUDING CUE	547	*139	1.1	25.4	175	**53	1.0	9.7	160	**86	1.1	15.7	186				
THE NEW YORKER	1380	341	2.7	24.7	170	*135	2.5	9.8	162	*205	2.7	14.9	175				
NEWSWEEK	6925	1180	9.2	17.0	117	480	9.0	6.9	114	700	9.3	10.1	119				
THE N.Y. TIMES DAILY EDITION	1363	*276	2.1	20.2	139	**110	2.1	8.1	133	*166	2.2	12.2	144				
THE N.Y. TIMES MAGAZINE	2333	407	3.2	17.4	120	*211	3.9	9.0	149	*195	2.6	8.4	99				
OMNI	872	*199	1.5	22.8	157	**80	1.5	9.2	152	**119	1.6	13.6	161				
ON CABLE	1298	*228	1.8	17.6	121	**78	1.5	6.0	99	**150	2.0	11.6	136				
1001 HOME IDEAS	3032	776	6.0	25.6	176	*283	5.3	9.3	154	493	6.6	16.3	192				
ORGANIC GARDENING	1680	255	2.0	15.2	105	**99	1.8	5.9	97	*156	2.1	9.3	110				
OUTDOOR LIFE	960	*225	1.8	23.4	161	**87	1.6	9.1	150	*139	1.9	14.5	171				
PARADE MAGAZINE	26755	4311	33.6	16.1	111	2008	37.5	7.5	124	2303	30.7	8.6	102				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	12847	100.0	14.5	100	5356	100.0	6.1	100	7490	100.0	8.5	100				
PARENTS	4173	937	7.3	22.5	155	343	6.4	8.2	136	595	7.9	14.3	168				
PENTHOUSE	973	*258	2.0	26.5	183	**139	2.6	14.3	236	**120	1.6	12.3	146				
PEOPLE	13479	2258	17.6	16.8	115	1075	20.1	8.0	132	1183	15.8	8.8	104				
PLAYBOY	2183	323	2.5	14.8	102	*152	2.8	7.0	115	*171	2.3	7.8	93				
POPULAR HOT RODDING	388	**76	0.6	19.6	135	**26	0.5	6.7	111	**50	0.7	12.9	152				
POPULAR MECHANICS	1037	*156	1.2	15.0	104	**67	1.3	6.5	107	**88	1.2	8.5	100				
POPULAR SCIENCE	920	*214	1.7	23.3	160	**101	1.9	11.0	181	**113	1.5	12.3	145				
PREVENTION	4071	501	3.9	12.3	85	*193	3.6	4.7	78	308	4.1	7.6	89				
PSYCHOLOGY TODAY	1940	386	3.0	19.9	137	*148	2.8	7.6	126	*239	3.2	12.3	146				
READER'S DIGEST	24031	3524	27.4	14.7	101	1377	25.7	5.7	95	2146	28.7	8.9	105				
REDBOOK	8464	1483	11.5	17.5	121	542	10.1	6.4	106	941	12.6	11.1	131				
ROAD & TRACK	429	**66	0.5	15.4	106	**43	0.8	10.0	166	**23	0.3	5.4	63				
ROLLING STONE	1355	354	2.8	26.1	180	**153	2.9	11.3	186	*201	2.7	14.8	175				
RUNNER'S WORLD	329	**35	0.3	10.6	73	**23	0.4	7.0	115	**11	0.1	3.3	39				
SATURDAY EVENING POST	1268	314	2.4	24.8	171	*153	2.9	12.1	199	*162	2.2	12.8	151				
SCIENCE 84	702	*147	1.1	20.9	144	**42	0.8	6.0	99	**105	1.4	15.0	177				
SCIENCE DIGEST	553	*158	1.2	28.6	197	**54	1.0	9.8	161	**104	1.4	18.8	222				
SCIENTIFIC AMERICAN	615	**178	1.4	28.9	199	**68	1.3	11.1	183	**110	1.5	17.9	211				
SELF	2683	683	5.3	25.5	175	*279	5.2	10.4	172	404	5.4	15.1	178				
SEVENTEEN	3309	674	5.2	20.4	140	386	7.2	11.7	193	*288	3.8	8.7	103				
SKI	591	**120	0.9	20.3	140	**44	0.8	7.4	123	**76	1.0	12.9	152				
SMITHSONIAN	3039	422	3.3	13.9	96	*163	3.0	5.4	89	259	3.5	8.5	101				
SOAP OPERA DIGEST	3683	627	4.9	17.0	117	362	6.8	9.8	162	*265	3.5	7.2	85				
SOUTHERN LIVING	4434	592	4.6	13.4	92	*263	4.9	5.9	98	329	4.4	7.4	88				
SPORT	701	*161	1.3	23.0	158	**118	2.2	16.8	278	**43	0.6	6.1	72				
THE SPORTING NEWS	518	**148	1.2	28.6	197	**82	1.5	15.8	261	**66	0.9	12.7	150				
SPORTS AFIELD	523	**123	1.0	23.5	162	**53	1.0	10.1	167	**70	0.9	13.4	158				
SPORTS ILLUSTRATED	3325	645	5.0	19.4	134	308	5.8	9.3	153	337	4.5	10.1	120				
STAR	8567	1326	10.3	15.5	107	677	12.6	7.9	131	649	8.7	7.6	89				
SUNDAY	27630	4610	35.9	16.7	115	2158	40.3	7.8	129	2453	32.8	8.9	105				
SUNSET	2219	247	1.9	11.1	77	**92	1.7	4.1	68	*154	2.1	6.9	82				
TV GUIDE	24258	3852	30.0	15.9	109	1564	29.2	6.4	106	2288	30.5	9.4	111				
TENNIS	609	**105	0.8	17.2	119	**78	1.5	12.8	212	**27	0.4	4.4	52				
TIME	9929	1845	14.4	18.6	128	863	16.1	8.7	144	982	13.1	9.9	117				
TOWN & COUNTRY	1062	*229	1.8	21.6	148	**103	1.9	9.7	160	**126	1.7	11.9	140				
TRAVEL & LEISURE	1051	279	2.2	26.5	183	**74	1.4	7.0	116	*205	2.7	19.5	230				
TRUE STORY	3946	732	5.7	18.6	128	341	6.4	8.6	143	391	5.2	9.9	117				
U.S.NEWS & WORLD REPORT	3782	603	4.7	15.9	110	*222	4.1	5.9	97	381	5.1	10.1	119				
USA TODAY	1874	307	2.4	16.4	113	**122	2.3	6.5	108	*185	2.5	9.9	117				
US	2213	420	3.3	19.0	131	*193	3.6	8.7	144	*227	3.0	10.3	121				
VOGUE	4792	956	7.4	19.9	137	411	7.7	8.6	142	545	7.3	11.4	134				
WALL STREET JOURNAL	2045	401	3.1	19.6	135	**183	3.4	8.9	148	*218	2.9	10.7	126				
WEIGHT WATCHERS	2364	441	3.4	18.7	128	*161	3.0	6.8	112	280	3.7	11.8	140				
WOMAN'S DAY	15182	2498	19.4	16.5	113	949	17.7	6.3	103	1548	20.7	10.2	120				
WORKING MOTHER	1198	*205	1.6	17.1	118	**80	1.5	6.7	110	**125	1.7	10.4	123				
WORKING WOMAN	1523	390	3.0	25.6	176	**107	2.0	7.0	116	*283	3.8	18.6	219				
WORLD TENNIS	*183	**31	0.2	16.9	117	**29	0.5	15.8	262	**2	0.0	1.1	13				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	560	4.4	20.2	139	*268	5.0	9.7	159	292	3.9	10.5	124				
BLAIR INSERTS	47909	7507	58.4	15.7	108	3219	60.1	6.7	111	4288	57.2	9.0	106				
DAILY NEWSPAPERS																	
READ ANY	56731	8581	66.8	15.1	104	3623	67.6	6.4	105	4958	66.2	8.7	103				
READ ONE	47696	7207	56.1	15.1	104	3007	56.1	6.3	104	4199	56.1	8.8	104				
READ TWO OR MORE	9034	1375	10.7	15.2	105	616	11.5	6.8	113	759	10.1	8.4	99				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	8979	69.9	15.6	107	3850	71.9	6.7	110	5129	68.5	8.9	105				
READ ONE	50513	7765	60.4	15.4	106	3143	58.7	6.2	103	4623	61.7	9.2	108				
READ TWO OR MORE	7219	1213	9.4	16.8	116	707	13.2	9.8	162	507	6.8	7.0	83				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.65				31.53				30.03							
30 DAY REACH	78184	11798	91.8	15.1	104	4844	90.4	6.2	102	6954	92.8	8.9	105				
50 SHWG - 30 DAY AV FREQ	14.80	15.99				16.40				15.69							
30 DAY REACH	74239	11332	88.2	15.3	105	4676	87.3	6.3	104	6656	88.9	9.0	106				
25 SHWG - 30 DAY AV FREQ	8.05	8.62				8.81				8.50							
30 DAY REACH	68254	10478	81.6	15.4	106	4316	80.6	6.3	104	6162	82.3	9.0	107				
CABLE TV: HOME WIRED	35215	5743	44.7	16.3	112	2424	45.3	6.9	114	3320	44.3	9.4	111				
HOME NOT WIRED	53250	7103	55.3	13.3	92	2932	54.7	5.5	91	4171	55.7	7.8	93				
HAVE PAY CABLE	17885	3524	27.4	19.7	136	1426	26.6	8.0	132	2098	28.0	11.7	139				

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	12847	100.0	14.5	100	5356	100.0	6.1	100	7490	100.0	8.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	7539	58.7	15.7	108	3177	59.3	6.6	109	4362	58.2	9.1	107				
10:00 AM - 3:00 PM	33674	5184	40.4	15.4	106	2135	39.9	6.3	105	3049	40.7	9.1	107				
3:00 PM - 7:00 PM	34431	5859	45.6	17.0	117	2442	45.6	7.1	117	3418	45.6	9.9	117				
7:00 PM - MIDNIGHT	17761	2961	23.0	16.7	115	1328	24.8	7.5	123	1633	21.8	9.2	109				
MIDNIGHT - 6:00 AM	10087	1794	14.0	17.8	122	661	12.3	6.6	108	1133	15.1	11.2	133				
6:00 AM - MIDNIGHT	64318	10115	78.7	15.7	108	4170	77.9	6.5	107	5945	79.4	9.2	109				
ENTIRE DAY	65181	10216	79.5	15.7	108	4208	78.6	6.5	107	6009	80.2	9.2	109				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	2643	20.6	15.2	105	1112	20.8	6.4	105	1531	20.4	8.8	104				
ALL NEWS	2520	255	2.0	10.1	70	*121	2.3	4.8	79	*134	1.8	5.3	63				
AOR/PROGRESSIVE	4419	936	7.3	21.2	146	459	8.6	10.4	172	477	6.4	10.8	127				
BEAUTIFUL MUSIC	6119	733	5.7	12.0	82	*242	4.5	4.0	65	491	6.6	8.0	95				
BLACK	2623	440	3.4	16.8	116	*246	4.6	9.4	155	*195	2.6	7.4	88				
CLASSICAL	1553	*300	2.3	19.3	133	**170	3.2	10.9	181	**130	1.7	8.4	99				
CHR/ROCK	11282	2392	18.6	21.2	146	890	16.6	7.9	130	1502	20.1	13.3	157				
COUNTRY	13343	1823	14.2	13.7	94	711	13.3	5.3	88	1112	14.8	8.3	98				
GOLDEN OLDIES	1299	*171	1.3	13.2	91	**60	1.1	4.6	76	**111	1.5	8.5	101				
MOR/NOSTALGIA	5241	789	6.1	15.1	104	*271	5.1	5.2	85	518	6.9	9.9	117				
NEWS/TALK	4165	715	5.6	17.2	118	*235	4.4	5.6	93	480	6.4	11.5	136				
RELIGIOUS	3324	497	3.9	15.0	103	*194	3.6	5.8	96	*303	4.0	9.1	108				
SOFT ROCK	609	**107	0.8	17.6	121	**13	0.2	2.1	35	**93	1.2	15.3	180				
URBAN CONTEMPORARY	1853	421	3.3	22.7	156	*179	3.3	9.7	160	*242	3.2	13.1	154				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	671	5.2	18.0	124	305	5.7	8.2	135	366	4.9	9.8	116				
ABC DIRECTION	2488	473	3.7	19.0	131	*121	2.3	4.9	80	*351	4.7	14.1	167				
ABC ENTERTAINMENT	5129	683	5.3	13.3	92	311	5.8	6.1	100	372	5.0	7.3	86				
ABC FM	2498	478	3.7	19.1	132	*180	3.4	7.2	119	297	4.0	11.9	140				
ABC INFORMATION	5721	928	7.2	16.2	112	405	7.6	7.1	117	523	7.0	9.1	108				
ABC ROCK	2021	480	3.7	23.8	164	*283	5.3	14.0	231	*197	2.6	9.7	115				
CBS	4756	563	4.4	11.8	82	208	3.9	4.4	72	355	4.7	7.5	88				
MUTUAL	5272	742	5.8	14.1	97	*268	5.0	5.1	84	474	6.3	9.0	106				
NBC	4964	766	6.0	15.4	106	242	4.5	4.9	81	524	7.0	10.6	125				
RADIORADIO	2218	458	3.6	20.6	142	*197	3.7	8.9	147	*261	3.5	11.8	139				
RKO ONE	2565	390	3.0	15.2	105	*139	2.6	5.4	90	*250	3.3	9.7	115				
RKO TWO	3640	510	4.0	14.0	96	*152	2.8	4.2	69	358	4.8	9.8	116				
THE SOURCE	2467	505	3.9	20.5	141	*205	3.8	8.3	137	*299	4.0	12.1	143				
NON-WIRED : BLAIR	9466	1578	12.3	16.7	115	613	11.4	6.5	107	965	12.9	10.2	120				
INTERNET	13616	2453	19.1	18.0	124	842	15.7	6.2	102	1611	21.5	11.8	140				
KATZ RADIO GROUP	16998	2595	20.2	15.3	105	1052	19.6	6.2	102	1543	20.6	9.1	107				
SUPERNET	11622	1914	14.9	16.5	113	839	15.7	7.2	119	1075	14.4	9.2	109				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1228	9.6	13.0	90	468	8.7	5.0	82	760	10.1	8.1	95				
WKDAY 9:00 AM - 1:00 PM	13304	1854	14.4	13.9	96	831	15.5	6.2	103	1023	13.7	7.7	91				
WKDAY 1:00 PM - 4:30 PM	17591	2470	19.2	14.0	97	1130	21.1	6.4	106	1340	17.9	7.6	90				
WKDAY 4:30 PM - 7:30 PM	24418	3248	25.3	13.3	92	1427	26.6	5.8	97	1821	24.3	7.5	88				
WKDAY 7:30 PM - 8:00 PM	34400	4567	35.5	13.3	91	1950	36.4	5.7	94	2618	35.0	7.6	90				
WKDAY 11:00 PM - 11:30 PM	26120	3879	30.2	14.9	102	1692	31.6	6.5	107	2186	29.2	8.4	99				
WKDAY 11:30 PM - 1:00 AM	8402	1338	10.4	15.9	110	605	11.3	7.2	119	733	9.8	8.7	103				
M-SAT 8-11 PM+SUN 7-11 PM	36828	5302	41.3	14.4	99	2240	41.8	6.1	100	3062	40.9	8.3	98				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	1129	8.8	15.6	108	580	10.8	8.0	133	549	7.3	7.6	90				
ANOTHER WORLD N	4924	560	4.4	11.4	78	240	4.5	4.9	81	321	4.3	6.5	77				
AS THE WORLD TURNS C	5966	803	6.3	13.5	93	328	6.1	5.5	91	475	6.3	8.0	94				
CAPITOL C	3672	585	4.6	15.9	110	266	5.0	7.2	120	320	4.3	8.7	103				
CBS MORN. NEWS 1 C	1590	277	2.2	17.4	120	*92	1.7	5.8	96	185	2.5	11.6	137				
CBS MORN. NEWS 2 C	1298	215	1.7	16.6	114	*75	1.4	5.8	95	*140	1.9	10.8	127				
DAYS OF OUR LIVES N	6389	949	7.4	14.9	102	389	7.3	6.1	101	559	7.5	8.7	103				
FACTS OF LIFE - DAYTIME N	2526	328	2.6	13.0	89	154	2.9	6.1	101	174	2.3	6.9	81				
FAMILY FEUD A	3427	427	3.3	12.5	86	198	3.7	5.8	95	229	3.1	6.7	79				
GENERAL HOSPITAL A	6870	1066	8.3	15.5	107	539	10.1	7.8	130	528	7.0	7.7	91				
GOOD MORNING, AMERICA-730 A	3767	425	3.3	11.3	78	151	2.8	4.0	66	274	3.7	7.3	86				
GOOD MORNING, AMERICA-830 A	3076	415	3.2	13.5	93	142	2.7	4.6	76	273	3.6	8.9	105				
GUIDING LIGHT C	5789	789	6.1	13.6	94	364	6.8	6.3	104	426	5.7	7.4	87				
ONE LIFE TO LIVE A	4918	812	6.3	16.5	114	437	8.2	8.9	147	376	5.0	7.6	90				
PRESS YOUR LUCK C	2367	303	2.4	12.8	88	125	2.3	5.3	87	178	2.4	7.5	89				
PRICE IS RIGHT 1 C	4727	650	5.1	13.8	95	243	4.5	5.1	85	407	5.4	8.6	102				
PRICE IS RIGHT 2 C	5511	751	5.8	13.6	94	300	5.6	5.4	90	450	6.0	8.2	96				
RYAN'S HOPE A	3479	533	4.1	15.3	105	280	5.2	8.0	133	253	3.4	7.3	86				
SALE OF THE CENTURY N	2823	297	2.3	10.5	72	180	3.4	6.4	105	117	1.6	4.1	49				
SEARCH FOR TOMORROW N	2525	421	3.3	16.7	115	*165	3.1	6.5	108	*256	3.4	10.1	120				
TODAY SHOW 1 N	2979	397	3.1	13.3	92	133	2.5	4.5	74	264	3.5	8.9	105				
TODAY SHOW 2 N	2792	372	2.9	13.3	92	147	2.7	5.3	87	224	3.0	8.0	95				
$25,000 PYRAMID C	2899	325	2.5	11.2	77	152	2.8	5.2	87	172	2.3	5.9	70				
WHEEL OF FORTUNE N	4689	627	4.9	13.4	92	259	4.8	5.5	91	369	4.9	7.9	93				
YOUNG AND THE RESTLESS C	6231	849	6.6	13.6	94	323	6.0	5.2	86	525	7.0	8.4	100				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	258	2.0	13.1	90	*131	2.4	6.6	110	*127	1.7	6.4	76				
NBA PLAYOFF GAME -1 C	1246	195	1.5	15.7	108	*70	1.3	5.6	93	*125	1.7	10.0	118				
NBC MAJOR LEAGUE PRE-GAME N	1140	**96	0.7	8.4	58	**35	0.7	3.1	51	**62	0.8	5.4	64				
SPORTSWORLD - SUN N	1328	*159	1.2	12.0	82	**48	0.9	3.6	60	**111	1.5	8.4	99				
SUNDAY MORNING C	1645	265	2.1	16.1	111	*134	2.5	8.1	135	**132	1.8	8.0	95				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS ONE OR MORE A '000	HEAVY USERS ONE OR MORE B % DOWN	HEAVY USERS ONE OR MORE C % ACROSS	HEAVY USERS ONE OR MORE D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	12847	100.0	14.5	100	5356	100.0	6.1	100	7490	100.0	8.5	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	3530	27.5	12.6	87	1518	28.3	5.4	90	2012	26.9	7.2	85				
NETWORK AFFILIATES - LATE		21966	3170	24.7	14.4	99	1416	26.4	6.4	106	1755	23.4	8.0	94				
INDEPENDENTS - LATE		2247	295	2.3	13.1	90	73	1.4	3.2	54	221	3.0	9.8	116				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	1757	13.7	15.2	105	672	12.5	5.8	96	1085	14.5	9.4	111				
ABC MONDAY NIGHT MOVIE	A	6879	998	7.8	14.5	100	470	8.8	6.8	113	527	7.0	7.7	90				
ABC SUNDAY NIGHT MOVIE	A	13690	2013	15.7	14.7	101	802	15.0	5.9	97	1212	16.2	8.9	105				
ABC WORLD NEWS TONIGHT	A	6589	827	6.4	12.6	86	343	6.4	5.2	86	484	6.5	7.3	87				
AFTERMASH	C	6391	961	7.5	15.0	104	363	6.8	5.7	94	598	8.0	9.4	111				
ALICE	C	10273	1484	11.6	14.4	99	564	10.5	5.5	91	921	12.3	9.0	106				
AMERICAN PARADE	C	7130	770	6.0	10.8	74	323	6.0	4.5	75	447	6.0	6.3	74				
BENSON	A	11665	1587	12.4	13.6	94	737	13.8	6.3	104	849	11.3	7.3	86				
BLUE THUNDER	A	5442	739	5.8	13.6	94	295	5.5	5.4	90	444	5.9	8.2	96				
CAGNEY & LACEY	C	10565	1560	12.1	14.8	102	584	10.9	5.5	91	976	13.0	9.2	109				
CBS EVENING NEWS-DEAN	C	3668	470	3.7	12.8	88	*226	4.2	6.2	102	*244	3.3	6.7	79				
CBS EVENING NEWS-RATHER	C	7561	1035	8.1	13.7	94	449	8.4	5.9	98	586	7.8	7.8	92				
CBS SAT. NEWS-SCHIEFFER	C	3948	588	4.6	14.9	103	293	5.5	7.4	123	294	3.9	7.4	88				
CBS SATURDAY NIGHT MOVIE	C	5966	828	6.4	13.9	96	377	7.0	6.3	104	451	6.0	7.6	89				
CBS WEDNESDAY NIGHT MOVIE	C	6529	958	7.5	14.7	101	426	8.0	6.5	108	531	7.1	8.1	96				
CHEERS	N	9842	1585	12.3	16.1	111	663	12.4	6.7	111	922	12.3	9.4	111				
DALLAS	C	23935	3289	25.6	13.7	95	1495	27.9	6.2	103	1794	24.0	7.5	89				
DIFF'RENT STROKES	N	7574	991	7.7	13.1	90	423	7.9	5.6	92	569	7.6	7.5	89				
DOUBLE TROUBLE	N	7786	1072	8.3	13.8	95	553	10.3	7.1	117	519	6.9	6.7	79				
DUCK FACTORY	N	6290	1003	7.8	15.9	110	385	7.2	6.1	101	618	8.3	9.8	116				
DUKES OF HAZZARD	C	6402	721	5.6	11.3	78	382	7.1	6.0	99	340	4.5	5.3	63				
DYNASTY	A	21955	3154	24.6	14.4	99	1319	24.6	6.0	99	1835	24.5	8.4	99				
FACTS OF LIFE	N	8898	1269	9.9	14.3	98	594	11.1	6.7	110	675	9.0	7.6	90				
FALCON CREST	C	21877	3213	25.0	14.7	101	1429	26.7	6.5	108	1783	23.8	8.2	96				
FALL GUY	A	10045	1495	11.6	14.9	102	718	13.4	7.1	118	777	10.4	7.7	91				
FAMILY TIES	N	8922	1354	10.5	15.2	105	588	11.0	6.6	109	766	10.2	8.6	101				
FANTASY ISLAND	A	8288	1171	9.1	14.1	97	497	9.3	6.0	99	674	9.0	8.1	96				
FOULUPS,BLEEPS & BLUNDERS	A	9891	1265	9.8	12.8	88	605	11.3	6.1	101	660	8.8	6.7	79				
FOUR SEASONS	C	5429	774	6.0	14.3	98	*299	5.6	5.5	91	475	6.3	8.7	103				
GIMME A BREAK	N	9646	1375	10.7	14.3	98	649	12.1	6.7	111	726	9.7	7.5	89				
HART TO HART	A	9983	1383	10.8	13.9	95	602	11.2	6.0	100	781	10.4	7.8	92				
HILL STREET BLUES	N	9688	1467	11.4	15.1	104	657	12.3	6.8	112	810	10.8	8.4	99				
HOTEL	A	15435	2318	18.0	15.0	103	986	18.4	6.4	106	1333	17.8	8.6	102				
JEFFERSONS	C	10031	1504	11.7	15.0	103	584	10.9	5.8	96	920	12.3	9.2	108				
JENNIFER SLEPT HERE	N	6376	875	6.8	13.7	94	345	6.4	5.4	89	531	7.1	8.3	98				
KATE & ALLIE	C	9951	1393	10.8	14.0	96	598	11.2	6.0	99	795	10.6	8.0	94				
KNIGHT RIDER	N	7908	1138	8.9	14.4	99	476	8.9	6.0	99	662	8.8	8.4	99				
LOVE BOAT	A	13226	1743	13.6	13.2	91	776	14.5	5.9	97	967	12.9	7.3	86				
MAGNUM PI	C	12105	1797	14.0	14.8	102	731	13.6	6.0	100	1066	14.2	8.8	104				
MAMA'S FAMILY	N	6364	843	6.6	13.2	91	360	6.7	5.7	93	483	6.4	7.6	90				
MASTER, THE	N	3955	609	4.7	15.4	106	*205	3.8	5.2	86	404	5.4	10.2	121				
MATT HOUSTON	A	6903	1016	7.9	14.7	101	418	7.8	6.1	100	598	8.0	8.7	102				
NBC MONDAY NIGHT MOVIE	N	13443	2001	15.6	14.9	102	779	14.5	5.8	96	1222	16.3	9.1	107				
NBC NIGHTLY NEWS	N	5585	638	5.0	11.4	79	245	4.6	4.4	72	394	5.3	7.1	83				
NBC NIGHTLY NEWS-SAT	N	3688	495	3.9	13.4	92	*211	3.9	5.7	94	*284	3.8	7.7	91				
NBC NIGHTLY NEWS-SUN	N	3310	475	3.7	14.4	99	*207	3.9	6.3	103	*268	3.6	8.1	96				
NBC SUNDAY NIGHT MOVIE	N	9238	1484	11.6	16.1	111	659	12.3	7.1	118	825	11.0	8.9	105				
NEWHART	C	9876	1379	10.7	14.0	96	550	10.3	5.6	92	829	11.1	8.4	99				
ONE DAY AT A TIME	C	7954	1270	9.9	16.0	110	522	9.7	6.6	108	748	10.0	9.4	111				
PEOPLE ARE FUNNY	N	5182	642	5.0	12.4	85	*230	4.3	4.4	73	412	5.5	8.0	94				
REAL PEOPLE	N	9674	1158	9.0	12.0	82	483	9.0	5.0	82	675	9.0	7.0	82				
REMINGTON STEELE	N	8511	1274	9.9	15.0	103	621	11.6	7.3	121	653	8.7	7.7	91				
RIPLEY'S BELIEVE IT - NOT	A	5656	845	6.6	14.9	103	310	5.8	5.5	91	535	7.1	9.5	112				
RIPTIDE	N	7718	1207	9.4	15.6	108	479	8.9	6.2	103	728	9.7	9.4	111				
SCARECROW & MRS. KING	C	11058	1455	11.3	13.2	91	508	9.5	4.6	76	947	12.6	8.6	101				
SIMON & SIMON	C	11615	1626	12.7	14.0	96	728	13.6	6.3	104	899	12.0	7.7	91				
60 MINUTES	C	14326	1761	13.7	12.3	85	834	15.6	5.8	96	928	12.4	6.5	77				
ST. ELSEWHERE	N	7670	1155	9.0	15.1	104	565	10.5	7.4	122	590	7.9	7.7	91				
THREE'S COMPANY	A	12068	1778	13.8	14.7	101	755	14.1	6.3	103	1023	13.7	8.5	100				
T.J. HOOKER	A	9735	1295	10.1	13.3	92	600	11.2	6.2	102	695	9.3	7.1	84				
TONIGHT SHOW	N	2531	367	2.9	14.5	100	157	2.9	6.2	102	209	2.8	8.3	98				
TRAPPER JOHN, M.D.	C	10374	1404	10.9	13.5	93	562	10.5	5.4	89	842	11.2	8.1	96				
TV BLOOPERS & PRAC. JOKES	N	9795	1463	11.4	14.9	103	576	10.8	5.9	97	888	11.9	9.1	107				
20/20	A	10009	1241	9.7	12.4	85	607	11.3	6.1	100	634	8.5	6.3	75				
WEBSTER	A	11934	1598	12.4	13.4	92	683	12.8	5.7	95	915	12.2	7.7	91				
WORLD NEWS - SUN	A	3291	366	2.8	11.1	77	*201	3.8	6.1	101	*165	2.2	5.0	59				
YELLOW ROSE	N	5196	733	5.7	14.1	97	322	6.0	6.2	102	410	5.5	7.9	93				
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	1424	11.1	14.9	103	630	11.8	6.6	109	794	10.6	8.3	98				
BASKETBALL - COLLEGE GAMES		4414	680	5.3	15.4	106	*256	4.8	5.8	96	*424	5.7	9.6	113				
BASKETBALL - PRO GAMES		3876	483	3.8	12.5	86	**140	2.6	3.6	60	*343	4.6	8.8	105				
BOWLING		4056	637	5.0	15.7	108	*254	4.7	6.3	103	*383	5.1	9.4	112				
BOXING		4154	712	5.5	17.1	118	*290	5.4	7.0	115	*422	5.6	10.2	120				
FOOTBALL - COLLEGE GAMES		6754	948	7.4	14.0	97	458	8.6	6.8	112	*490	6.5	7.3	86				
FOOTBALL - PRO GAMES		12364	2105	16.4	17.0	117	841	15.7	6.8	112	1264	16.9	10.2	121				
GOLF		3615	580	4.5	16.0	110	*308	5.8	8.5	141	*272	3.6	7.5	89				
POST-SEASON COLL. FOOTBALL		5296	933	7.3	17.6	121	*333	6.2	6.3	104	601	8.0	11.3	134				
POST-SEASON PRO FOOTBALL		6693	1237	9.6	18.5	127	*503	9.4	7.5	124	734	9.8	11.0	130				
TENNIS		3281	*404	3.1	12.3	85	**183	3.4	5.6	92	**221	3.0	6.7	80				
WRESTLING - PROFESSIONAL		3672	606	4.7	16.5	114	**215	4.0	5.9	97	*391	5.2	10.6	126				

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SANGRIA/POP/PARTY WINES: BRANDS
(ADULTS)

		PAUL MASSON				YAGO											
	TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	U.S.		%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	5129	100.0	3.1	100	4311	100.0	2.6	100								
MALES	79263	2016	39.3	2.5	83	1721	39.9	2.2	84								
FEMALES	88464	3114	60.7	3.5	115	2590	60.1	2.9	114								
18 - 24	28671	1202	23.4	4.2	137	868	20.1	3.0	118								
25 - 34	39536	1523	29.7	3.9	126	1398	32.4	3.5	138								
35 - 44	28978	1040	20.3	3.6	117	970	22.5	3.3	130								
45 - 54	22345	538	10.5	2.4	79	600	13.9	2.7	104								
55 - 64	22224	*451	8.8	2.0	66	*312	7.2	1.4	55								
65 OR OLDER	25973	*376	7.3	1.4	47	**164	3.8	0.6	25								
18 - 34	68207	2725	53.1	4.0	131	2266	52.6	3.3	129								
18 - 49	108058	3943	76.9	3.6	119	3592	83.3	3.3	129								
25 - 54	90859	3100	60.4	3.4	112	2967	68.8	3.3	127								
35 - 49	39851	1218	23.7	3.1	100	1326	30.8	3.3	129								
50 OR OLDER	59669	1186	23.1	2.0	65	719	16.7	1.2	47								
GRADUATED COLLEGE	28091	1190	23.2	4.2	139	883	20.5	3.1	122								
ATTENDED COLLEGE	28938	1190	23.2	4.1	134	794	18.4	2.7	107								
GRADUATED HIGH SCHOOL	65503	2000	39.0	3.1	100	2009	46.6	3.1	119								
DID NOT GRADUATE HIGH SCHOOL	45195	750	14.6	1.7	54	625	14.5	1.4	54								
EMPLOYED MALES	56429	1655	32.3	2.9	96	1266	29.4	2.2	87								
EMPLOYED FEMALES	43971	1869	36.4	4.3	139	1698	39.4	3.9	150								
EMPLOYED FULL-TIME	87773	3094	60.3	3.5	115	2691	62.4	3.1	119								
EMPLOYED PART-TIME	12627	*431	8.4	3.4	112	*273	6.3	2.2	84								
NOT EMPLOYED	67327	1604	31.3	2.4	78	1347	31.2	2.0	78								
PROFESSIONAL/MANAGER	25845	946	18.4	3.7	120	727	16.9	2.8	109								
TECH/CLERICAL/SALES	30895	1332	26.0	4.3	141	1141	26.5	3.7	144								
PRECISION/CRAFT	12629	*370	7.2	2.9	96	*344	8.0	2.7	106								
OTHER EMPLOYED	31031	878	17.1	2.8	93	752	17.4	2.4	94								
SINGLE	35557	1551	30.2	4.4	143	1087	25.2	3.1	119								
MARRIED	103585	2891	56,4	2.8	91	2581	59.9	2.5	97								
DIVORCED/SEPARATED/WIDOWED	28585	687	13.4	2.4	79	643	14.9	2.2	88								
PARENTS	59295	1971	38.4	3.3	109	2143	49.7	3.6	141								
WHITE	146081	4551	88.7	3.1	102	3570	82.8	2.4	95								
BLACK	17974	544	10.6	3.0	99	593	13.8	3.3	128								
OTHER	3672	**34	0.7	0.9	30	**148	3.4	4.0	157								
NORTHEAST-CENSUS	37005	1352	26.4	3.7	119	1725	40.0	4.7	181								
NORTH CENTRAL	42642	1410	27.5	3.3	108	1319	30.6	3.1	120								
SOUTH	56777	1317	25.7	2.3	76	1032	23.9	1.8	71								
WEST	31303	1050	20.5	3.4	110	**236	5.5	0.8	29								
NORTHEAST-MKTG.	38125	1362	26.6	3.6	117	1804	41.8	4.7	184								
EAST CENTRAL	24794	567	11.1	2.3	75	*288	6.7	1.2	45								
WEST CENTRAL	28511	1161	22.6	4.1	133	1139	26.4	4.0	155								
SOUTH	48953	1167	22.8	2.4	78	907	21.0	1.9	72								
PACIFIC	27344	871	17.0	3.2	104	**174	4.0	0.6	25								
COUNTY SIZE A	69301	2273	44.3	3.3	107	2336	54.2	3.4	131								
COUNTY SIZE B	50633	1705	33.2	3.4	110	1140	26.4	2.3	88								
COUNTY SIZE C	26259	752	14.7	2.9	94	*480	11.1	1.8	71								
COUNTY SIZE D	21534	*400	7.8	1.9	61	*354	8.2	1.6	64								
METRO CENTRAL CITY	50014	1739	33.9	3.5	114	1659	38.5	3.3	129								
METRO SUBURBAN	76832	2410	47.0	3.1	103	2061	47.8	2.7	104								
NON METRO	40881	980	19.1	2.4	78	*591	13.7	1.4	56								
TOP 5 ADI'S	39550	1532	29.9	3.9	127	1696	39.3	4.3	167								
TOP 10 ADI'S	54877	1993	38.9	3.6	119	2104	48.8	3.8	149								
TOP 20 ADI'S	77516	2613	50.9	3.4	110	2563	59.5	3.3	129								
HSHLD INC. $50,000 OR MORE	17257	697	13.6	4.0	132	*432	10.0	2.5	97								
$40,000 OR MORE	33235	1576	30.7	4.7	155	1065	24.7	3.2	125								
$30,000 OR MORE	59693	2536	49.4	4.2	139	1960	45.5	3.3	128								
$25,000 OR MORE	76275	3165	61.7	4.1	136	2516	58.4	3.3	128								
$20,000 - $24,999	18607	*408	8.0	2.2	72	*439	10.2	2.4	92								
$15,000 - $19,999	17175	*305	5.9	1.8	58	*368	8.5	2.1	83								
$10,000 - $14,999	24569	621	12.1	2.5	83	519	12.0	2.1	82								
UNDER $10,000	31101	631	12.3	2.0	66	470	10.9	1.5	59								
HOUSEHOLD OF 1 PERSON	19441	431	8.4	2.2	72	321	7.4	1.7	64								
2 PEOPLE	51803	1501	29.3	2.9	95	965	22.4	1.9	72								
3 OR 4 PEOPLE	66933	2177	42.4	3.3	106	1981	46.0	3.0	115								
5 OR MORE PEOPLE	29550	1020	19.9	3.5	113	1044	24.2	3.5	137								
NO CHILD IN HSHLD	96587	2716	53.0	2.8	92	1805	41.9	1.9	73								
CHILD(REN) UNDER 2 YRS	10844	**191	3.7	1.8	58	*372	8.6	3.4	133								
2 - 5 YEARS	26358	822	16.0	3.1	102	929	21.5	3.5	137								
6 - 11 YEARS	30453	1160	22.6	3.8	125	1133	26.3	3.7	145								
12 - 17 YEARS	36575	1385	27.0	3.8	124	1118	25.9	3.1	119								
RESIDENCE OWNED	117770	3452	67.3	2.9	96	2762	64.1	2.3	91								
VALUE: $50,000 OR MORE	70166	2524	49.2	3.6	118	1870	43.4	2.7	104								
VALUE: UNDER $50,000	47604	927	18.1	1.9	64	892	20.7	1.9	73								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: BRANDS
(ADULTS)

		TOTAL U.S. '000	PAUL MASSON				YAGO											
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5129	100.0	3.1	100	4311	100.0	2.6	100								
MAGAZINES	QUINTILE 1	34022	1551	30.2	4.6	149	1050	24.4	3.1	120								
	QUINTILE 2	34800	1269	24.7	3.6	119	1008	23.4	2.9	113								
	QUINTILE 3	30514	864	16.8	2.8	93	702	16.3	2.3	90								
	QUINTILE 4	33324	811	15.8	2.4	80	985	22.8	3.0	115								
	QUINTILE 5	35066	635	12.4	1.8	59	*567	13.2	1.6	63								
NEWSPAPERS	QUINTILE 1	29107	1039	20.3	3.6	117	1024	23.8	3.5	137								
	QUINTILE 2	49095	1816	35.4	3.7	121	1303	30.2	2.7	103								
	QUINTILE 3	23107	831	16.2	3.6	118	575	13.3	2.5	97								
	QUINTILE 4	33556	889	17.3	2.6	87	777	18.0	2.3	90								
	QUINTILE 5	32863	555	10.8	1.7	55	*633	14.7	1.9	75								
OUTDOOR	QUINTILE 1	33431	1442	28.1	4.3	141	1151	26.7	3.4	134								
	QUINTILE 2	33478	1018	19.8	3.0	99	767	17.8	2.3	89								
	QUINTILE 3	33574	988	19.3	2.9	96	941	21.8	2.8	109								
	QUINTILE 4	33935	960	18.7	2.8	93	843	19.6	2.5	97								
	QUINTILE 5	33310	722	14.1	2.2	71	609	14.1	1.8	71								
RADIO-DRIVE TIME	QUINTILE 1	33136	1124	21.9	3.4	111	854	19.8	2.6	100								
	QUINTILE 2	31658	1010	19.7	3.2	104	1030	23.9	3.3	127								
	QUINTILE 3	32541	1053	20.5	3.2	106	878	20.4	2.7	105								
	QUINTILE 4	34247	1212	23.6	3.5	116	1043	24.2	3.0	118								
	QUINTILE 5	36144	730	14.2	2.0	66	506	11.7	1.4	54								
RADIO-MID-DAY	TERCILE 1	45037	1394	27.2	3.1	101	1038	24.1	2.3	90								
	TERCILE 2	44819	1479	28.8	3.3	108	1371	31.8	3.1	119								
	TERCILE 3	77872	2256	44.0	2.9	95	1902	44.1	2.4	95								
RADIO-TOTAL	QUINTILE 1	33763	1108	21.6	3.3	107	843	19.6	2.5	97								
	QUINTILE 2	33240	1155	22.5	3.5	114	884	20.5	2.7	103								
	QUINTILE 3	33408	1021	19.9	3.1	100	1179	27.3	3.5	137								
	QUINTILE 4	34792	1190	23.2	3.4	112	986	22.9	2.8	110								
	QUINTILE 5	32524	656	12.8	2.0	66	*418	9.7	1.3	50								
TV-PRIME TIME	QUINTILE 1	33090	886	17.3	2.7	88	742	17.2	2.2	87								
	QUINTILE 2	33357	1078	21.0	3.2	106	1078	25.0	3.2	126								
	QUINTILE 3	33980	1087	21.2	3.2	105	1002	23.2	2.9	115								
	QUINTILE 4	33854	1137	22.2	3.4	110	912	21.2	2.7	105								
	QUINTILE 5	33444	941	18.3	2.8	92	576	13.4	1.7	67								
TV-DAYTIME	TERCILE 1	49121	1569	30.6	3.2	104	1073	24.9	2.2	85								
	TERCILE 2	48823	1539	30.0	3.2	103	1293	30.0	2.6	103								
	TERCILE 3	69782	2021	39.4	2.9	95	1946	45.1	2.8	108								
TV-TOTAL	QUINTILE 1	33584	904	17.6	2.7	88	697	16.2	2.1	81								
	QUINTILE 2	33441	1032	20.1	3.1	101	816	18.9	2.4	95								
	QUINTILE 3	33505	1088	21.2	3.2	106	1138	26.4	3.4	132								
	QUINTILE 4	33466	1035	20.2	3.1	101	939	21.8	2.8	109								
	QUINTILE 5	33731	1070	20.9	3.2	104	722	16.7	2.1	83								
MAGAZINES-NEWSPAPERS: DUAL		44503	1949	38.0	4.4	143	1459	33.8	3.3	128								
MAGAZINE IMPERATIVE		39363	1317	25.7	3.3	109	979	22.7	2.5	97								
NEWSPAPER IMPERATIVE		46441	1289	25.1	2.8	91	1156	26.8	2.5	97								
MAGAZINES-OUTDOOR: DUAL		33726	1581	30.8	4.7	153	1137	26.4	3.4	131								
MAGAZINE IMPERATIVE		52846	1743	34.0	3.3	108	1319	30.6	2.5	97								
OUTDOOR IMPERATIVE		52140	1275	24.9	2.4	80	1208	28.0	2.3	90								
MAGAZINES-RADIO: DUAL		37081	1466	28.6	4.0	129	1069	24.8	2.9	112								
MAGAZINE IMPERATIVE		49747	1806	35.2	3.6	119	1433	33.2	2.9	112								
RADIO IMPERATIVE		49208	1272	24.8	2.6	85	1319	30.6	2.7	104								
MAGAZINES-TELEVISION: DUAL		33103	1262	24.6	3.8	125	824	19.1	2.5	97								
MAGAZINE IMPERATIVE		54575	2076	40.5	3.8	124	1626	37.7	3.0	116								
TELEVISION IMPERATIVE		53249	1109	21.6	2.1	68	1256	29.1	2.4	92								
NEWSPAPERS-OUTDOOR: DUAL		36255	1576	30.7	4.3	142	1227	28.5	3.4	132								
NEWSPAPER IMPERATIVE		55591	1722	33.6	3.1	101	1439	33.4	2.6	101								
OUTDOOR IMPERATIVE		48319	1285	25.1	2.7	87	1257	29.2	2.6	101								
NEWSPAPERS-RADIO: DUAL		37242	1555	30.3	4.2	137	1107	25.7	3.0	116								
NEWSPAPER IMPERATIVE		54423	1861	36.3	3.4	112	1531	35.5	2.8	109								
RADIO IMPERATIVE		46650	1135	22.1	2.4	80	1150	26.7	2.5	96								
NEWSPAPERS-TELEVISION: DUAL		35974	1374	26.8	3.8	125	973	22.6	2.7	105								
NEWSPAPER IMPERATIVE		56095	2053	40.0	3.7	120	1771	41.1	3.2	123								
TELEVISION IMPERATIVE		47170	1020	19.9	2.2	71	1072	24.9	2.3	88								
OUTDOOR-RADIO: DUAL		33748	1326	25.9	3.9	128	1046	24.3	3.1	121								
OUTDOOR IMPERATIVE		52785	1721	33.6	3.3	107	1406	32.6	2.7	104								
RADIO IMPERATIVE		52882	1466	28.6	2.8	91	1342	31.1	2.5	99								
OUTDOOR-TELEVISION: DUAL		32030	1152	22.5	3.6	118	998	23.2	3.1	121								
OUTDOOR IMPERATIVE		54626	1914	37.3	3.5	115	1567	36.3	2.9	112								
TELEVISION IMPERATIVE		54874	1269	24.7	2.3	76	1137	26.4	2.1	81								
RADIO-TELEVISION: DUAL		33386	1057	20.6	3.2	104	862	20.0	2.6	100								
RADIO IMPERATIVE		53810	1809	35.3	3.4	110	1550	36.0	2.9	112								
TELEVISION IMPERATIVE		54023	1476	28.8	2.7	89	1326	30.8	2.5	95								

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SANGRIA/POP/PARTY WINES: BRANDS
(ADULTS)

		PAUL MASSON				YAGO											
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	5129	100.0	3.1	100	4311	100.0	2.6	100								
ATLANTIC MONTHLY	867	**25	0.5	2.9	94	**3	0.1	0.3	13								
BARRON'S	1580	**78	1.5	4.9	161	**72	1.7	4.6	177								
BETTER HOMES & GARDENS	22203	963	18.8	4.3	142	704	16.3	3.2	123								
BON APPETIT	3810	*175	3.4	4.6	150	*157	3.6	4.1	160								
BUSINESS WEEK	4663	*309	6.0	6.6	217	**100	2.3	2.1	83								
CAR AND DRIVER	3102	**125	2.4	4.0	132	**110	2.6	3.5	138								
CBS MAGAZINE NETWORK (GROSS)	7311	*312	6.1	4.3	140	*237	5.5	3.2	126								
CHANGING TIMES	3400	**124	2.4	3.6	119	**106	2.5	3.1	121								
COLONIAL HOMES	1796	*149	2.9	8.3	271	**35	0.8	1.9	76								
CONDE NAST MAG. PKG. (GROSS)	19924	1061	20.7	5.3	174	664	15.4	3.3	130								
CONSUMERS DIGEST	3125	**189	3.7	6.0	198	**59	1.4	1.9	73								
COSMOPOLITAN	10577	465	9.1	4.4	144	391	9.1	3.7	144								
COUNTRY LIVING	3746	*316	6.2	8.4	276	**39	0.9	1.0	41								
CUISINE	2214	**129	2.5	5.8	191	**74	1.7	3.3	130								
CYCLE WORLD	2394	**100	1.9	4.2	137	**87	2.0	3.6	141								
DCI:CREATIVE IDEAS FOR LIV	3068	**157	3.1	5.1	167	*146	3.4	4.8	185								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	456	8.9	4.8	156	*213	4.9	2.2	87								
DISCOVER	2277	**139	2.7	6.1	200	**61	1.4	2.7	104								
EBONY	7187	345	6.7	4.8	157	250	5.8	3.5	135								
ESQUIRE	2560	**122	2.4	4.8	156	**64	1.5	2.5	97								
ESSENCE	3242	*166	3.2	5.1	167	*137	3.2	4.2	164								
FAMILY CIRCLE	19639	821	16.0	4.2	137	694	16.1	3.5	137								
THE FAMILY HANDYMAN	3540	*231	4.5	6.5	213	**81	1.9	2.3	89								
FAMILY WEEKLY	23924	819	16.0	3.4	112	421	9.8	1.8	68								
FIELD & STREAM	9883	518	10.1	5.2	171	*234	5.4	2.4	92								
FOOD & WINE	1030	**86	1.7	8.3	273	**42	1.0	4.1	159								
FORBES	2679	*165	3.2	6.2	201	**72	1.7	2.7	105								
FORTUNE	2931	*153	3.0	5.2	171	*92	2.1	3.1	122								
GENTLEMEN'S QUARTERLY	3481	*191	3.7	5.5	179	**105	2.4	3.0	117								
GLAMOUR	7163	346	6.7	4.8	158	249	5.8	3.5	135								
GOLF DIGEST	2355	**82	1.6	3.5	114	**66	1.5	2.8	109								
GOLF DIGEST/TENNIS (GROSS)	3610	*175	3.4	4.8	159	**82	1.9	2.3	88								
GOLF MAGAZINE	2046	**48	0.9	2.3	77	**29	0.7	1.4	55								
GOLF MAGAZINE/SKI (GROSS)	3547	*136	2.7	3.8	125	**39	0.9	1.1	43								
GOOD HOUSEKEEPING	20353	815	15.9	4.0	131	693	16.1	3.4	132								
HARPER'S BAZAAR	3362	*129	2.5	3.8	125	**88	2.0	2.6	102								
HEALTH	2987	**69	1.3	2.3	76	**114	2.6	3.8	148								
HEARST MAG CORP. BUY (GROSS)	67928	3327	64.9	4.9	160	2011	46.6	3.0	115								
HEARST MAN POWER (GROSS)	11282	558	10.9	4.9	162	276	6.4	2.4	95								
HEARST WOMAN POWER (GROSS)	40514	1740	33.9	4.3	140	1422	33.0	3.5	137								
HOUSE BEAUTIFUL	4885	*303	5.9	6.2	203	**94	2.2	1.9	75								
INC.	1308	**86	1.7	6.6	215	**35	0.8	2.7	104								
JET	6498	*264	5.1	4.1	133	274	6.4	4.2	164								
LADIES' HOME JOURNAL	14797	632	12.3	4.3	140	443	10.3	3.0	116								
LHJ FAMILY GRP COMBO(GROSS)	21743	977	19.0	4.5	147	750	17.4	3.4	134								
LIFE	9881	506	9.9	5.1	167	279	6.5	2.8	110								
L.A. TIMES HOME MAGAZINE	2775	**58	1.1	2.1	68	**8	0.2	0.3	11								
MADEMOISELLE	4219	*189	3.7	4.5	146	**97	2.3	2.3	89								
MC CALL'S	16422	832	16.2	5.1	166	490	11.4	3.0	116								
MC CALL'S/WRK MOTHER (GROSS)	17919	922	18.0	5.1	168	550	12.8	3.1	119								
MECHANIX ILLUSTRATED	4433	*261	5.1	5.9	193	**107	2.5	2.4	94								
METROPOLITAN HOME	1504	**97	1.9	6.4	211	**31	0.7	2.1	80								
MONEY	4723	*269	5.2	5.7	186	*229	5.3	4.8	189								
MOTHER EARTH NEWS	2325	*139	2.7	6.0	196	*136	3.2	5.8	228								
MS.	1189	**44	0.9	3.7	121	**43	1.0	3.6	141								
NATIONAL ENQUIRER	18892	743	14.5	3.9	129	417	9.7	2.2	86								
NATIONAL GEOGRAPHIC	22129	984	19.2	4.4	145	477	11.1	2.2	84								
NATIONAL SUNDAY MAGAZINE PKG	103750	3708	72.3	3.6	117	2976	69.0	2.9	112								
NATURAL HISTORY	1379	**68	1.3	4.9	161	**58	1.3	4.2	164								
NEW WOMAN	2289	**50	1.0	2.2	71	**59	1.4	2.6	100								
NEW YORK INCLUDING CUE	1088	**26	0.5	2.4	78	**31	0.7	2.8	111								
THE NEW YORKER	2459	*120	2.3	4.9	160	**70	1.6	2.8	111								
NEWSWEEK	16527	835	16.3	5.1	165	385	8.9	2.3	91								
THE N.Y. TIMES DAILY EDITION	2739	**82	1.6	3.0	98	*157	3.6	5.7	223								
THE N.Y. TIMES MAGAZINE	4443	*153	3.0	3.4	113	195	4.5	4.4	171								
OMNI	2799	*166	3.2	5.9	194	**127	2.9	4.5	177								
ON CABLE	2209	**90	1.8	4.1	133	**78	1.8	3.5	137								
1001 HOME IDEAS	3959	*276	5.4	7.0	228	*193	4.5	4.9	190								
ORGANIC GARDENING	3111	**97	1.9	3.1	102	**72	1.7	2.3	90								
OUTDOOR LIFE	5024	*259	5.0	5.2	169	*119	2.8	2.4	92								
PARADE MAGAZINE	51292	1877	36.6	3.7	120	1588	36.8	3.1	120								

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(ADULTS)

	TOTAL U.S. '000	PAUL MASSON				YAGO											
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5129	100.0	3.1	100	4311	100.0	2.6	100								
PARENTS	5298	*194	3.8	3.7	120	238	5.5	4.5	175								
PENTHOUSE	5129	*305	5.9	5.9	194	*123	2.9	2.4	93								
PEOPLE	21070	842	16.4	4.0	131	633	14.7	3.0	117								
PLAYBOY	10562	440	8.6	4.2	136	281	6.5	2.7	104								
POPULAR HOT RODDING	2498	**167	3.3	6.7	219	**31	0.7	1.2	48								
POPULAR MECHANICS	5887	*273	5.3	4.6	152	*141	3.3	2.4	93								
POPULAR SCIENCE	4317	*202	3.9	4.7	153	**94	2.2	2.2	85								
PREVENTION	5792	*164	3.2	2.8	93	*147	3.4	2.5	99								
PSYCHOLOGY TODAY	3284	**124	2.4	3.8	123	**103	2.4	3.1	122								
READER'S DIGEST	40046	1530	29.8	3.8	125	962	22.3	2.4	93								
REDBOOK	9584	460	9.0	4.8	157	337	7.8	3.5	137								
ROAD & TRACK	2590	**118	2.3	4.6	149	**51	1.2	2.0	77								
ROLLING STONE	3302	**131	2.6	4.0	130	**107	2.5	3.2	126								
RUNNER'S WORLD	1229	**33	0.6	2.7	88	**4	0.1	0.3	13								
SATURDAY EVENING POST	2110	**180	3.5	8.5	279	**46	1.1	2.2	85								
SCIENCE 84	1543	**58	1.1	3.8	123	**52	1.2	3.4	131								
SCIENCE DIGEST	1747	**71	1.4	4.1	133	**39	0.9	2.2	87								
SCIENTIFIC AMERICAN	1994	**69	1.3	3.5	113	**82	1.9	4.1	160								
SELF	3119	*203	4.0	6.5	213	*143	3.3	4.6	178								
SEVENTEEN	3923	*211	4.1	5.4	176	*122	2.8	3.1	121								
SKI	1501	**88	1.7	5.9	192	**10	0.2	0.7	26								
SMITHSONIAN	5976	254	5.0	4.3	139	*118	2.7	2.0	77								
SOAP OPERA DIGEST	4228	**140	2.7	3.3	108	*156	3.6	3.7	144								
SOUTHERN LIVING	6488	*299	5.8	4.6	151	**67	1.6	1.0	40								
SPORT	3500	*254	5.0	7.3	237	*154	3.6	4.4	171								
THE SPORTING NEWS	2456	**206	4.0	8.4	274	**81	1.9	3.3	128								
SPORTS AFIELD	3648	*214	4.2	5.9	192	**95	2.2	2.6	101								
SPORTS ILLUSTRATED	14484	628	12.2	4.3	142	414	9.6	2.9	111								
STAR	12661	493	9.6	3.9	127	352	8.2	2.8	108								
SUNDAY	52799	1874	36.5	3.5	116	1645	38.2	3.1	121								
SUNSET	3513	*105	2.0	3.0	98	**18	0.4	0.5	20								
TV GUIDE	42766	1369	26.7	3.2	105	1225	28.4	2.9	111								
TENNIS	1254	**93	1.8	7.4	243	**16	0.4	1.3	50								
TIME	22054	1087	21.2	4.9	161	649	15.1	2.9	114								
TOWN & COUNTRY	1555	**110	2.1	7.1	231	**52	1.2	3.3	130								
TRAVEL & LEISURE	2173	*192	3.7	8.8	289	*121	2.8	5.6	217								
TRUE STORY	4636	**117	2.3	2.5	83	**108	2.5	2.3	91								
U.S.NEWS & WORLD REPORT	10353	395	7.7	3.8	125	*236	5.5	2.3	89								
USA TODAY	4994	*192	3.7	3.8	126	*173	4.0	3.5	135								
US	3528	*225	4.4	6.4	209	*194	4.5	5.5	214								
VOGUE	5424	*324	6.3	6.0	195	*175	4.1	3.2	126								
WALL STREET JOURNAL	6292	*204	4.0	3.2	106	*166	3.9	2.6	103								
WEIGHT WATCHERS	2762	**130	2.5	4.7	154	**80	1.9	2.9	113								
WOMAN'S DAY	16320	678	13.2	4.2	136	564	13.1	3.5	134								
WORKING MOTHER	1496	**90	1.8	6.0	197	**60	1.4	4.0	156								
WORKING WOMAN	1851	**96	1.9	5.2	170	**71	1.6	3.8	149								
WORLD TENNIS	580	**28	0.5	4.8	158	**16	0.4	2.8	107								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	558	10.9	4.5	147	289	6.7	2.3	91								
BLAIR INSERTS	91671	3248	63.3	3.5	116	2808	65.1	3.1	119								
DAILY NEWSPAPERS																	
READ ANY	109190	3703	72.2	3.4	111	2966	68.8	2.7	106								
READ ONE	89587	3078	60.0	3.4	112	2271	52.7	2.5	99								
READ TWO OR MORE	19602	626	12.2	3.2	104	695	16.1	3.5	138								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3925	76.5	3.6	117	3254	75.5	3.0	115								
READ ONE	95074	3438	67.0	3.6	118	2822	65.5	3.0	115								
READ TWO OR MORE	14588	487	9.5	3.3	109	432	10.0	3.0	115								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.83				32.85											
30 DAY REACH	149706	4728	92.2	3.2	103	3971	92.1	2.7	103								
50 SHWG - 30 DAY AV FREQ	15.16	16.83				16.94											
30 DAY REACH	142406	4613	89.9	3.2	106	3849	89.3	2.7	105								
25 SHWG - 30 DAY AV FREQ	8.23	9.11				8.96											
30 DAY REACH	131152	4265	83.2	3.3	106	3633	84.3	2.8	108								
CABLE TV: HOME WIRED	66879	2564	50.0	3.8	125	1960	45.5	2.9	114								
HOME NOT WIRED	100848	2565	50.0	2.5	83	2351	54.5	2.3	91								
HAVE PAY CABLE	35024	1598	31.2	4.6	149	1258	29.2	3.6	140								

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SANGRIA/POP/PARTY WINES: BRANDS
(ADULTS)

		TOTAL U.S.	PAUL MASSON				YAGO											
		'000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	5129	100.0	3.1	100	4311	100.0	2.6	100								
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	3312	64.6	3.5	113	2889	67.0	3.0	118								
10:00 AM - 3:00 PM		63599	1972	38.4	3.1	101	1667	38.7	2.6	102								
3:00 PM - 7:00 PM		72097	2514	49.0	3.5	114	2107	48.9	2.9	114								
7:00 PM - MIDNIGHT		36670	1339	26.1	3.7	119	1006	23.3	2.7	107								
MIDNIGHT - 6:00 AM		21908	872	17.0	4.0	130	714	16.6	3.3	127								
6:00 AM - MIDNIGHT		127571	4259	83.0	3.3	109	3666	85.0	2.9	112								
ENTIRE DAY		129239	4334	84.5	3.4	110	3707	86.0	2.9	112								
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	1171	22.8	3.4	113	1121	26.0	3.3	128								
ALL NEWS		6062	*110	2.1	1.8	59	182	4.2	3.0	117								
AOR/PROGRESSIVE		11884	561	10.9	4.7	154	317	7.4	2.7	104								
BEAUTIFUL MUSIC		11180	268	5.2	2.4	78	*192	4.5	1.7	67								
BLACK		4538	*195	3.8	4.3	141	*188	4.4	4.1	161								
CLASSICAL		3857	*170	3.3	4.4	144	**69	1.6	1.8	70								
CHR/ROCK		21946	1011	19.7	4.6	151	851	19.7	3.9	151								
COUNTRY		27262	842	16.4	3.1	101	628	14.6	2.3	90								
GOLDEN OLDIES		3339	**126	2.5	3.8	123	**55	1.3	1.6	64								
MOR/NOSTALGIA		10346	*294	5.7	2.8	93	270	6.3	2.6	102								
NEWS/TALK		8929	251	4.9	2.8	92	*263	6.1	2.9	115								
RELIGIOUS		5488	*116	2.3	2.1	69	**154	3.6	2.8	109								
SOFT ROCK		1232	**35	0.7	2.8	93	**36	0.8	2.9	114								
URBAN CONTEMPORARY		3184	*137	2.7	4.3	141	*193	4.5	6.1	236								
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	*195	3.8	2.8	92	319	7.4	4.6	180								
ABC DIRECTION		5212	*193	3.8	3.7	121	327	7.6	6.3	244								
ABC ENTERTAINMENT		10385	*263	5.1	2.5	83	*262	6.1	2.5	98								
ABC FM		4762	*171	3.3	3.6	117	*202	4.7	4.2	165								
ABC INFORMATION		11339	401	7.8	3.5	116	351	8.1	3.1	120								
ABC ROCK		4878	*269	5.2	5.5	180	*153	3.5	3.1	122								
CBS		10709	225	4.4	2.1	69	281	6.5	2.6	102								
MUTUAL		10251	*286	5.6	2.8	91	*270	6.3	2.6	102								
NBC		12243	327	6.4	2.7	87	368	8.5	3.0	117								
RADIORADIO		4606	*245	4.8	5.3	174	*164	3.8	3.6	139								
RKO ONE		5148	*245	4.8	4.8	156	*175	4.1	3.4	132								
RKO TWO		7313	*224	4.4	3.1	100	*166	3.9	2.3	88								
THE SOURCE		5981	*244	4.8	4.1	133	*158	3.7	2.6	103								
NON-WIRED : BLAIR		19329	663	12.9	3.4	112	667	15.5	3.5	134								
INTERNET		27139	1099	21.4	4.0	132	1013	23.5	3.7	145								
KATZ RADIO GROUP		36319	1141	22.2	3.1	103	966	22.4	2.7	103								
SUPERNET		22361	841	16.4	3.8	123	756	17.5	3.4	132								
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	473	9.2	3.3	106	338	7.8	2.3	90								
WKDAY 9:00 AM - 1:00 PM		18688	554	10.8	3.0	97	397	9.2	2.1	83								
WKDAY 1:00 PM - 4:30 PM		24061	718	14.0	3.0	98	542	12.6	2.3	88								
WKDAY 4:30 PM - 7:30 PM		44079	1270	24.8	2.9	94	1024	23.8	2.3	90								
WKDAY 7:30 PM - 8:00 PM		61979	1810	35.3	2.9	96	1500	34.8	2.4	94								
WKDAY 11:00 PM - 11:30 PM		49084	1524	29.7	3.1	102	1380	32.0	2.8	109								
WKDAY 11:30 PM - 1:00 AM		16560	566	11.0	3.4	112	432	10.0	2.6	101								
M-SAT 8-11 PM+SUN 7-11 PM		66967	2034	39.7	3.0	99	1796	41.7	2.7	104								
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	304	5.9	3.3	107	232	5.4	2.5	97								
ANOTHER WORLD	N	6138	*172	3.4	2.8	92	99	2.3	1.6	63								
AS THE WORLD TURNS	C	7707	217	4.2	2.8	92	151	3.5	2.0	76								
CAPITOL	C	4688	100	1.9	2.1	70	134	3.1	2.9	111								
CBS MORN. NEWS 1	C	2792	**72	1.4	2.6	84	**56	1.3	2.0	78								
CBS MORN. NEWS 2	C	2071	**55	1.1	2.7	87	**47	1.1	2.3	88								
DAYS OF OUR LIVES	N	8018	314	6.1	3.9	128	126	2.9	1.6	61								
FACTS OF LIFE - DAYTIME	N	3487	*94	1.8	2.7	88	*79	1.8	2.3	88								
FAMILY FEUD	A	4817	*109	2.1	2.3	74	93	2.2	1.9	75								
GENERAL HOSPITAL	A	8333	277	5.4	3.3	109	232	5.4	2.8	108								
GOOD MORNING, AMERICA-730	A	5472	140	2.7	2.6	84	*113	2.6	2.1	80								
GOOD MORNING, AMERICA-830	A	3965	137	2.7	3.5	113	*99	2.3	2.5	97								
GUIDING LIGHT	C	7542	178	3.5	2.4	77	161	3.7	2.1	83								
ONE LIFE TO LIVE	A	6018	223	4.3	3.7	121	157	3.6	2.6	102								
PRESS YOUR LUCK	C	3589	*83	1.6	2.3	76	*66	1.5	1.8	72								
PRICE IS RIGHT 1	C	7418	153	3.0	2.1	67	165	3.8	2.2	87								
PRICE IS RIGHT 2	C	8276	217	4.2	2.6	86	175	4.1	2.1	82								
RYAN'S HOPE	A	4358	166	3.2	3.8	125	136	3.2	3.1	121								
SALE OF THE CENTURY	N	3749	*76	1.5	2.0	66	*51	1.2	1.4	53								
SEARCH FOR TOMORROW	N	2884	**130	2.5	4.5	147	**83	1.9	2.9	112								
TODAY SHOW 1	N	4869	229	4.5	4.7	154	*97	2.3	2.0	78								
TODAY SHOW 2	N	4135	*150	2.9	3.6	119	*79	1.8	1.9	74								
$25,000 PYRAMID	C	4361	*104	2.0	2.4	78	*75	1.7	1.7	67								
WHEEL OF FORTUNE	N	6187	209	4.1	3.4	110	146	3.4	2.4	92								
YOUNG AND THE RESTLESS	C	8186	227	4.4	2.8	91	180	4.2	2.2	86								
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	*115	2.2	2.4	80	*150	3.5	3.2	123								
NBA PLAYOFF GAME -1	C	5127	*151	2.9	2.9	96	*155	3.6	3.0	118								
NBC MAJOR LEAGUE PRE-GAME	N	3945	**146	2.8	3.7	121	**57	1.3	1.4	56								
SPORTSWORLD - SUN	N	3370	*74	1.4	2.2	72	**78	1.8	2.3	90								
SUNDAY MORNING	C	4200	*121	2.4	2.9	94	**39	0.9	0.9	36								

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SANGRIA/POP/PARTY WINES: BRANDS
(ADULTS)

		TOTAL U.S. '000	PAUL MASSON				YAGO											
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5129	100.0	3.1	100	4311	100.0	2.6	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1468	28.6	2.8	92	1181	27.4	2.3	88								
NETWORK AFFILIATES - LATE		39164	1242	24.2	3.2	104	1033	24.0	2.6	103								
INDEPENDENTS - LATE		5133	117	2.3	2.3	75	135	3.1	2.6	102								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	733	14.3	3.2	105	552	12.8	2.4	94								
ABC MONDAY NIGHT MOVIE	A	11258	307	6.0	2.7	89	227	5.3	2.0	78								
ABC SUNDAY NIGHT MOVIE	A	23600	680	13.3	2.9	94	679	15.8	2.9	112								
ABC WORLD NEWS TONIGHT	A	12801	386	7.5	3.0	99	320	7.4	2.5	97								
AFTERMASH	C	10966	417	8.1	3.8	124	*278	6.4	2.5	99								
ALICE	C	17050	527	10.3	3.1	101	391	9.1	2.3	89								
AMERICAN PARADE	C	11998	266	5.2	2.2	73	182	4.2	1.5	59								
BENSON	A	19258	614	12.0	3.2	104	435	10.1	2.3	88								
BLUE THUNDER	A	11478	292	5.7	2.5	83	261	6.1	2.3	88								
CAGNEY & LACEY	C	18263	621	12.1	3.4	111	532	12.3	2.9	113								
CBS EVENING NEWS-DEAN	C	7733	299	5.8	3.9	126	**127	2.9	1.6	64								
CBS EVENING NEWS-RATHER	C	15653	472	9.2	3.0	99	357	8.3	2.3	89								
CBS SAT. NEWS-SCHIEFFER	C	8744	318	6.2	3.6	119	117	2.7	1.3	52								
CBS SATURDAY NIGHT MOVIE	C	12000	390	7.6	3.3	106	375	8.7	3.1	122								
CBS WEDNESDAY NIGHT MOVIE	C	11522	225	4.4	2.0	64	339	7.9	2.9	114								
CHEERS	N	16818	671	13.1	4.0	130	500	11.6	3.0	116								
DALLAS	C	37510	1105	21.5	2.9	96	1110	25.7	3.0	115								
DIFF'RENT STROKES	N	11258	310	6.0	2.8	90	*225	5.2	2.0	78								
DOUBLE TROUBLE	N	12248	433	8.4	3.5	116	276	6.4	2.3	88								
DUCK FACTORY	N	11100	395	7.7	3.6	116	319	7.4	2.9	112								
DUKES OF HAZZARD	C	12353	*194	3.8	1.6	51	331	7.7	2.7	104								
DYNASTY	A	33279	1146	22.3	3.4	113	1010	23.4	3.0	118								
FACTS OF LIFE	N	13410	498	9.7	3.7	121	286	6.6	2.1	83								
FALCON CREST	C	31093	985	19.2	3.2	104	984	22.8	3.2	123								
FALL GUY	A	18649	539	10.5	2.9	95	535	12.4	2.9	112								
FAMILY TIES	N	13101	431	8.4	3.3	108	342	7.9	2.6	102								
FANTASY ISLAND	A	13069	355	6.9	2.7	89	352	8.2	2.7	105								
FOULUPS,BLEEPS & BLUNDERS	A	16588	410	8.0	2.5	81	483	11.2	2.9	113								
FOUR SEASONS	C	9302	*352	6.9	3.8	124	*267	6.2	2.9	112								
GIMME A BREAK	N	13955	476	9.3	3.4	112	308	7.1	2.2	86								
HART TO HART	A	15735	437	8.5	2.8	91	308	7.1	2.0	76								
HILL STREET BLUES	N	18257	574	11.2	3.1	103	543	12.6	3.0	116								
HOTEL	A	24236	650	12.7	2.7	88	634	14.7	2.6	102								
JEFFERSONS	C	17010	504	9.8	3.0	97	434	10.1	2.6	99								
JENNIFER SLEPT HERE	N	9397	*189	3.7	2.0	66	*252	5.8	2.7	104								
KATE & ALLIE	C	16762	478	9.3	2.9	93	433	10.0	2.6	101								
KNIGHT RIDER	N	13164	361	7.0	2.7	90	413	9.6	3.1	122								
LOVE BOAT	A	20400	498	9.7	2.4	80	482	11.2	2.4	92								
MAGNUM PI	C	22543	591	11.5	2.6	86	546	12.7	2.4	94								
MAMA'S FAMILY	N	9852	291	5.7	3.0	97	*182	4.2	1.8	72								
MASTER, THE	N	8082	332	6.5	4.1	134	*124	2.9	1.5	60								
MATT HOUSTON	A	12881	475	9.3	3.7	121	258	6.0	2.0	78								
NBC MONDAY NIGHT MOVIE	N	23889	747	14.6	3.1	102	768	17.8	3.2	125								
NBC NIGHTLY NEWS	N	11156	369	7.2	3.3	108	169	3.9	1.5	59								
NBC NIGHTLY NEWS-SAT	N	7363	*238	4.6	3.2	106	**211	4.9	2.9	111								
NBC NIGHTLY NEWS-SUN	N	6214	*200	3.9	3.2	105	**94	2.2	1.5	59								
NBC SUNDAY NIGHT MOVIE	N	17590	565	11.0	3.2	105	589	13.7	3.3	130								
NEWHART	C	16740	492	9.6	2.9	96	421	9.8	2.5	98								
ONE DAY AT A TIME	C	11820	430	8.4	3.6	119	329	7.6	2.8	108								
PEOPLE ARE FUNNY	N	9138	*243	4.7	2.7	87	*148	3.4	1.6	63								
REAL PEOPLE	N	15979	501	9.8	3.1	103	351	8.1	2.2	85								
REMINGTON STEELE	N	14395	464	9.0	3.2	105	420	9.7	2.9	114								
RIPLEY'S BELIEVE IT - NOT	A	11362	319	6.2	2.8	92	342	7.9	3.0	117								
RIPTIDE	N	13920	428	8.3	3.1	101	366	8.5	2.6	102								
SCARECROW & MRS. KING	C	17571	544	10.6	3.1	101	436	10.1	2.5	97								
SIMON & SIMON	C	20208	479	9.3	2.4	78	447	10.4	2.2	86								
60 MINUTES	C	27668	744	14.5	2.7	88	611	14.2	2.2	86								
ST. ELSEWHERE	N	13699	502	9.8	3.7	120	313	7.3	2.3	89								
THREE'S COMPANY	A	20632	613	12.0	3.0	97	545	12.6	2.6	103								
T.J. HOOKER	A	17136	488	9.5	2.8	93	374	8.7	2.2	85								
TONIGHT SHOW	N	4963	235	4.6	4.7	155	85	2.0	1.7	67								
TRAPPER JOHN, M.D.	C	16332	496	9.7	3.0	99	359	8.3	2.2	86								
TV BLOOPERS & PRAC. JOKES	N	18881	514	10.0	2.7	89	458	10.6	2.4	94								
20/20	A	18315	638	12.4	3.5	114	390	9.0	2.1	83								
WEBSTER	A	18722	530	10.3	2.8	93	435	10.1	2.3	90								
WORLD NEWS - SUN	A	5327	*113	2.2	2.1	69	**122	2.8	2.3	89								
YELLOW ROSE	N	8370	239	4.7	2.9	93	*227	5.3	2.7	106								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	599	11.7	2.3	76	576	13.4	2.2	87								
BASKETBALL - COLLEGE GAMES		14468	601	11.7	4.2	136	*377	8.7	2.6	101								
BASKETBALL - PRO GAMES		12124	*484	9.4	4.0	131	*333	7.7	2.7	107								
BOWLING		9412	*345	6.7	3.7	120	*313	7.3	3.3	129								
BOXING		15409	*499	9.7	3.2	106	*461	10.7	3.0	116								
FOOTBALL - COLLEGE GAMES		21400	710	13.8	3.3	108	617	14.3	2.9	112								
FOOTBALL - PRO GAMES		35944	1312	25.6	3.7	119	1078	25.0	3.0	117								
GOLF		9759	*357	7.0	3.7	120	**212	4.9	2.2	85								
POST-SEASON COLL. FOOTBALL		18123	685	13.4	3.8	124	*468	10.9	2.6	100								
POST-SEASON PRO FOOTBALL		22091	755	14.7	3.4	112	648	15.0	2.9	114								
TENNIS		6764	**244	4.8	3.6	118	**239	5.5	3.5	137								
WRESTLING - PROFESSIONAL		9695	**269	5.2	2.8	91	**213	4.9	2.2	85								

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VERMOUTH

BASE = ADULTS (167727)

1A. DO YOU YOURSELF DRINK IT?

	'000	%	UNWEIGHTED
YES	8737	5.2	1267
NO	158990	94.8	17843

IF YOU DO

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
1B. WHICH KINDS DO YOU DRINK?									
RED	4362	2.6	2702	1.6	1394	.8	266	.2	608
WHITE	5359	3.2	3699	2.2	1036	.6	624	.4	786
DO NOT KNOW	676	.4							106
1C. WHICH BRANDS DO YOU DRINK?									
BOISSIERE	225	.1	25	*	154	.1	45	*	25
CINZANO	1095	.7	273	.2	600	.4	222	.1	159
GALLO	1241	.7	379	.2	786	.5	76	*	176
GREAT WESTERN	411	.2	133	.1	238	.1	40	*	57
MARTINI & ROSSI	4378	2.6	2616	1.6	1198	.7	564	.3	628
NOILLY PRAT	1031	.6	373	.2	313	.2	346	.2	153
PAUL MASSON	1341	.8	460	.3	740	.4	141	.1	164
STOCK	739	.4	198	.1	281	.2	260	.2	112
TAYLOR	862	.5	281	.2	393	.2	188	.1	131
TRIBUNO	594	.4	155	.1	238	.1	200	.1	95
OTHER BRANDS	1150	.7	672	.4	267	.2	211	.1	140
DO NOT KNOW	290	.2							44

1D. ABOUT HOW MANY DRINKS OR GLASSES OF VERMOUTH DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

		IN LAST 7 DAYS		
		'000	%	UNWEIGHTED
8 OR MORE	H	261	.2	39
7	H	312	.2	48
5 - 6	H	340	.2	51
3 - 4	H	821	.5	155
2	H	1335	.8	205
1	H	1045	.6	157
NONE	L	4624	2.8	612

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

	IN LAST 30 DAYS		
	'000	%	UNWEIGHTED
8 OR MORE	708	.4	118
7	358	.2	55
5 - 6	683	.4	88
3 - 4	1056	.6	179
2	1337	.8	209
1	1036	.6	144
NONE	3560	2.1	474

VERMOUTH: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	8737	100.0	5.2	100	4114	100.0	2.5	100	4624	100.0	2.8	100				
MALES	79263	4450	50.9	5.6	108	2285	55.5	2.9	118	2166	46.8	2.7	99				
FEMALES	88464	4287	49.1	4.8	93	1829	44.5	2.1	84	2458	53.2	2.8	101				
18 - 24	28671	915	10.5	3.2	61	397	9.6	1.4	56	*518	11.2	1.8	66				
25 - 34	39536	1503	17.2	3.8	73	676	16.4	1.7	70	827	17.9	2.1	76				
35 - 44	28978	1653	18.9	5.7	110	767	18.6	2.6	108	886	19.2	3.1	111				
45 - 54	22345	1556	17.8	7.0	134	683	16.6	3.1	125	873	18.9	3.9	142				
55 - 64	22224	1584	18.1	7.1	137	655	15.9	2.9	120	929	20.1	4.2	152				
65 OR OLDER	25973	1526	17.5	5.9	113	936	22.8	3.6	147	590	12.8	2.3	82				
18 - 34	68207	2418	27.7	3.5	68	1073	26.1	1.6	64	1345	29.1	2.0	72				
18 - 49	108058	4875	55.8	4.5	87	2182	53.0	2.0	82	2692	58.2	2.5	90				
25 - 54	90859	4712	53.9	5.2	100	2126	51.7	2.3	95	2586	55.9	2.8	103				
35 - 49	39851	2456	28.1	6.2	118	1109	27.0	2.8	113	1347	29.1	3.4	123				
50 OR OLDER	59669	3863	44.2	6.5	124	1931	46.9	3.2	132	1931	41.8	3.2	117				
GRADUATED COLLEGE	28091	2524	28.9	9.0	172	1146	27.9	4.1	166	1378	29.8	4.9	178				
ATTENDED COLLEGE	28938	1472	16.8	5.1	98	526	12.8	1.8	74	945	20.4	3.3	118				
GRADUATED HIGH SCHOOL	65503	3051	34.9	4.7	89	1469	35.7	2.2	91	1582	34.2	2.4	88				
DID NOT GRADUATE HIGH SCHOOL	45195	1691	19.4	3.7	72	973	23.7	2.2	88	719	15.5	1.6	58				
EMPLOYED MALES	56429	3140	35.9	5.6	107	1514	36.8	2.7	109	1626	35.2	2.9	105				
EMPLOYED FEMALES	43971	2041	23.4	4.6	89	735	17.9	1.7	68	1306	28.2	3.0	108				
EMPLOYED FULL-TIME	87773	4627	53.0	5.3	101	2050	49.8	2.3	95	2576	55.7	2.9	106				
EMPLOYED PART-TIME	12627	555	6.4	4.4	84	**198	4.8	1.6	64	*356	7.7	2.8	102				
NOT EMPLOYED	67327	3556	40.7	5.3	101	1865	45.3	2.8	113	1691	36.6	2.5	91				
PROFESSIONAL/MANAGER	25845	2105	24.1	8.1	156	920	22.4	3.6	145	1185	25.6	4.6	166				
TECH/CLERICAL/SALES	30895	1468	16.8	4.8	91	482	11.7	1.6	64	987	21.3	3.2	116				
PRECISION/CRAFT	12629	420	4.8	3.3	64	*255	6.2	2.0	82	**165	3.6	1.3	47				
OTHER EMPLOYED	31031	1188	13.6	3.8	73	592	14.4	1.9	78	596	12.9	1.9	70				
SINGLE	35557	1620	18.5	4.6	87	719	17.5	2.0	82	901	19.5	2.5	92				
MARRIED	103585	5575	63.8	5.4	103	2689	65.4	2.6	106	2887	62.4	2.8	101				
DIVORCED/SEPARATED/WIDOWED	28585	1542	17.6	5.4	104	706	17.2	2.5	101	836	18.1	2.9	106				
PARENTS	59295	2729	31.2	4.6	88	1275	31.0	2.2	88	1454	31.4	2.5	89				
WHITE	146081	7444	85.2	5.1	98	3391	82.4	2.3	95	4053	87.7	2.8	101				
BLACK	17974	1087	12.4	6.0	116	641	15.6	3.6	145	445	9.6	2.5	90				
OTHER	3672	**206	2.4	5.6	108	**81	2.0	2.2	90	**125	2.7	3.4	123				
NORTHEAST-CENSUS	37005	3026	34.6	8.2	157	1474	35.8	4.0	162	1552	33.6	4.2	152				
NORTH CENTRAL	42642	1703	19.5	4.0	77	718	17.5	1.7	69	984	21.3	2.3	84				
SOUTH	56777	2290	26.2	4.0	77	1284	31.2	2.3	92	1006	21.8	1.8	64				
WEST	31303	1719	19.7	5.5	105	637	15.5	2.0	83	1082	23.4	3.5	125				
NORTHEAST-MKTG.	38125	3433	39.3	9.0	173	2012	48.9	5.3	215	1421	30.7	3.7	135				
EAST CENTRAL	24794	1035	11.8	4.2	80	426	10.4	1.7	70	609	13.2	2.5	89				
WEST CENTRAL	28511	1226	14.0	4.3	83	512	12.4	1.8	73	714	15.4	2.5	91				
SOUTH	48953	1499	17.2	3.1	59	589	14.3	1.2	49	910	19.7	1.9	67				
PACIFIC	27344	1545	17.7	5.7	108	575	14.0	2.1	86	970	21.0	3.5	129				
COUNTY SIZE A	69301	5342	61.1	7.7	148	2588	62.9	3.7	152	2754	59.6	4.0	144				
COUNTY SIZE B	50633	1886	21.6	3.7	72	877	21.3	1.7	71	1009	21.8	2.0	72				
COUNTY SIZE C	26259	987	11.3	3.8	72	*372	9.0	1.4	58	616	13.3	2.3	85				
COUNTY SIZE D	21534	522	6.0	2.4	47	*277	6.7	1.3	52	**245	5.3	1.1	41				
METRO CENTRAL CITY	50014	3231	37.0	6.5	124	1468	35.7	2.9	120	1764	38.1	3.5	128				
METRO SUBURBAN	76832	4172	47.8	5.4	104	1942	47.2	2.5	103	2230	48.2	2.9	105				
NON METRO	40881	1334	15.3	3.3	63	704	17.1	1.7	70	630	13.6	1.5	56				
TOP 5 ADI'S	39550	3236	37.0	8.2	157	1551	37.7	3.9	160	1685	36.4	4.3	155				
TOP 10 ADI'S	54877	4402	50.4	8.0	154	2238	54.4	4.1	166	2164	46.8	3.9	143				
TOP 20 ADI'S	77516	5637	64.5	7.3	140	2740	66.6	3.5	144	2897	62.7	3.7	136				
HSHLD INC. $50,000 OR MORE	17257	1419	16.2	8.2	158	593	14.4	3.4	140	826	17.9	4.8	174				
$40,000 OR MORE	33235	2382	27.3	7.2	138	984	23.9	3.0	121	1397	30.2	4.2	152				
$30,000 OR MORE	59693	3864	44.2	6.5	124	1727	42.0	2.9	118	2137	46.2	3.6	130				
$25,000 OR MORE	76275	4907	56.2	6.4	124	2130	51.8	2.8	114	2777	60.1	3.6	132				
$20,000 - $24,999	18607	803	9.2	4.3	83	403	9.8	2.2	88	*400	8.7	2.1	78				
$15,000 - $19,999	17175	578	6.6	3.4	65	*316	7.7	1.8	75	*262	5.7	1.5	55				
$10,000 - $14,999	24569	1127	12.9	4.6	88	546	13.3	2.2	91	581	12.6	2.4	86				
UNDER $10,000	31101	1322	15.1	4.3	82	719	17.5	2.3	94	603	13.0	1.9	70				
HOUSEHOLD OF 1 PERSON	19441	1138	13.0	5.9	112	557	13.5	2.9	117	581	12.6	3.0	108				
2 PEOPLE	51803	3260	37.3	6.3	121	1636	39.8	3.2	129	1623	35.1	3.1	114				
3 OR 4 PEOPLE	66933	3151	36.1	4.7	90	1333	32.4	2.0	81	1818	39.3	2.7	99				
5 OR MORE PEOPLE	29550	1189	13.6	4.0	77	*587	14.3	2.0	81	*602	13.0	2.0	74				
NO CHILD IN HSHLD	96587	5596	64.0	5.8	111	2701	65.7	2.8	114	2895	62.6	3.0	109				
CHILD(REN) UNDER 2 YRS	10844	*337	3.9	3.1	60	**137	3.3	1.3	52	**200	4.3	1.8	67				
2 - 5 YEARS	26358	1152	13.2	4.4	84	568	13.8	2.2	88	584	12.6	2.2	80				
6 - 11 YEARS	30453	1423	16.3	4.7	90	658	16.0	2.2	88	766	16.6	2.5	91				
12 - 17 YEARS	36575	1649	18.9	4.5	87	799	19.4	2.2	89	850	18.4	2.3	84				
RESIDENCE OWNED	117770	6230	71.3	5.3	102	2802	68.1	2.4	97	3428	74.1	2.9	106				
VALUE: $50,000 OR MORE	70166	4727	54.1	6.7	129	2187	53.2	3.1	127	2540	54.9	3.6	131				
VALUE: UNDER $50,000	47604	1503	17.2	3.2	61	615	14.9	1.3	53	888	19.2	1.9	68				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE						
			A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %
TOTAL ADULTS		167727	8737	100.0	5.2	100	4114	100.0	2.5	100	4624	100.0	2.8	100			
MAGAZINES	QUINTILE 1	34022	2254	25.8	6.6	127	916	22.3	2.7	110	1339	29.0	3.9	143			
	QUINTILE 2	34800	2005	22.9	5.8	111	872	21.2	2.5	102	1133	24.5	3.3	118			
	QUINTILE 3	30514	1574	18.0	5.2	99	747	18.2	2.4	100	827	17.9	2.7	98			
	QUINTILE 4	33324	1508	17.3	4.5	87	793	19.3	2.4	97	715	15.5	2.1	78			
	QUINTILE 5	35066	1396	16.0	4.0	76	786	19.1	2.2	91	610	13.2	1.7	63			
NEWSPAPERS	QUINTILE 1	29107	2225	25.5	7.6	147	1025	24.9	3.5	144	1200	26.0	4.1	150			
	QUINTILE 2	49095	2904	33.2	5.9	114	1356	33.0	2.8	113	1548	33.5	3.2	114			
	QUINTILE 3	23107	1295	14.8	5.6	108	601	14.6	2.6	106	694	15.0	3.0	109			
	QUINTILE 4	33556	1227	14.0	3.7	70	534	13.0	1.6	65	693	15.0	2.1	75			
	QUINTILE 5	32863	1087	12.4	3.3	63	598	14.5	1.8	74	489	10.6	1.5	54			
OUTDOOR	QUINTILE 1	33431	1734	19.8	5.2	100	697	16.9	2.1	85	1037	22.4	3.1	113			
	QUINTILE 2	33478	1730	19.8	5.2	99	838	20.4	2.5	102	892	19.3	2.7	97			
	QUINTILE 3	33574	1880	21.5	5.6	107	919	22.3	2.7	112	961	20.8	2.9	104			
	QUINTILE 4	33935	1828	20.9	5.4	103	874	21.2	2.6	105	955	20.7	2.8	102			
	QUINTILE 5	33310	1565	17.9	4.7	90	786	19.1	2.4	96	780	16.9	2.3	85			
RADIO-DRIVE TIME	QUINTILE 1	33136	1564	17.9	4.7	91	802	19.5	2.4	99	761	16.5	2.3	83			
	QUINTILE 2	31658	1671	19.1	5.3	101	604	14.7	1.9	78	1067	23.1	3.4	122			
	QUINTILE 3	32541	1797	20.6	5.5	106	885	21.5	2.7	111	912	19.7	2.8	102			
	QUINTILE 4	34247	1953	22.4	5.7	109	1017	24.7	3.0	121	936	20.2	2.7	99			
	QUINTILE 5	36144	1753	20.1	4.9	93	806	19.6	2.2	91	948	20.5	2.6	95			
RADIO-MID-DAY	TERCILE 1	45037	2171	24.8	4.8	93	1037	25.2	2.3	94	1134	24.5	2.5	91			
	TERCILE 2	44819	2494	28.5	5.6	107	1264	30.7	2.8	115	1230	26.6	2.7	100			
	TERCILE 3	77872	4072	46.6	5.2	100	1812	44.0	2.3	95	2260	48.9	2.9	105			
RADIO-TOTAL	QUINTILE 1	33763	1589	18.2	4.7	90	729	17.7	2.2	88	860	18.6	2.5	92			
	QUINTILE 2	33240	1699	19.4	5.1	98	793	19.3	2.4	97	906	19.6	2.7	99			
	QUINTILE 3	33408	1872	21.4	5.6	108	828	20.1	2.5	101	1044	22.6	3.1	113			
	QUINTILE 4	34792	2056	23.5	5.9	113	1052	25.6	3.0	123	1004	21.7	2.9	105			
	QUINTILE 5	32524	1522	17.4	4.7	90	712	17.3	2.2	89	810	17.5	2.5	90			
TV-PRIME TIME	QUINTILE 1	33090	1935	22.1	5.8	112	879	21.4	2.7	108	1055	22.8	3.2	116			
	QUINTILE 2	33357	1780	20.4	5.3	102	861	20.9	2.6	105	919	19.9	2.8	100			
	QUINTILE 3	33980	1822	20.9	5.4	103	820	19.9	2.4	98	1002	21.7	2.9	107			
	QUINTILE 4	33854	1770	20.3	5.2	100	894	21.7	2.6	108	877	19.0	2.6	94			
	QUINTILE 5	33444	1430	16.4	4.3	82	659	16.0	2.0	80	771	16.7	2.3	84			
TV-DAYTIME	TERCILE 1	49121	2430	27.8	4.9	95	1160	28.2	2.4	96	1270	27.5	2.6	94			
	TERCILE 2	48823	2457	28.1	5.0	97	1201	29.2	2.5	100	1256	27.2	2.6	93			
	TERCILE 3	69782	3850	44.1	5.5	106	1752	42.6	2.5	102	2098	45.4	3.0	109			
TV-TOTAL	QUINTILE 1	33584	1868	21.4	5.6	107	892	21.7	2.7	108	976	21.1	2.9	105			
	QUINTILE 2	33441	1760	20.1	5.3	101	900	21.9	2.7	110	860	18.6	2.6	93			
	QUINTILE 3	33505	1662	19.0	5.0	95	755	18.4	2.3	92	907	19.6	2.7	98			
	QUINTILE 4	33466	1790	20.5	5.3	103	926	22.5	2.8	113	864	18.7	2.6	94			
	QUINTILE 5	33731	1658	19.0	4.9	94	642	15.6	1.9	78	1016	22.0	3.0	109			
MAGAZINES-NEWSPAPERS: DUAL		44503	3341	38.2	7.5	144	1499	36.4	3.4	137	1842	39.8	4.1	150			
MAGAZINE IMPERATIVE		39363	1652	18.9	4.2	81	655	15.9	1.7	68	997	21.6	2.5	92			
NEWSPAPER IMPERATIVE		46441	2487	28.5	5.4	103	1241	30.2	2.7	109	1246	26.9	2.7	97			
MAGAZINES-OUTDOOR: DUAL		33726	2040	23.3	6.0	116	810	19.7	2.4	98	1230	26.6	3.6	132			
MAGAZINE IMPERATIVE		52846	3184	36.4	6.0	116	1440	35.0	2.7	111	1743	37.7	3.3	120			
OUTDOOR IMPERATIVE		52140	2418	27.7	4.6	89	1346	32.7	2.6	105	1072	23.2	2.1	75			
MAGAZINES-RADIO: DUAL		37081	2113	24.2	5.7	109	948	23.0	2.6	104	1165	25.2	3.1	114			
MAGAZINE IMPERATIVE		49747	3175	36.3	6.4	123	1303	31.7	2.6	107	1872	40.5	3.8	136			
RADIO IMPERATIVE		49208	2110	24.2	4.3	82	1075	26.1	2.2	89	1035	22.4	2.1	76			
MAGAZINES-TELEVISION: DUAL		33103	2116	24.2	6.4	123	914	22.2	2.8	113	1203	26.0	3.6	132			
MAGAZINE IMPERATIVE		54575	3176	36.4	5.8	112	1298	31.6	2.4	97	1878	40.6	3.4	125			
TELEVISION IMPERATIVE		53249	2450	28.0	4.6	88	1314	31.9	2.5	101	1136	24.6	2.1	77			
NEWSPAPERS-OUTDOOR: DUAL		36255	2370	27.1	6.5	125	1040	25.3	2.9	117	1331	28.8	3.7	133			
NEWSPAPER IMPERATIVE		55591	3518	40.3	6.3	121	1674	40.7	3.0	123	1844	39.9	3.3	120			
OUTDOOR IMPERATIVE		48319	1837	21.0	3.8	73	934	22.7	1.9	79	903	19.5	1.9	68			
NEWSPAPERS-RADIO: DUAL		37242	2160	24.7	5.8	111	1029	25.0	2.8	113	1132	24.5	3.0	110			
NEWSPAPER IMPERATIVE		54423	3717	42.5	6.8	131	1717	41.7	3.2	129	2000	43.3	3.7	133			
RADIO IMPERATIVE		46650	1809	20.7	3.9	74	797	19.4	1.7	70	1012	21.9	2.2	79			
NEWSPAPERS-TELEVISION: DUAL		35974	2367	27.1	6.6	126	1230	29.9	3.4	139	1137	24.6	3.2	115			
NEWSPAPER IMPERATIVE		56095	3551	40.6	6.3	122	1516	36.8	2.7	110	2035	44.0	3.6	132			
TELEVISION IMPERATIVE		47170	1871	21.4	4.0	76	840	20.4	1.8	73	1031	22.3	2.2	79			
OUTDOOR-RADIO: DUAL		33748	1718	19.7	5.1	98	746	18.1	2.2	90	972	21.0	2.9	104			
OUTDOOR IMPERATIVE		52785	2924	33.5	5.5	106	1382	33.6	2.6	107	1542	33.3	2.9	106			
RADIO IMPERATIVE		52882	2630	30.1	5.0	95	1274	31.0	2.4	98	1357	29.3	2.6	93			
OUTDOOR-TELEVISION: DUAL		32030	1780	20.4	5.6	107	847	20.6	2.6	108	933	20.2	2.9	106			
OUTDOOR IMPERATIVE		54626	2905	33.2	5.3	102	1247	30.3	2.3	93	1657	35.8	3.0	110			
TELEVISION IMPERATIVE		54874	2802	32.1	5.1	98	1375	33.4	2.5	102	1427	30.9	2.6	94			
RADIO-TELEVISION: DUAL		33386	1782	20.4	5.3	102	786	19.1	2.4	96	996	21.5	3.0	108			
RADIO IMPERATIVE		53810	2637	30.2	4.9	94	1153	28.0	2.1	87	1485	32.1	2.8	100			
TELEVISION IMPERATIVE		54023	3012	34.5	5.6	107	1537	37.4	2.8	116	1475	31.9	2.7	99			

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

VERMOUTH: USAGE IN LAST 7 DAYS
(ADULTS)

		ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	8737	100.0	5.2	100	4114	100.0	2.5	100	4624	100.0	2.8	100				
ATLANTIC MONTHLY	867	**58	0.7	6.7	128	**29	0.7	3.3	136	**29	0.6	3.3	121				
BARRON'S	1580	*168	1.9	10.6	204	**62	1.5	3.9	160	**106	2.3	6.7	243				
BETTER HOMES & GARDENS	22203	1446	16.6	6.5	125	602	14.6	2.7	111	844	18.3	3.8	138				
BON APPETIT	3810	527	6.0	13.8	266	*196	4.8	5.1	210	331	7.2	8.7	315				
BUSINESS WEEK	4663	358	4.1	7.7	147	*144	3.5	3.1	126	*214	4.6	4.6	166				
CAR AND DRIVER	3102	*159	1.8	5.1	98	**37	0.9	1.2	49	**123	2.7	4.0	144				
CBS MAGAZINE NETWORK (GROSS)	7311	387	4.4	5.3	102	*134	3.3	1.8	75	*252	5.4	3.4	125				
CHANGING TIMES	3400	220	2.5	6.5	124	*59	1.4	1.7	71	*162	3.5	4.8	173				
COLONIAL HOMES	1796	*154	1.8	8.6	165	**84	2.0	4.7	191	**70	1.5	3.9	141				
CONDE NAST MAG. PKG. (GROSS)	19924	1193	13.7	6.0	115	425	10.3	2.1	87	768	16.6	3.9	140				
CONSUMERS DIGEST	3125	*162	1.9	5.2	100	**68	1.7	2.2	89	**94	2.0	3.0	109				
COSMOPOLITAN	10577	602	6.9	5.7	109	270	6.6	2.6	104	332	7.2	3.1	114				
COUNTRY LIVING	3746	*180	2.1	4.8	92	**63	1.5	1.7	69	*117	2.5	3.1	113				
CUISINE	2214	306	3.5	13.8	265	**106	2.6	4.8	195	*200	4.3	9.0	328				
CYCLE WORLD	2394	**62	0.7	2.6	50	**24	0.6	1.0	41	**38	0.8	1.6	58				
DCI:CREATIVE IDEAS FOR LIV	3068	*119	1.4	3.9	74	**67	1.6	2.2	89	**51	1.1	1.7	60				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	460	5.3	4.8	92	*183	4.4	1.9	78	277	6.0	2.9	105				
DISCOVER	2277	*155	1.8	6.8	131	**41	1.0	1.8	73	**114	2.5	5.0	182				
EBONY	7187	394	4.5	5.5	105	236	5.7	3.3	134	*158	3.4	2.2	80				
ESQUIRE	2560	*143	1.6	5.6	107	**40	1.0	1.6	64	**104	2.2	4.1	147				
ESSENCE	3242	*157	1.8	4.8	93	**91	2.2	2.8	114	**66	1.4	2.0	74				
FAMILY CIRCLE	19639	1112	12.7	5.7	109	471	11.4	2.4	98	641	13.9	3.3	118				
THE FAMILY HANDYMAN	3540	*146	1.7	4.1	79	**50	1.2	1.4	58	**95	2.1	2.7	97				
FAMILY WEEKLY	23924	983	11.3	4.1	79	428	10.4	1.8	73	555	12.0	2.3	84				
FIELD & STREAM	9883	324	3.7	3.3	63	*126	3.1	1.3	52	*199	4.3	2.0	73				
FOOD & WINE	1030	*120	1.4	11.7	224	**32	0.8	3.1	127	**88	1.9	8.5	310				
FORBES	2679	355	4.1	13.3	254	*163	4.0	6.1	248	*192	4.2	7.2	260				
FORTUNE	2931	317	3.6	10.8	208	*86	2.1	2.9	120	*230	5.0	7.8	285				
GENTLEMEN'S QUARTERLY	3481	*152	1.7	4.4	84	**68	1.7	2.0	80	**84	1.8	2.4	88				
GLAMOUR	7163	361	4.1	5.0	97	*127	3.1	1.8	72	*234	5.1	3.3	118				
GOLF DIGEST	2355	291	3.3	12.4	237	*100	2.4	4.2	173	*190	4.1	8.1	293				
GOLF DIGEST/TENNIS (GROSS)	3610	380	4.3	10.5	202	*134	3.3	3.7	151	*246	5.3	6.8	247				
GOLF MAGAZINE	2046	*195	2.2	9.5	183	**73	1.8	3.6	145	**122	2.6	6.0	216				
GOLF MAGAZINE/SKI (GROSS)	3547	291	3.3	8.2	157	*93	2.3	2.6	107	*198	4.3	5.6	202				
GOOD HOUSEKEEPING	20353	1009	11.5	5.0	95	504	12.3	2.5	101	505	10.9	2.5	90				
HARPER'S BAZAAR	3362	*286	3.3	8.5	163	**82	2.0	2.4	99	*204	4.4	6.1	220				
HEALTH	2987	*205	2.3	6.9	132	**51	1.2	1.7	70	**154	3.3	5.2	187				
HEARST MAG CORP. BUY (GROSS)	67928	3851	44.1	5.7	109	1656	40.3	2.4	99	2195	47.5	3.2	117				
HEARST MAN POWER (GROSS)	11282	619	7.1	5.5	105	297	7.2	2.6	107	322	7.0	2.9	104				
HEARST WOMAN POWER (GROSS)	40514	2046	23.4	5.1	97	907	22.0	2.2	91	1139	24.6	2.8	102				
HOUSE BEAUTIFUL	4885	416	4.8	8.5	163	*169	4.1	3.5	141	247	5.3	5.1	183				
INC.	1308	*169	1.9	12.9	248	**48	1.2	3.7	150	**122	2.6	9.3	338				
JET	6498	350	4.0	5.4	103	209	5.1	3.2	131	*142	3.1	2.2	79				
LADIES' HOME JOURNAL	14797	710	8.1	4.8	92	290	7.0	2.0	80	419	9.1	2.8	103				
LHJ FAMILY GRP COMBO(GROSS)	21743	1099	12.6	5.1	97	394	9.6	1.8	74	705	15.2	3.2	118				
LIFE	9881	600	6.9	6.1	117	298	7.2	3.0	123	302	6.5	3.1	111				
L.A. TIMES HOME MAGAZINE	2775	278	3.2	10.0	192	*94	2.3	3.4	138	*184	4.0	6.6	241				
MADEMOISELLE	4219	*233	2.7	5.5	106	**74	1.8	1.8	72	**159	3.4	3.8	137				
MC CALL'S	16422	729	8.3	4.4	85	288	7.0	1.8	71	441	9.5	2.7	97				
MC CALL'S/WRK MOTHER (GROSS)	17919	793	9.1	4.4	85	318	7.7	1.8	72	475	10.3	2.7	96				
MECHANIX ILLUSTRATED	4433	*198	2.3	4.5	86	**82	2.0	1.8	75	*116	2.5	2.6	95				
METROPOLITAN HOME	1504	*134	1.5	8.9	171	**69	1.7	4.6	187	**65	1.4	4.3	157				
MONEY	4723	493	5.6	10.4	200	184	4.5	3.9	159	309	6.7	6.5	237				
MOTHER EARTH NEWS	2325	**111	1.3	4.8	92	**40	1.0	1.7	70	**71	1.5	3.1	111				
MS.	1189	**44	0.5	3.7	71	**7	0.2	0.6	24	**37	0.8	3.1	113				
NATIONAL ENQUIRER	18892	761	8.7	4.0	77	346	8.4	1.8	75	415	9.0	2.2	80				
NATIONAL GEOGRAPHIC	22129	1746	20.0	7.9	151	683	16.6	3.1	126	1063	23.0	4.8	174				
NATIONAL SUNDAY MAGAZINE PKG	103750	6140	70.3	5.9	114	2943	71.5	2.8	116	3197	69.1	3.1	112				
NATURAL HISTORY	1379	**81	0.9	5.9	113	**22	0.5	1.6	65	**59	1.3	4.3	155				
NEW WOMAN	2289	*113	1.3	4.9	95	**25	0.6	1.1	45	**88	1.9	3.8	139				
NEW YORK INCLUDING CUE	1088	*115	1.3	10.6	203	**21	0.5	1.9	79	*93	2.0	8.5	310				
THE NEW YORKER	2459	402	4.6	16.3	314	*184	4.5	7.5	305	218	4.7	8.9	322				
NEWSWEEK	16527	1063	12.2	6.4	123	567	13.8	3.4	140	496	10.7	3.0	109				
THE N.Y. TIMES DAILY EDITION	2739	496	5.7	18.1	348	174	4.2	6.4	259	321	6.9	11.7	425				
THE N.Y. TIMES MAGAZINE	4443	715	8.2	16.1	309	279	6.8	6.3	256	436	9.4	9.8	356				
OMNI	2799	*210	2.4	7.5	144	**80	1.9	2.9	117	*129	2.8	4.6	167				
ON CABLE	2209	*114	1.3	5.2	99	**42	1.0	1.9	78	**72	1.6	3.3	118				
1001 HOME IDEAS	3959	*185	2.1	4.7	90	**53	1.3	1.3	55	*131	2.8	3.3	120				
ORGANIC GARDENING	3111	226	2.6	7.3	139	**62	1.5	2.0	81	*164	3.5	5.3	191				
OUTDOOR LIFE	5024	270	3.1	5.4	103	*140	3.4	2.8	114	*130	2.8	2.6	94				
PARADE MAGAZINE	51292	3241	37.1	6.3	121	1612	39.2	3.1	128	1629	35.2	3.2	115				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	8737	100.0	5.2	100	4114	100.0	2.5	100	4624	100.0	2.8	100
PARENTS	5298	264	3.0	5.0	96	**145	3.5	2.7	112	*119	2.6	2.2	81
PENTHOUSE	5129	340	3.9	6.6	127	*122	3.0	2.4	97	*218	4.7	4.3	154
PEOPLE	21070	1280	14.7	6.1	117	487	11.8	2.3	94	793	17.1	3.8	137
PLAYBOY	10562	720	8.2	6.8	131	292	7.1	2.8	113	428	9.3	4.1	147
POPULAR HOT RODDING	2498	**68	0.8	2.7	52	**21	0.5	0.8	34	**48	1.0	1.9	70
POPULAR MECHANICS	5887	287	3.3	4.9	94	*120	2.9	2.0	83	*167	3.6	2.8	103
POPULAR SCIENCE	4317	269	3.1	6.2	120	*100	2.4	2.3	94	*169	3.7	3.9	142
PREVENTION	5792	408	4.7	7.0	135	*132	3.2	2.3	93	276	6.0	4.8	173
PSYCHOLOGY TODAY	3284	189	2.2	5.8	110	*83	2.0	2.5	103	*106	2.3	3.2	117
READER'S DIGEST	40046	2297	26.3	5.7	110	1037	25.2	2.6	106	1260	27.2	3.1	114
REDBOOK	9584	436	5.0	4.5	87	*133	3.2	1.4	57	303	6.6	3.2	115
ROAD & TRACK	2590	*177	2.0	6.8	131	**38	0.9	1.5	60	**139	3.0	5.4	195
ROLLING STONE	3302	**75	0.9	2.3	44	**7	0.2	0.2	9	**69	1.5	2.1	76
RUNNER'S WORLD	1229	**67	0.8	5.5	105	**22	0.5	1.8	73	**45	1.0	3.7	133
SATURDAY EVENING POST	2110	*108	1.2	5.1	98	**65	1.6	3.1	126	**43	0.9	2.0	74
SCIENCE 84	1543	**98	1.1	6.4	122	**13	0.3	0.8	34	**85	1.8	5.5	200
SCIENCE DIGEST	1747	**102	1.2	5.8	112	**40	1.0	2.3	93	**62	1.3	3.5	129
SCIENTIFIC AMERICAN	1994	285	3.3	14.3	274	**83	2.0	4.2	170	*202	4.4	10.1	367
SELF	3119	*196	2.2	6.3	121	**71	1.7	2.3	93	**125	2.7	4.0	145
SEVENTEEN	3923	*172	2.0	4.4	84	**81	2.0	2.1	84	**91	2.0	2.3	84
SKI	1501	*96	1.1	6.4	123	**20	0.5	1.3	54	**75	1.6	5.0	181
SMITHSONIAN	5976	735	8.4	12.3	236	338	8.2	5.7	231	397	8.6	6.6	241
SOAP OPERA DIGEST	4228	*130	1.5	3.1	59	**79	1.9	1.9	76	**51	1.1	1.2	44
SOUTHERN LIVING	6488	341	3.9	5.3	101	*116	2.8	1.8	73	*226	4.9	3.5	126
SPORT	3500	*230	2.6	6.6	126	*135	3.3	3.9	157	**95	2.1	2.7	98
THE SPORTING NEWS	2456	*116	1.3	4.7	91	**40	1.0	1.6	66	**75	1.6	3.1	111
SPORTS AFIELD	3648	*230	2.6	6.3	121	**136	3.3	3.7	152	**93	2.0	2.5	92
SPORTS ILLUSTRATED	14484	937	10.7	6.5	124	409	9.9	2.8	115	529	11.4	3.7	132
STAR	12661	568	6.5	4.5	86	245	6.0	1.9	79	323	7.0	2.6	93
SUNDAY	52799	3697	42.3	7.0	134	1946	47.3	3.7	150	1751	37.9	3.3	120
SUNSET	3513	384	4.4	10.9	210	**114	2.8	3.2	132	269	5.8	7.7	278
TV GUIDE	42766	1856	21.2	4.3	83	836	20.3	2.0	80	1019	22.0	2.4	86
TENNIS	1254	**89	1.0	7.1	136	**34	0.8	2.7	111	**56	1.2	4.5	162
TIME	22054	1648	18.9	7.5	143	768	18.7	3.5	142	880	19.0	4.0	145
TOWN & COUNTRY	1555	*117	1.3	7.5	144	**31	0.8	2.0	81	**86	1.9	5.5	201
TRAVEL & LEISURE	2173	283	3.2	13.0	250	*136	3.3	6.3	255	*147	3.2	6.8	245
TRUE STORY	4636	*149	1.7	3.2	62	**84	2.0	1.8	74	**65	1.4	1.4	51
U.S.NEWS & WORLD REPORT	10353	737	8.4	7.1	137	309	7.5	3.0	122	427	9.2	4.1	150
USA TODAY	4994	345	3.9	6.9	133	*120	2.9	2.4	98	*225	4.9	4.5	163
US	3528	*94	1.1	2.7	51	**31	0.8	0.9	36	**62	1.3	1.8	64
VOGUE	5424	403	4.6	7.4	143	*153	3.7	2.8	115	250	5.4	4.6	167
WALL STREET JOURNAL	6292	661	7.6	10.5	202	238	5.8	3.8	154	423	9.1	6.7	244
WEIGHT WATCHERS	2762	*193	2.2	7.0	134	**61	1.5	2.2	90	**132	2.9	4.8	173
WOMAN'S DAY	16320	845	9.7	5.2	99	365	8.9	2.2	91	480	10.4	2.9	107
WORKING MOTHER	1496	**64	0.7	4.3	82	**30	0.7	2.0	82	**34	0.7	2.3	82
WORKING WOMAN	1851	*165	1.9	8.9	171	**23	0.6	1.2	51	**142	3.1	7.7	278
WORLD TENNIS	580	**36	0.4	6.2	119	**31	0.8	5.3	218	**5	0.1	0.9	31
ZIFF-DAVIS MAG NETWK (GROSS)	12412	695	8.0	5.6	107	172	4.2	1.4	56	523	11.3	4.2	153
BLAIR INSERTS	91671	5965	68.3	6.5	125	2875	69.9	3.1	128	3090	66.8	3.4	122
DAILY NEWSPAPERS													
READ ANY	109190	6511	74.5	6.0	114	3007	73.1	2.8	112	3503	75.8	3.2	116
READ ONE	89587	5177	59.3	5.8	111	2365	57.5	2.6	108	2811	60.8	3.1	114
READ TWO OR MORE	19602	1334	15.3	6.8	131	642	15.6	3.3	134	692	15.0	3.5	128
WEEKEND/SUNDAY NEWSPAPERS													
READ ANY	109661	6652	76.1	6.1	116	3156	76.7	2.9	117	3496	75.6	3.2	116
READ ONE	95074	5404	61.9	5.7	109	2645	64.3	2.8	113	2759	59.7	2.9	105
READ TWO OR MORE	14588	1248	14.3	8.6	164	511	12.4	3.5	143	737	15.9	5.1	183
OUTDOOR													
100 SHWG - 30 DAY AV FREQ	28.80	28.69				27.04				30.21			
30 DAY REACH	149706	7869	90.1	5.3	101	3758	91.3	2.5	102	4110	88.9	2.7	100
50 SHWG - 30 DAY AV FREQ	15.16	14.93				14.15				15.64			
30 DAY REACH	142406	7580	86.8	5.3	102	3593	87.3	2.5	103	3987	86.2	2.8	102
25 SHWG - 30 DAY AV FREQ	8.23	8.10				7.95				8.23			
30 DAY REACH	131152	6983	79.9	5.3	102	3204	77.9	2.4	100	3779	81.7	2.9	105
CABLE TV: HOME WIRED	66879	3143	36.0	4.7	90	1227	29.8	1.8	75	1916	41.4	2.9	104
HOME NOT WIRED	100848	5594	64.0	5.5	106	2886	70.2	2.9	117	2708	58.6	2.7	97
HAVE PAY CABLE	35024	1717	19.7	4.9	94	598	14.5	1.7	70	1119	24.2	3.2	116

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

VERMOUTH: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	8737	100.0	5.2	100	4114	100.0	2.5	100	4624	100.0	2.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5040	57.7	5.3	101	2307	56.1	2.4	98	2733	59.1	2.9	104				
10:00 AM - 3:00 PM	63599	3225	36.9	5.1	97	1619	39.4	2.5	104	1606	34.7	2.5	92				
3:00 PM - 7:00 PM	72097	3745	42.9	5.2	100	1710	41.6	2.4	97	2035	44.0	2.8	102				
7:00 PM - MIDNIGHT	36670	1768	20.2	4.8	93	764	18.6	2.1	85	1004	21.7	2.7	99				
MIDNIGHT - 6:00 AM	21908	1075	12.3	4.9	94	501	12.2	2.3	93	574	12.4	2.6	95				
6:00 AM - MIDNIGHT	127571	6723	76.9	5.3	101	3186	77.4	2.5	102	3537	76.5	2.8	101				
ENTIRE DAY	129239	6793	77.7	5.3	101	3220	78.3	2.5	102	3573	77.3	2.8	100				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1912	21.9	5.6	108	880	21.4	2.6	105	1032	22.3	3.0	110				
ALL NEWS	6062	599	6.9	9.9	190	236	5.7	3.9	159	363	7.9	6.0	217				
AOR/PROGRESSIVE	11884	490	5.6	4.1	79	220	5.3	1.9	75	270	5.8	2.3	82				
BEAUTIFUL MUSIC	11180	685	7.8	6.1	118	319	7.8	2.9	116	366	7.9	3.3	119				
BLACK	4538	276	3.2	6.1	117	*158	3.8	3.5	142	**118	2.6	2.6	94				
CLASSICAL	3857	490	5.6	12.7	244	*174	4.2	4.5	184	316	6.8	8.2	297				
CHR/ROCK	21946	1072	12.3	4.9	94	459	11.2	2.1	85	613	13.3	2.8	101				
COUNTRY	27262	1030	11.8	3.8	73	447	10.9	1.6	67	583	12.6	2.1	78				
GOLDEN OLDIES	3339	194	2.2	5.8	112	*141	3.4	4.2	172	**53	1.1	1.6	58				
MOR/NOSTALGIA	10346	758	8.7	7.3	141	286	7.0	2.8	113	471	10.2	4.6	165				
NEWS/TALK	8929	510	5.8	5.7	110	276	6.7	3.1	126	233	5.0	2.6	95				
RELIGIOUS	5488	276	3.2	5.0	97	*140	3.4	2.6	104	**135	2.9	2.5	89				
SOFT ROCK	1232	**60	0.7	4.9	93	**30	0.7	2.4	99	**31	0.7	2.5	91				
URBAN CONTEMPORARY	3184	350	4.0	11.0	211	254	6.2	8.0	325	*95	2.1	3.0	108				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	279	3.2	4.0	78	*177	4.3	2.6	104	*102	2.2	1.5	54				
ABC DIRECTION	5212	438	5.0	8.4	161	157	3.8	3.0	123	281	6.1	5.4	196				
ABC ENTERTAINMENT	10385	646	7.4	6.2	119	312	7.6	3.0	122	334	7.2	3.2	117				
ABC FM	4762	242	2.8	5.1	98	*133	3.2	2.8	114	*108	2.3	2.3	82				
ABC INFORMATION	11339	624	7.1	5.5	106	313	7.6	2.8	113	311	6.7	2.7	99				
ABC ROCK	4878	285	3.3	5.8	112	*139	3.4	2.8	116	*146	3.2	3.0	109				
CBS	10709	616	7.1	5.8	110	298	7.2	2.8	113	318	6.9	3.0	108				
MUTUAL	10251	575	6.6	5.6	108	297	7.2	2.9	118	277	6.0	2.7	98				
NBC	12243	667	7.6	5.4	105	290	7.0	2.4	97	377	8.2	3.1	112				
RADIORADIO	4606	251	2.9	5.4	105	*109	2.6	2.4	96	*142	3.1	3.1	112				
RKO ONE	5148	236	2.7	4.6	88	*136	3.3	2.6	108	**100	2.2	1.9	70				
RKO TWO	7313	304	3.5	4.2	80	*125	3.0	1.7	70	*180	3.9	2.5	89				
THE SOURCE	5981	262	3.0	4.4	84	*141	3.4	2.4	96	**120	2.6	2.0	73				
NON-WIRED : BLAIR	19329	1031	11.8	5.3	102	479	11.6	2.5	101	552	11.9	2.9	104				
INTERNET	27139	1616	18.5	6.0	114	739	18.0	2.7	111	877	19.0	3.2	117				
KATZ RADIO GROUP	36319	2043	23.4	5.6	108	1068	26.0	2.9	120	976	21.1	2.7	97				
SUPERNET	22361	1124	12.9	5.0	96	493	12.0	2.2	90	631	13.6	2.8	102				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	842	9.6	5.8	111	408	9.9	2.8	114	434	9.4	3.0	108				
WKDAY 9:00 AM - 1:00 PM	18688	938	10.7	5.0	96	462	11.2	2.5	101	475	10.3	2.5	92				
WKDAY 1:00 PM - 4:30 PM	24061	1135	13.0	4.7	91	527	12.8	2.2	89	607	13.1	2.5	92				
WKDAY 4:30 PM - 7:30 PM	44079	2409	27.6	5.5	105	1166	28.3	2.6	108	1243	26.9	2.8	102				
WKDAY 7:30 PM - 8:00 PM	61979	3415	39.1	5.5	106	1685	41.0	2.7	111	1730	37.4	2.8	101				
WKDAY 11:00 PM - 11:30 PM	49084	2703	30.9	5.5	106	1223	29.7	2.5	102	1480	32.0	3.0	109				
WKDAY 11:30 PM - 1:00 AM	16560	912	10.4	5.5	106	411	10.0	2.5	101	502	10.9	3.0	110				
M-SAT 8-11 PM+SUN 7-11 PM	66967	3683	42.2	5.5	106	1723	41.9	2.6	105	1960	42.4	2.9	106				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	546	6.2	5.9	113	184	4.5	2.0	81	362	7.8	3.9	142				
ANOTHER WORLD N	6138	320	3.7	5.2	100	139	3.4	2.3	92	181	3.9	2.9	107				
AS THE WORLD TURNS C	7707	295	3.4	3.8	73	138	3.4	1.8	73	157	3.4	2.0	74				
CAPITOL C	4688	183	2.1	3.9	75	*86	2.1	1.8	75	*98	2.1	2.1	76				
CBS MORN. NEWS 1 C	2792	184	2.1	6.6	127	*83	2.0	3.0	121	*101	2.2	3.6	131				
CBS MORN. NEWS 2 C	2071	133	1.5	6.4	123	*74	1.8	3.6	146	*59	1.3	2.8	103				
DAYS OF OUR LIVES N	8018	372	4.3	4.6	89	165	4.0	2.1	84	208	4.5	2.6	94				
FACTS OF LIFE - DAYTIME N	3487	181	2.1	5.2	100	125	3.0	3.6	146	*56	1.2	1.6	58				
FAMILY FEUD A	4817	169	1.9	3.5	67	73	1.8	1.5	62	*97	2.1	2.0	73				
GENERAL HOSPITAL A	8333	429	4.9	5.1	99	137	3.3	1.6	67	292	6.3	3.5	127				
GOOD MORNING, AMERICA-730 A	5472	312	3.6	5.7	109	140	3.4	2.6	104	171	3.7	3.1	113				
GOOD MORNING, AMERICA-830 A	3965	170	1.9	4.3	82	84	2.0	2.1	86	85	1.8	2.1	78				
GUIDING LIGHT C	7542	296	3.4	3.9	75	134	3.3	1.8	72	163	3.5	2.2	78				
ONE LIFE TO LIVE A	6018	249	2.8	4.1	79	92	2.2	1.5	62	157	3.4	2.6	95				
PRESS YOUR LUCK C	3589	180	2.1	5.0	96	*85	2.1	2.4	97	*95	2.1	2.6	96				
PRICE IS RIGHT 1 C	7418	257	2.9	3.5	67	113	2.7	1.5	62	143	3.1	1.9	70				
PRICE IS RIGHT 2 C	8276	279	3.2	3.4	65	127	3.1	1.5	63	152	3.3	1.8	67				
RYAN'S HOPE A	4358	249	2.8	5.7	110	110	2.7	2.5	103	138	3.0	3.2	115				
SALE OF THE CENTURY N	3749	220	2.5	5.9	113	135	3.3	3.6	147	*85	1.8	2.3	82				
SEARCH FOR TOMORROW N	2884	143	1.6	5.0	95	**33	0.8	1.1	47	*111	2.4	3.8	140				
TODAY SHOW 1 N	4869	371	4.2	7.6	146	165	4.0	3.4	138	206	4.5	4.2	153				
TODAY SHOW 2 N	4135	278	3.2	6.7	129	124	3.0	3.0	122	154	3.3	3.7	135				
$25,000 PYRAMID C	4361	231	2.6	5.3	102	107	2.6	2.5	100	*124	2.7	2.8	103				
WHEEL OF FORTUNE N	6187	288	3.3	4.7	89	159	3.9	2.6	105	129	2.8	2.1	76				
YOUNG AND THE RESTLESS C	8186	251	2.9	3.1	59	94	2.3	1.1	47	157	3.4	1.9	70				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	209	2.4	4.4	85	95	2.3	2.0	82	114	2.5	2.4	87				
NBA PLAYOFF GAME -1 C	5127	231	2.6	4.5	86	128	3.1	2.5	102	102	2.2	2.0	72				
NBC MAJOR LEAGUE PRE-GAME N	3945	247	2.8	6.3	120	*128	3.1	3.2	132	**119	2.6	3.0	109				
SPORTSWORLD - SUN N	3370	159	1.8	4.7	91	*65	1.6	1.9	79	*94	2.0	2.8	101				
SUNDAY MORNING C	4200	248	2.8	5.9	113	146	3.5	3.5	142	*102	2.2	2.4	88				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: USAGE IN LAST 7 DAYS
(ADULTS)

			ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	8737	100.0	5.2	100	4114	100.0	2.5	100	4624	100.0	2.8	100
WKDAY LOCAL EVENING TV NEWS														
NETWORK AFFILIATES - EARLY		52292	2861	32.7	5.5	105	1305	31.7	2.5	102	1557	33.7	3.0	108
NETWORK AFFILIATES - LATE		39164	2066	23.6	5.3	101	904	22.0	2.3	94	1162	25.1	3.0	108
INDEPENDENTS - LATE		5133	378	4.3	7.4	141	209	5.1	4.1	166	169	3.7	3.3	119
TV EVENING NTWK 6 PM - 2 AM														
A TEAM	N	22825	1078	12.3	4.7	91	515	12.5	2.3	92	563	12.2	2.5	89
ABC MONDAY NIGHT MOVIE	A	11258	686	7.9	6.1	117	304	7.4	2.7	110	382	8.3	3.4	123
ABC SUNDAY NIGHT MOVIE	A	23600	1256	14.4	5.3	102	545	13.2	2.3	94	711	15.4	3.0	109
ABC WORLD NEWS TONIGHT	A	12801	606	6.9	4.7	91	254	6.2	2.0	81	352	7.6	2.7	100
AFTERMASH	C	10966	606	6.9	5.5	106	261	6.3	2.4	97	346	7.5	3.2	114
ALICE	C	17050	955	10.9	5.6	108	488	11.9	2.9	117	467	10.1	2.7	99
AMERICAN PARADE	C	11998	649	7.4	5.4	104	309	7.5	2.6	105	339	7.3	2.8	102
BENSON	A	19258	1109	12.7	5.8	111	520	12.6	2.7	110	590	12.8	3.1	111
BLUE THUNDER	A	11478	634	7.3	5.5	106	325	7.9	2.8	115	309	6.7	2.7	98
CAGNEY & LACEY	C	18263	993	11.4	5.4	104	418	10.2	2.3	93	575	12.4	3.1	114
CBS EVENING NEWS-DEAN	C	7733	569	6.5	7.4	141	302	7.3	3.9	159	267	5.8	3.5	125
CBS EVENING NEWS-RATHER	C	15653	1014	11.6	6.5	124	451	11.0	2.9	117	563	12.2	3.6	130
CBS SAT. NEWS-SCHIEFFER	C	8744	531	6.1	6.1	117	288	7.0	3.3	134	244	5.3	2.8	101
CBS SATURDAY NIGHT MOVIE	C	12000	491	5.6	4.1	79	201	4.9	1.7	68	290	6.3	2.4	88
CBS WEDNESDAY NIGHT MOVIE	C	11522	635	7.3	5.5	106	243	5.9	2.1	86	392	8.5	3.4	123
CHEERS	N	16818	913	10.4	5.4	104	347	8.4	2.1	84	565	12.2	3.4	122
DALLAS	C	37510	2054	23.5	5.5	105	818	19.9	2.2	89	1236	26.7	3.3	120
DIFF'RENT STROKES	N	11258	458	5.2	4.1	78	219	5.3	1.9	79	240	5.2	2.1	77
DOUBLE TROUBLE	N	12248	724	8.3	5.9	113	357	8.7	2.9	119	366	7.9	3.0	108
DUCK FACTORY	N	11100	537	6.1	4.8	93	193	4.7	1.7	71	344	7.4	3.1	112
DUKES OF HAZZARD	C	12353	513	5.9	4.2	80	215	5.2	1.7	71	299	6.5	2.4	88
DYNASTY	A	33279	1726	19.8	5.2	100	775	18.8	2.3	95	951	20.6	2.9	104
FACTS OF LIFE	N	13410	625	7.2	4.7	89	361	8.8	2.7	110	264	5.7	2.0	71
FALCON CREST	C	31093	1710	19.6	5.5	106	652	15.8	2.1	85	1058	22.9	3.4	123
FALL GUY	A	18649	816	9.3	4.4	84	406	9.9	2.2	89	411	8.9	2.2	80
FAMILY TIES	N	13101	597	6.8	4.6	87	301	7.3	2.3	94	296	6.4	2.3	82
FANTASY ISLAND	A	13069	815	9.3	6.2	120	363	8.8	2.8	113	452	9.8	3.5	125
FOULUPS,BLEEPS & BLUNDERS	A	16588	844	9.7	5.1	98	453	11.0	2.7	111	391	8.5	2.4	86
FOUR SEASONS	C	9302	524	6.0	5.6	108	280	6.8	3.0	123	*243	5.3	2.6	95
GIMME A BREAK	N	13955	693	7.9	5.0	95	380	9.2	2.7	111	313	6.8	2.2	81
HART TO HART	A	15735	751	8.6	4.8	92	312	7.6	2.0	81	440	9.5	2.8	101
HILL STREET BLUES	N	18257	1077	12.3	5.9	113	474	11.5	2.6	106	603	13.0	3.3	120
HOTEL	A	24236	1269	14.5	5.2	101	576	14.0	2.4	97	693	15.0	2.9	104
JEFFERSONS	C	17010	999	11.4	5.9	113	510	12.4	3.0	122	488	10.6	2.9	104
JENNIFER SLEPT HERE	N	9397	408	4.7	4.3	83	208	5.1	2.2	90	200	4.3	2.1	77
KATE & ALLIE	C	16762	876	10.0	5.2	100	396	9.6	2.4	96	480	10.4	2.9	104
KNIGHT RIDER	N	13164	672	7.7	5.1	98	336	8.2	2.6	104	335	7.2	2.5	92
LOVE BOAT	A	20400	1255	14.4	6.2	118	649	15.8	3.2	130	606	13.1	3.0	108
MAGNUM PI	C	22543	1215	13.9	5.4	103	523	12.7	2.3	95	693	15.0	3.1	112
MAMA'S FAMILY	N	9852	554	6.3	5.6	108	274	6.7	2.8	113	280	6.1	2.8	103
MASTER, THE	N	8082	432	4.9	5.3	103	182	4.4	2.3	92	250	5.4	3.1	112
MATT HOUSTON	A	12881	747	8.5	5.8	111	310	7.5	2.4	98	438	9.5	3.4	123
NBC MONDAY NIGHT MOVIE	N	23889	1173	13.4	4.9	94	482	11.7	2.0	82	690	14.9	2.9	105
NBC NIGHTLY NEWS	N	11156	609	7.0	5.5	105	298	7.2	2.7	109	311	6.7	2.8	101
NBC NIGHTLY NEWS-SAT	N	7363	473	5.4	6.4	123	262	6.4	3.6	145	210	4.5	2.9	103
NBC NIGHTLY NEWS-SUN	N	6214	416	4.8	6.7	129	257	6.2	4.1	169	*160	3.5	2.6	93
NBC SUNDAY NIGHT MOVIE	N	17590	925	10.6	5.3	101	452	11.0	2.6	105	473	10.2	2.7	98
NEWHART	C	16740	859	9.8	5.1	99	407	9.9	2.4	99	452	9.8	2.7	98
ONE DAY AT A TIME	C	11820	541	6.2	4.6	88	252	6.1	2.1	87	289	6.3	2.4	89
PEOPLE ARE FUNNY	N	9138	538	6.2	5.9	113	254	6.2	2.8	113	*285	6.2	3.1	113
REAL PEOPLE	N	15979	752	8.6	4.7	90	356	8.7	2.2	91	397	8.6	2.5	90
REMINGTON STEELE	N	14395	745	8.5	5.2	99	361	8.8	2.5	102	384	8.3	2.7	97
RIPLEY'S BELIEVE IT - NOT	A	11362	714	8.2	6.3	121	341	8.3	3.0	122	373	8.1	3.3	119
RIPTIDE	N	13920	560	6.4	4.0	77	233	5.7	1.7	68	327	7.1	2.3	85
SCARECROW & MRS. KING	C	17571	1006	11.5	5.7	110	440	10.7	2.5	102	567	12.3	3.2	117
SIMON & SIMON	C	20208	1004	11.5	5.0	95	448	10.9	2.2	90	555	12.0	2.7	100
60 MINUTES	C	27668	1730	19.8	6.3	120	832	20.2	3.0	123	898	19.4	3.2	118
ST. ELSEWHERE	N	13699	748	8.6	5.5	105	343	8.3	2.5	102	405	8.8	3.0	107
THREE'S COMPANY	A	20632	1014	11.6	4.9	94	478	11.6	2.3	94	536	11.6	2.6	94
T.J. HOOKER	A	17136	969	11.1	5.7	109	462	11.2	2.7	110	506	10.9	3.0	107
TONIGHT SHOW	N	4963	283	3.2	5.7	109	118	2.9	2.4	97	165	3.6	3.3	121
TRAPPER JOHN, M.D.	C	16332	848	9.7	5.2	100	387	9.4	2.4	97	461	10.0	2.8	102
TV BLOOPERS & PRAC. JOKES	N	18881	907	10.4	4.8	92	401	9.7	2.1	87	506	10.9	2.7	97
20/20	A	18315	909	10.4	5.0	95	461	11.2	2.5	103	447	9.7	2.4	89
WEBSTER	A	18722	1109	12.7	5.9	114	574	14.0	3.1	125	535	11.6	2.9	104
WORLD NEWS - SUN	A	5327	341	3.9	6.4	123	*163	4.0	3.1	125	*178	3.8	3.3	121
YELLOW ROSE	N	8370	403	4.6	4.8	92	188	4.6	2.2	92	215	4.6	2.6	93
TV VIEWING SPORTS EVENTS														
BASEBALL		25859	1497	17.1	5.8	111	598	14.5	2.3	94	899	19.4	3.5	126
BASKETBALL - COLLEGE GAMES		14468	898	10.3	6.2	119	381	9.3	2.6	107	517	11.2	3.6	130
BASKETBALL - PRO GAMES		12124	480	5.5	4.0	76	*287	7.0	2.4	97	**192	4.2	1.6	57
BOWLING		9412	484	5.5	5.1	99	*310	7.5	3.3	134	**173	3.7	1.8	67
BOXING		15409	875	10.0	5.7	109	411	10.0	2.7	109	464	10.0	3.0	109
FOOTBALL - COLLEGE GAMES		21400	1161	13.3	5.4	104	523	12.7	2.4	100	638	13.8	3.0	108
FOOTBALL - PRO GAMES		35944	1846	21.1	5.1	99	713	17.3	2.0	81	1133	24.5	3.2	114
GOLF		9759	744	8.5	7.6	146	405	9.8	4.2	169	*339	7.3	3.5	126
POST-SEASON COLL. FOOTBALL		18123	1157	13.2	6.4	123	450	10.9	2.5	101	706	15.3	3.9	141
POST-SEASON PRO FOOTBALL		22091	1278	14.6	5.8	111	556	13.5	2.5	103	722	15.6	3.3	119
TENNIS		6764	612	7.0	9.0	174	*278	6.8	4.1	168	*334	7.2	4.9	179
WRESTLING - PROFESSIONAL		9695	456	5.2	4.7	90	*239	5.8	2.5	101	**217	4.7	2.2	81

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

VERMOUTH: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS ONE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	4450	100.0	5.6	100	2285	100.0	2.9	100	2166	100.0	2.7	100				
HOUSEHOLD HEADS	66405	3965	89.1	6.0	106	2082	91.1	3.1	109	1883	86.9	2.8	104				
18 - 24	13945	*469	10.5	3.4	60	*210	9.2	1.5	52	**259	12.0	1.9	68				
25 - 34	19334	772	17.3	4.0	71	*350	15.3	1.8	63	*423	19.5	2.2	80				
35 - 44	14196	917	20.6	6.5	115	489	21.4	3.4	119	*429	19.8	3.0	111				
45 - 54	10896	849	19.1	7.8	139	*356	15.6	3.3	113	494	22.8	4.5	166				
55 - 64	10378	742	16.7	7.1	127	418	18.3	4.0	140	*324	15.0	3.1	114				
65 OR OLDER	10514	701	15.8	6.7	119	463	20.3	4.4	153	*238	11.0	2.3	83				
18 - 34	33279	1241	27.9	3.7	66	559	24.5	1.7	58	682	31.5	2.0	75				
18 - 49	52904	2603	58.5	4.9	88	1215	53.2	2.3	80	1388	64.1	2.6	96				
25 - 54	44426	2539	57.1	5.7	102	1194	52.3	2.7	93	1345	62.1	3.0	111				
35 - 49	19625	1362	30.6	6.9	124	656	28.7	3.3	116	706	32.6	3.6	132				
50 OR OLDER	26359	1847	41.5	7.0	125	1070	46.8	4.1	141	778	35.9	3.0	108				
GRADUATED COLLEGE	15982	1578	35.5	9.9	176	804	35.2	5.0	175	774	35.7	4.8	177				
ATTENDED COLLEGE	13629	719	16.2	5.3	94	*301	13.2	2.2	77	*418	19.3	3.1	112				
GRADUATED HIGH SCHOOL	28591	1457	32.7	5.1	91	759	33.2	2.7	92	698	32.2	2.4	89				
DID NOT GRADUATE HIGH SCHOOL	21061	696	15.6	3.3	59	421	18.4	2.0	69	**275	12.7	1.3	48				
EMPLOYED FULL-TIME	52316	2923	65.7	5.6	100	1397	61.1	2.7	93	1526	70.5	2.9	107				
EMPLOYED PART-TIME	4113	**217	4.9	5.3	94	**117	5.1	2.8	99	**100	4.6	2.4	89				
NOT EMPLOYED	22834	1310	29.4	5.7	102	771	33.7	3.4	117	539	24.9	2.4	86				
PROFESSIONAL/MANAGER	15034	1347	30.3	9.0	160	657	28.8	4.4	152	691	31.9	4.6	168				
TECH/CLERICAL/SALES	11255	604	13.6	5.4	96	*227	9.9	2.0	70	*377	17.4	3.3	123				
PRECISION/CRAFT	11607	389	8.7	3.4	60	*250	10.9	2.2	75	**139	6.4	1.2	44				
OTHER EMPLOYED	18534	801	18.0	4.3	77	*381	16.7	2.1	71	*420	19.4	2.3	83				
SINGLE	19562	877	19.7	4.5	80	440	19.3	2.2	78	*437	20.2	2.2	82				
MARRIED	51896	3092	69.5	6.0	106	1594	69.8	3.1	107	1498	69.2	2.9	106				
DIVORCED/SEPARATED/WIDOWED	7804	482	10.8	6.2	110	*251	11.0	3.2	112	*231	10.7	3.0	108				
PARENTS	25372	1322	29.7	5.2	93	608	26.6	2.4	83	714	33.0	2.8	103				
WHITE	69658	3767	84.7	5.4	96	1903	83.3	2.7	95	1864	86.1	2.7	98				
BLACK	7909	572	12.9	7.2	129	322	14.1	4.1	141	*250	11.5	3.2	116				
OTHER	1696	**112	2.5	6.6	118	**60	2.6	3.5	123	**52	2.4	3.1	112				
NORTHEAST-CENSUS	17202	1525	34.3	8.9	158	766	33.5	4.5	154	760	35.1	4.4	162				
NORTH CENTRAL	20461	852	19.1	4.2	74	*320	14.0	1.6	54	531	24.5	2.6	95				
SOUTH	26695	1273	28.6	4.8	85	847	37.1	3.2	110	*426	19.7	1.6	58				
WEST	14906	800	18.0	5.4	96	*352	15.4	2.4	82	*449	20.7	3.0	110				
NORTHEAST-MKTG.	17962	1867	42.0	10.4	185	1181	51.7	6.6	228	686	31.7	3.8	140				
EAST CENTRAL	11741	523	11.8	4.5	79	*180	7.9	1.5	53	*343	15.8	2.9	107				
WEST CENTRAL	13518	630	14.2	4.7	83	*268	11.7	2.0	69	*362	16.7	2.7	98				
SOUTH	23168	718	16.1	3.1	55	*336	14.7	1.5	50	*382	17.6	1.6	60				
PACIFIC	12874	713	16.0	5.5	99	*320	14.0	2.5	86	*393	18.1	3.1	112				
COUNTY SIZE A	32596	2669	60.0	8.2	146	1416	62.0	4.3	151	1254	57.9	3.8	141				
COUNTY SIZE B	23814	957	21.5	4.0	72	491	21.5	2.1	72	466	21.5	2.0	72				
COUNTY SIZE C	12663	536	12.0	4.2	75	**199	8.7	1.6	55	*338	15.6	2.7	98				
COUNTY SIZE D	10190	*288	6.5	2.8	50	**180	7.9	1.8	61	**108	5.0	1.1	39				
METRO CENTRAL CITY	23190	1440	32.4	6.2	111	636	27.8	2.7	95	805	37.2	3.5	127				
METRO SUBURBAN	36920	2314	52.0	6.3	112	1226	53.7	3.3	115	1089	50.3	2.9	108				
NON METRO	19152	696	15.6	3.6	65	*424	18.6	2.2	77	*272	12.6	1.4	52				
TOP 5 ADI'S	18703	1467	33.0	7.8	140	788	34.5	4.2	146	679	31.3	3.6	133				
TOP 10 ADI'S	26158	2202	49.5	8.4	150	1240	54.3	4.7	164	961	44.4	3.7	134				
TOP 20 ADI'S	36612	2768	62.2	7.6	135	1488	65.1	4.1	141	1280	59.1	3.5	128				
HSHLD INC. $50,000 OR MORE	9326	823	18.5	8.8	157	*407	17.8	4.4	151	*417	19.3	4.5	164				
$40,000 OR MORE	18002	1418	31.9	7.9	140	629	27.5	3.5	121	789	36.4	4.4	160				
$30,000 OR MORE	31361	2209	49.6	7.0	125	1056	46.2	3.4	117	1153	53.2	3.7	135				
$25,000 OR MORE	39858	2772	62.3	7.0	124	1314	57.5	3.3	114	1459	67.4	3.7	134				
$20,000 - $24,999	8664	*293	6.6	3.4	60	*205	9.0	2.4	82	**88	4.1	1.0	37				
$15,000 - $19,999	7964	*275	6.2	3.5	62	**171	7.5	2.1	74	**104	4.8	1.3	48				
$10,000 - $14,999	11093	652	14.7	5.9	105	337	14.7	3.0	105	*315	14.5	2.8	104				
UNDER $10,000	11683	459	10.3	3.9	70	*259	11.3	2.2	77	**200	9.2	1.7	63				
HOUSEHOLD OF 1 PERSON	7453	457	10.3	6.1	109	277	12.1	3.7	129	*181	8.4	2.4	89				
2 PEOPLE	24757	1549	34.8	6.3	111	854	37.4	3.4	120	694	32.0	2.8	103				
3 OR 4 PEOPLE	32682	1805	40.6	5.5	98	862	37.7	2.6	91	943	43.5	2.9	106				
5 OR MORE PEOPLE	14370	639	14.4	4.4	79	*292	12.8	2.0	70	*348	16.1	2.4	89				
NO CHILD IN HSHLD	46768	2907	65.3	6.2	111	1600	70.0	3.4	119	1308	60.4	2.8	102				
CHILD(REN) UNDER 2 YRS	4799	**171	3.8	3.6	63	**85	3.7	1.8	61	**87	4.0	1.8	66				
2 - 5 YEARS	11125	491	11.0	4.4	79	*244	10.7	2.2	76	**247	11.4	2.2	81				
6 - 11 YEARS	14193	727	16.3	5.1	91	*349	15.3	2.5	85	*378	17.5	2.7	97				
12 - 17 YEARS	17402	885	19.9	5.1	91	*416	18.2	2.4	83	*469	21.7	2.7	99				
RESIDENCE OWNED	56398	3293	74.0	5.8	104	1695	74.2	3.0	104	1599	73.8	2.8	104				
VALUE: $50,000 OR MORE	34811	2580	58.0	7.4	132	1369	59.9	3.9	136	1211	55.9	3.5	127				
VALUE: UNDER $50,000	21587	713	16.0	3.3	59	*326	14.3	1.5	52	*387	17.9	1.8	66				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C ACROSS %	D INDX	HEAVY USERS ONE OR MORE A '000	B % DOWN	C ACROSS %	D INDX	LIGHT USERS NONE A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	4450	100.0	5.6	100	2285	100.0	2.9	100	2166	100.0	2.7	100
MAGAZINES	QUINTILE 1	16033	1100	24.7	6.9	122	485	21.2	3.0	105	615	28.4	3.8	140
	QUINTILE 2	15354	1002	22.5	6.5	116	474	20.7	3.1	107	529	24.4	3.4	126
	QUINTILE 3	15888	785	17.6	4.9	88	414	18.1	2.6	90	*372	17.2	2.3	86
	QUINTILE 4	17310	927	20.8	5.4	95	509	22.3	2.9	102	*418	19.3	2.4	88
	QUINTILE 5	14677	636	14.3	4.3	77	404	17.7	2.8	95	**232	10.7	1.6	58
NEWSPAPERS	QUINTILE 1	15277	1131	25.4	7.4	132	572	25.0	3.7	130	559	25.8	3.7	134
	QUINTILE 2	22745	1427	32.1	6.3	112	762	33.3	3.4	116	665	30.7	2.9	107
	QUINTILE 3	10692	649	14.6	6.1	108	*252	11.0	2.4	82	*396	18.3	3.7	136
	QUINTILE 4	11646	556	12.5	4.8	85	*297	13.0	2.6	88	**259	12.0	2.2	81
	QUINTILE 5	18903	688	15.5	3.6	65	*403	17.6	2.1	74	*285	13.2	1.5	55
OUTDOOR	QUINTILE 1	16620	927	20.8	5.6	99	382	16.7	2.3	80	545	25.2	3.3	120
	QUINTILE 2	16377	808	18.2	4.9	88	445	19.5	2.7	94	*363	16.8	2.2	81
	QUINTILE 3	15995	976	21.9	6.1	109	566	24.8	3.5	123	410	18.9	2.6	94
	QUINTILE 4	15592	914	20.5	5.9	104	439	19.2	2.8	98	*475	21.9	3.0	111
	QUINTILE 5	14679	825	18.5	5.6	100	454	19.9	3.1	107	*371	17.1	2.5	92
RADIO-DRIVE	QUINTILE 1	15746	819	18.4	5.2	93	485	21.2	3.1	107	*334	15.4	2.1	78
TIME	QUINTILE 2	15067	851	19.1	5.6	101	364	15.9	2.4	84	*487	22.5	3.2	118
	QUINTILE 3	15631	962	21.6	6.2	110	527	23.1	3.4	117	435	20.1	2.8	102
	QUINTILE 4	16245	957	21.5	5.9	105	471	20.6	2.9	101	486	22.4	3.0	109
	QUINTILE 5	16573	863	19.4	5.2	93	439	19.2	2.6	92	*425	19.6	2.6	94
RADIO-MID-	TERCILE 1	21788	1156	26.0	5.3	95	632	27.7	2.9	101	524	24.2	2.4	88
DAY	TERCILE 2	21151	1144	25.7	5.4	96	580	25.4	2.7	95	564	26.0	2.7	98
	TERCILE 3	36323	2150	48.3	5.9	105	1072	46.9	3.0	102	1078	49.8	3.0	109
RADIO-TOTAL	QUINTILE 1	15977	870	19.6	5.4	97	454	19.9	2.8	99	*416	19.2	2.6	95
	QUINTILE 2	15923	798	17.9	5.0	89	378	16.5	2.4	82	419	19.3	2.6	96
	QUINTILE 3	14980	821	18.4	5.5	98	432	18.9	2.9	100	*388	17.9	2.6	95
	QUINTILE 4	17123	1136	25.5	6.6	118	597	26.1	3.5	121	539	24.9	3.1	115
	QUINTILE 5	15260	826	18.6	5.4	96	423	18.5	2.8	96	*404	18.7	2.6	97
TV-PRIME	QUINTILE 1	15674	949	21.3	6.1	108	441	19.3	2.8	98	508	23.5	3.2	119
TIME	QUINTILE 2	15944	911	20.5	5.7	102	494	21.6	3.1	107	*417	19.3	2.6	96
	QUINTILE 3	16037	890	20.0	5.5	99	460	20.1	2.9	99	430	19.9	2.7	98
	QUINTILE 4	15412	1031	23.2	6.7	119	571	25.0	3.7	129	460	21.2	3.0	109
	QUINTILE 5	16194	669	15.0	4.1	74	318	13.9	2.0	68	*350	16.2	2.2	79
TV-DAYTIME	TERCILE 1	19156	964	21.7	5.0	90	553	24.2	2.9	100	*412	19.0	2.2	79
	TERCILE 2	19343	1184	26.6	6.1	109	594	26.0	3.1	107	590	27.2	3.1	112
	TERCILE 3	40764	2302	51.7	5.6	101	1138	49.8	2.8	97	1164	53.7	2.9	104
TV-TOTAL	QUINTILE 1	15844	935	21.0	5.9	105	466	20.4	2.9	102	469	21.7	3.0	108
	QUINTILE 2	15767	917	20.6	5.8	104	499	21.8	3.2	110	*418	19.3	2.7	97
	QUINTILE 3	15775	842	18.9	5.3	95	462	20.2	2.9	102	380	17.5	2.4	88
	QUINTILE 4	15903	863	19.4	5.4	97	477	20.9	3.0	104	386	17.8	2.4	89
	QUINTILE 5	15974	893	20.1	5.6	100	381	16.7	2.4	83	*513	23.7	3.2	118
MAGAZINES-NEWSPAPERS: DUAL		21225	1692	38.0	8.0	142	836	36.6	3.9	137	855	39.5	4.0	147
MAGAZINE IMPERATIVE		17728	794	17.8	4.5	80	*336	14.7	1.9	66	*458	21.1	2.6	95
NEWSPAPER IMPERATIVE		22987	1216	27.3	5.3	94	641	28.1	2.8	97	574	26.5	2.5	91
MAGAZINES-OUTDOOR: DUAL		16244	944	21.2	5.8	104	415	18.2	2.6	89	529	24.4	3.3	119
MAGAZINE IMPERATIVE		24016	1626	36.5	6.8	121	789	34.5	3.3	114	837	38.6	3.5	128
OUTDOOR IMPERATIVE		26020	1378	31.0	5.3	94	800	35.0	3.1	107	578	26.7	2.2	81
MAGAZINES-RADIO: DUAL		16918	1085	24.4	6.4	114	545	23.9	3.2	112	539	24.9	3.2	117
MAGAZINE IMPERATIVE		23456	1568	35.2	6.7	119	690	30.2	2.9	102	878	40.5	3.7	137
RADIO IMPERATIVE		23900	1066	24.0	4.5	79	582	25.5	2.4	84	484	22.3	2.0	74
MAGAZINES-TELEVISION: DUAL		15791	1026	23.1	6.5	116	487	21.3	3.1	107	539	24.9	3.4	125
MAGAZINE IMPERATIVE		25476	1525	34.3	6.0	107	668	29.2	2.6	91	857	39.6	3.4	123
TELEVISION IMPERATIVE		25744	1317	29.6	5.1	91	771	33.7	3.0	104	546	25.2	2.1	78
NEWSPAPERS-OUTDOOR: DUAL		17628	1110	24.9	6.3	112	521	22.8	3.0	103	589	27.2	3.3	122
NEWSPAPER IMPERATIVE		26414	1809	40.7	6.8	122	938	41.1	3.6	123	871	40.2	3.3	121
OUTDOOR IMPERATIVE		23059	1048	23.6	4.5	81	582	25.5	2.5	88	*466	21.5	2.0	74
NEWSPAPERS-RADIO: DUAL		17996	965	21.7	5.4	96	511	22.4	2.8	98	454	21.0	2.5	92
NEWSPAPER IMPERATIVE		26269	1954	43.9	7.4	132	964	42.2	3.7	127	990	45.7	3.8	138
RADIO IMPERATIVE		21342	998	22.4	4.7	83	444	19.4	2.1	72	554	25.6	2.6	95
NEWSPAPERS-TELEVISION: DUAL		17359	1150	25.8	6.6	118	666	29.1	3.8	133	484	22.3	2.8	102
NEWSPAPER IMPERATIVE		26889	1785	40.1	6.6	118	821	35.9	3.1	106	964	44.5	3.6	131
TELEVISION IMPERATIVE		21698	996	22.4	4.6	82	464	20.3	2.1	74	532	24.6	2.5	90
OUTDOOR-RADIO: DUAL		16456	769	17.3	4.7	83	381	16.7	2.3	80	*388	17.9	2.4	86
OUTDOOR IMPERATIVE		25870	1552	34.9	6.0	107	810	35.4	3.1	109	742	34.3	2.9	105
RADIO IMPERATIVE		23943	1345	30.2	5.6	100	712	31.2	3.0	103	633	29.2	2.6	97
OUTDOOR-TELEVISION: DUAL		15918	911	20.5	5.7	102	509	22.3	3.2	111	*402	18.6	2.5	92
OUTDOOR IMPERATIVE		26398	1436	32.3	5.4	97	690	30.2	2.6	91	747	34.5	2.8	104
TELEVISION IMPERATIVE		24851	1422	32.0	5.7	102	730	31.9	2.9	102	692	31.9	2.8	102
RADIO-TELEVISION: DUAL		15584	850	19.1	5.5	97	409	17.9	2.6	91	*441	20.4	2.8	104
RADIO IMPERATIVE		25472	1281	28.8	5.0	90	639	28.0	2.5	87	642	29.6	2.5	92
TELEVISION IMPERATIVE		25578	1590	35.7	6.2	111	879	38.5	3.4	119	711	32.8	2.8	102

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

VERMOUTH: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	4450	100.0	5.6	100	2285	100.0	2.9	100	2166	100.0	2.7	100				
ATLANTIC MONTHLY	452	**34	0.8	7.5	134	**20	0.9	4.4	153	**14	0.6	3.1	113				
BARRON'S	1058	*90	2.0	8.5	152	**45	2.0	4.3	148	**44	2.0	4.2	152				
BETTER HOMES & GARDENS	4773	302	6.8	6.3	113	*180	7.9	3.8	131	*122	5.6	2.6	94				
BON APPETIT	1037	*145	3.3	14.0	249	**57	2.5	5.5	191	*88	4.1	8.5	311				
BUSINESS WEEK	3193	247	5.6	7.7	138	*125	5.5	3.9	136	*122	5.6	3.8	140				
CAR AND DRIVER	2705	*145	3.3	5.4	95	**32	1.4	1.2	41	**113	5.2	4.2	153				
CBS MAGAZINE NETWORK (GROSS)	5678	279	6.3	4.9	88	**60	2.6	1.1	37	*219	10.1	3.9	141				
CHANGING TIMES	1847	*85	1.9	4.6	82	**31	1.4	1.7	58	**54	2.5	2.9	107				
COLONIAL HOMES	492	**35	0.8	7.1	127	**15	0.7	3.0	106	**20	0.9	4.1	149				
CONDE NAST MAG. PKG. (GROSS)	2066	*75	1.7	3.6	65	**32	1.4	1.5	54	**43	2.0	2.1	76				
CONSUMERS DIGEST	1719	*103	2.3	6.0	107	**41	1.8	2.4	83	**63	2.9	3.7	134				
COSMOPOLITAN	1762	*113	2.5	6.4	114	**53	2.3	3.0	104	**59	2.7	3.3	123				
COUNTRY LIVING	1110	**47	1.1	4.2	75	**20	0.9	1.8	63	**27	1.2	2.4	89				
CUISINE	660	*126	2.8	19.1	340	**62	2.7	9.4	326	**65	3.0	9.8	360				
CYCLE WORLD	1924	**38	0.9	2.0	35	**10	0.4	0.5	18	**28	1.3	1.5	53				
DCI:CREATIVE IDEAS FOR LIV	437	**19	0.4	4.3	77	**12	0.5	2.7	95	**7	0.3	1.6	59				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*143	3.2	5.7	102	**76	3.3	3.1	106	**67	3.1	2.7	98				
DISCOVER	1279	**71	1.6	5.6	99	**29	1.3	2.3	79	**42	1.9	3.3	120				
EBONY	2898	*154	3.5	5.3	95	*100	4.4	3.5	120	**53	2.4	1.8	67				
ESQUIRE	1384	*88	2.0	6.4	113	**28	1.2	2.0	70	**59	2.7	4.3	156				
ESSENCE	850	**70	1.6	8.2	147	**55	2.4	6.5	224	**16	0.7	1.9	69				
FAMILY CIRCLE	2430	*124	2.8	5.1	91	**63	2.8	2.6	90	**61	2.8	2.5	92				
THE FAMILY HANDYMAN	2356	*86	1.9	3.7	65	**16	0.7	0.7	24	**71	3.3	3.0	110				
FAMILY WEEKLY	11533	494	11.1	4.3	76	200	8.8	1.7	60	293	13.5	2.5	93				
FIELD & STREAM	7444	251	5.6	3.4	60	*110	4.8	1.5	51	*141	6.5	1.9	69				
FOOD & WINE	416	**52	1.2	12.5	223	**12	0.5	2.9	100	**40	1.8	9.6	352				
FORBES	1865	215	4.8	11.5	205	*138	6.0	7.4	257	**77	3.6	4.1	151				
FORTUNE	1849	174	3.9	9.4	168	*70	3.1	3.8	131	*104	4.8	5.6	206				
GENTLEMEN'S QUARTERLY-	2284	**95	2.1	4.2	74	**41	1.8	1.8	62	**54	2.5	2.4	87				
GLAMOUR	538	**14	0.3	2.6	46	**9	0.4	1.7	58	**5	0.2	0.9	34				
GOLF DIGEST	1649	*209	4.7	12.7	226	**64	2.8	3.9	135	**146	6.7	8.9	324				
GOLF DIGEST/TENNIS (GROSS)	2294	248	5.6	10.8	193	*89	3.9	3.9	135	*159	7.3	6.9	254				
GOLF MAGAZINE	1577	*143	3.2	9.1	162	**42	1.8	2.7	92	**101	4.7	6.4	234				
GOLF MAGAZINE/SKI (GROSS)	2487	192	4.3	7.7	138	**52	2.3	2.1	73	*140	6.5	5.6	206				
GOOD HOUSEKEEPING	2569	*159	3.6	6.2	110	**69	3.0	2.7	93	**90	4.2	3.5	128				
HARPER'S BAZAAR	431	**11	0.2	2.6	45	**1	0.0	0.2	8	**11	0.5	2.6	93				
HEALTH	788	**49	1.1	6.2	111	**13	0.6	1.6	57	**35	1.6	4.4	163				
HEARST MAG CORP. BUY (GROSS)	18781	1035	23.3	5.5	98	471	20.6	2.5	87	565	26.1	3.0	110				
HEARST MAN POWER (GROSS)	9169	479	10.8	5.2	93	220	9.6	2.4	83	260	12.0	2.8	104				
HEARST WOMAN POWER (GROSS)	5452	301	6.8	5.5	98	*133	5.8	2.4	85	*168	7.8	3.1	113				
HOUSE BEAUTIFUL	1020	*104	2.3	10.2	182	**46	2.0	4.5	156	**58	2.7	5.7	208				
INC.	993	**107	2.4	10.8	192	**43	1.9	4.3	150	**64	3.0	6.4	236				
JET	2808	182	4.1	6.5	115	*122	5.3	4.3	151	**61	2.8	2.2	79				
LADIES' HOME JOURNAL	1868	**62	1.4	3.3	59	**15	0.7	0.8	28	**47	2.2	2.5	92				
LHJ FAMILY GRP COMBO(GROSS)	3582	*147	3.3	4.1	73	**31	1.4	0.9	30	*116	5.4	3.2	119				
LIFE	4817	335	7.5	7.0	124	*175	7.7	3.6	126	*160	7.4	3.3	122				
L.A. TIMES HOME MAGAZINE	1465	*116	2.6	7.9	141	**42	1.8	2.9	99	**74	3.4	5.1	185				
MADEMOISELLE	460	**18	0.4	3.9	70	**8	0.4	1.7	60	**10	0.5	2.2	80				
MC CALL'S	1764	**70	1.6	4.0	71	**12	0.5	0.7	24	**58	2.7	3.3	120				
MC CALL'S/WRK MOTHER (GROSS)	2062	*100	2.2	4.8	86	**27	1.2	1.3	45	**74	3.4	3.6	131				
MECHANIX ILLUSTRATED	3625	*156	3.5	4.3	77	**55	2.4	1.5	53	**101	4.7	2.8	102				
METROPOLITAN HOME	495	**27	0.6	5.5	97	**10	0.4	2.0	70	**18	0.8	3.6	133				
MONEY	3017	242	5.4	8.0	143	*113	4.9	3.7	130	*129	6.0	4.3	156				
MOTHER EARTH NEWS	1203	**56	1.3	4.7	83	**4	0.2	0.3	12	**53	2.4	4.4	161				
MS.	*257	**15	0.3	5.8	104	**1	0.0	0.4	13	**14	0.6	5.4	199				
NATIONAL ENQUIRER	6921	254	5.7	3.7	65	*97	4.2	1.4	49	*157	7.2	2.3	83				
NATIONAL GEOGRAPHIC	11626	926	20.8	8.0	142	376	16.5	3.2	112	550	25.4	4.7	173				
NATIONAL SUNDAY MAGAZINE PKG	49424	3076	69.1	6.2	111	1585	69.4	3.2	111	1491	68.8	3.0	110				
NATURAL HISTORY	753	**34	0.8	4.5	80	**19	0.8	2.5	88	**15	0.7	2.0	73				
NEW WOMAN	*296	**1	0.0	0.3	6	**0	0.0	0.0	0	**1	0.0	0.3	12				
NEW YORK INCLUDING CUE	541	**58	1.3	10.7	191	**9	0.4	1.7	58	**49	2.3	9.1	331				
THE NEW YORKER	1078	*142	3.2	13.2	235	**62	2.7	5.8	200	**80	3.7	7.4	272				
NEWSWEEK	9602	655	14.7	6.8	122	390	17.1	4.1	141	266	12.3	2.8	101				
THE N.Y. TIMES DAILY EDITION	1376	306	6.9	22.2	396	*124	5.4	9.0	313	*182	8.4	13.2	484				
THE N.Y. TIMES MAGAZINE	2110	370	8.3	17.5	312	*149	6.5	7.1	245	221	10.2	10.5	383				
OMNI	1927	*122	2.7	6.3	113	**44	1.9	2.3	79	**78	3.6	4.0	148				
ON CABLE	911	**71	1.6	7.8	139	**20	0.9	2.2	76	**52	2.4	5.7	209				
1001 HOME IDEAS	927	**36	0.8	3.9	69	**3	0.1	0.3	11	**34	1.6	3.7	134				
ORGANIC GARDENING	1430	*89	2.0	6.2	111	**26	1.1	1.8	63	**62	2.9	4.3	159				
OUTDOOR LIFE	4064	*194	4.4	4.8	85	**92	4.0	2.3	79	**102	4.7	2.5	92				
PARADE MAGAZINE	24538	1628	36.6	6.6	118	869	38.0	3.5	123	759	35.0	3.1	113				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	4450	100.0	5.6	100	2285	100.0	2.9	100	2166	100.0	2.7	100				
PARENTS	1126	**67	1.5	6.0	106	**52	2.3	4.6	160	**15	0.7	1.3	49				
PENTHOUSE	4157	300	6.7	7.2	129	*110	4.8	2.6	92	*190	8.8	4.6	167				
PEOPLE	7591	422	9.5	5.6	99	224	9.8	3.0	102	199	9.2	2.6	96				
PLAYBOY	8379	575	12.9	6.9	122	250	10.9	3.0	103	325	15.0	3.9	142				
POPULAR HOT RODDING	2110	**62	1.4	2.9	52	**21	0.9	1.0	35	**41	1.9	1.9	71				
POPULAR MECHANICS	4850	254	5.7	5.2	93	*102	4.5	2.1	73	*152	7.0	3.1	115				
POPULAR SCIENCE	3397	215	4.8	6.3	113	**80	3.5	2.4	82	*135	6.2	4.0	145				
PREVENTION	1720	*107	2.4	6.2	111	**32	1.4	1.9	65	**75	3.5	4.4	160				
PSYCHOLOGY TODAY	1344	*84	1.9	6.3	111	**44	1.9	3.3	114	**40	1.8	3.0	109				
READER'S DIGEST	16016	1014	22.8	6.3	113	521	22.8	3.3	113	493	22.8	3.1	113				
REDBOOK	1121	**29	0.7	2.6	46	**11	0.5	1.0	34	**18	0.8	1.6	59				
ROAD & TRACK	2161	*157	3.5	7.3	129	**25	1.1	1.2	40	**133	6.1	6.2	225				
ROLLING STONE	1948	**38	0.9	2.0	35	**2	0.1	0.1	4	**36	1.7	1.8	68				
RUNNER'S WORLD	899	**37	0.8	4.1	73	**9	0.4	1.0	35	**28	1.3	3.1	114				
SATURDAY EVENING POST	841	**47	1.1	5.6	100	**34	1.5	4.0	140	**13	0.6	1.5	57				
SCIENCE 84	841	**46	1.0	5.5	97	**2	0.1	0.2	8	**44	2.0	5.2	191				
SCIENCE DIGEST	1194	**64	1.4	5.4	95	**39	1.7	3.3	113	**25	1.2	2.1	77				
SCIENTIFIC AMERICAN	1379	*143	3.2	10.4	185	**52	2.3	3.8	131	**91	4.2	6.6	241				
SELF	436	**23	0.5	5.3	94	**5	0.2	1.1	40	**18	0.8	4.1	151				
SEVENTEEN	614	**18	0.4	2.9	52	**8	0.4	1.3	45	**10	0.5	1.6	60				
SKI	910	**49	1.1	5.4	96	**10	0.4	1.1	38	**39	1.8	4.3	157				
SMITHSONIAN	2937	346	7.8	11.8	210	147	6.4	5.0	174	199	9.2	6.8	248				
SOAP OPERA DIGEST	545	**7	0.2	1.3	23	**7	0.3	1.3	45	**0	0.0	0.0	0				
SOUTHERN LIVING	2054	*124	2.8	6.0	108	**64	2.8	3.1	108	**60	2.8	2.9	107				
SPORT	2799	*204	4.6	7.3	130	*126	5.5	4.5	156	**77	3.6	2.8	101				
THE SPORTING NEWS	1938	**100	2.2	5.2	92	**31	1.4	1.6	55	**69	3.2	3.6	130				
SPORTS AFIELD	3125	*161	3.6	5.2	92	**78	3.4	2.5	87	**83	3.8	2.7	97				
SPORTS ILLUSTRATED	11159	745	16.7	6.7	119	348	15.2	3.1	108	397	18.3	3.6	130				
STAR	4095	*187	4.2	4.6	81	**66	2.9	1.6	56	**121	5.6	3.0	108				
SUNDAY	25169	1857	41.7	7.4	131	1024	44.8	4.1	141	833	38.5	3.3	121				
SUNSET	1294	*166	3.7	12.8	228	**60	2.6	4.6	161	**106	4.9	8.2	300				
TV GUIDE	18508	886	19.9	4.8	85	413	18.1	2.2	77	474	21.9	2.6	94				
TENNIS	645	**39	0.9	6.0	108	**26	1.1	4.0	140	**14	0.6	2.2	79				
TIME	12124	956	21.5	7.9	140	531	23.2	4.4	152	425	19.6	3.5	128				
TOWN & COUNTRY	493	**27	0.6	5.5	98	**14	0.6	2.8	99	**13	0.6	2.6	96				
TRAVEL & LEISURE	1122	*139	3.1	12.4	221	**98	4.3	8.7	303	**40	1.8	3.6	130				
TRUE STORY	690	**27	0.6	3.9	70	**6	0.3	0.9	30	**22	1.0	3.2	117				
U.S.NEWS & WORLD REPORT	6571	519	11.7	7.9	141	229	10.0	3.5	121	290	13.4	4.4	162				
USA TODAY	3120	222	5.0	7.1	127	*84	3.7	2.7	93	*138	6.4	4.4	162				
US	1315	**16	0.4	1.2	22	**10	0.4	0.8	26	**5	0.2	0.4	14				
VOGUE	632	**20	0.4	3.2	56	**11	0.5	1.7	60	**10	0.5	1.6	58				
WALL STREET JOURNAL	4247	426	9.6	10.0	179	169	7.4	4.0	138	257	11.9	6.1	221				
WEIGHT WATCHERS	398	**12	0.3	3.0	54	**10	0.4	2.5	87	**2	0.1	0.5	18				
WOMAN'S DAY	1139	**75	1.7	6.6	117	**30	1.3	2.6	91	**45	2.1	4.0	145				
WORKING MOTHER	*298	**31	0.7	10.4	185	**15	0.7	5.0	175	**16	0.7	5.4	196				
WORKING WOMAN	327	**19	0.4	5.8	103	**1	0.0	0.3	11	**18	0.8	5.5	201				
WORLD TENNIS	397	**21	0.5	5.3	94	**17	0.7	4.3	149	**3	0.1	0.8	28				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	484	10.9	5.0	89	*135	5.9	1.4	49	349	16.1	3.6	133				
BLAIR INSERTS	43762	2920	65.6	6.7	119	1536	67.2	3.5	122	1384	63.9	3.2	116				
DAILY NEWSPAPERS																	
READ ANY	52459	3308	74.3	6.3	112	1696	74.2	3.2	112	1613	74.5	3.1	113				
READ ONE	41891	2555	57.4	6.1	109	1355	59.3	3.2	112	1200	55.4	2.9	105				
READ TWO OR MORE	10568	753	16.9	7.1	127	341	14.9	3.2	112	413	19.1	3.9	143				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	3300	74.2	6.4	113	1680	73.5	3.2	112	1621	74.8	3.1	114				
READ ONE	44561	2661	59.8	6.0	106	1400	61.3	3.1	109	1261	58.2	2.8	104				
READ TWO OR MORE	7368	639	14.4	8.7	154	280	12.3	3.8	132	360	16.6	4.9	179				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.43				24.93				32.15							
30 DAY REACH	71522	4015	90.2	5.6	100	2072	90.7	2.9	100	1943	89.7	2.7	99				
50 SHWG - 30 DAY AV FREQ	15.55	14.72				12.86				16.71							
30 DAY REACH	68168	3878	87.1	5.7	101	2007	87.8	2.9	102	1870	86.3	2.7	100				
25 SHWG - 30 DAY AV FREQ	8.43	8.04				7.23				8.85							
30 DAY REACH	62898	3541	79.6	5.6	100	1781	77.9	2.8	98	1760	81.3	2.8	102				
CABLE TV: HOME WIRED	31664	1698	38.2	5.4	96	809	35.4	2.6	89	889	41.0	2.8	103				
HOME NOT WIRED	47599	2752	61.8	5.8	103	1475	64.6	3.1	107	1277	59.0	2.7	98				
HAVE PAY CABLE	17139	921	20.7	5.4	96	*394	17.2	2.3	80	527	24.3	3.1	113				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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VERMOUTH: USAGE IN LAST 7 DAYS
(MALES)

		ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL MALES	79263	4450	100.0	5.6	100	2285	100.0	2.9	100	2166	100.0	2.7	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	2748	61.8	5.8	103	1396	61.1	2.9	102	1351	62.4	2.8	104				
10:00 AM - 3:00 PM	29926	1624	36.5	5.4	97	862	37.7	2.9	100	762	35.2	2.5	93				
3:00 PM - 7:00 PM	37666	2120	47.6	5.6	100	1058	46.3	2.8	97	1062	49.0	2.8	103				
7:00 PM - MIDNIGHT	18909	1016	22.8	5.4	96	431	18.9	2.3	79	585	27.0	3.1	113				
MIDNIGHT - 6:00 AM	11822	660	14.8	5.6	99	340	14.9	2.9	100	320	14.8	2.7	99				
6:00 AM - MIDNIGHT	63254	3593	80.7	5.7	101	1806	79.0	2.9	99	1787	82.5	2.8	103				
ENTIRE DAY	64057	3632	81.6	5.7	101	1835	80.3	2.9	99	1797	83.0	2.8	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	1163	26.1	7.0	125	578	25.3	3.5	121	585	27.0	3.5	129				
ALL NEWS	3542	385	8.7	10.9	194	153	6.7	4.3	150	231	10.7	6.5	239				
AOR/PROGRESSIVE	7465	264	5.9	3.5	63	*123	5.4	1.6	57	*141	6.5	1.9	69				
BEAUTIFUL MUSIC	5061	317	7.1	6.3	112	*136	6.0	2.7	93	181	8.4	3.6	131				
BLACK	1914	**112	2.5	5.9	104	**85	3.7	4.4	154	**26	1.2	1.4	50				
CLASSICAL	2304	308	6.9	13.4	238	*131	5.7	5.7	197	*177	8.2	7.7	281				
CHR/ROCK	10663	673	15.1	6.3	112	320	14.0	3.0	104	352	16.3	3.3	121				
COUNTRY	13919	576	12.9	4.1	74	290	12.7	2.1	72	285	13.2	2.0	75				
GOLDEN OLDIES	2040	*128	2.9	6.3	112	**89	3.9	4.4	151	**40	1.8	2.0	72				
MOR/NOSTALGIA	5105	391	8.8	7.7	136	*204	8.9	4.0	139	*188	8.7	3.7	135				
NEWS/TALK	4764	256	5.8	5.4	96	*124	5.4	2.6	90	*132	6.1	2.8	101				
RELIGIOUS	2164	*130	2.9	6.0	107	**81	3.5	3.7	130	**49	2.3	2.3	83				
SOFT ROCK	623	**15	0.3	2.4	43	**2	0.1	0.3	11	**13	0.6	2.1	76				
URBAN CONTEMPORARY	1331	*121	2.7	9.1	162	**101	4.4	7.6	263	**20	0.9	1.5	55				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	*114	2.6	3.6	64	**67	2.9	2.1	73	**47	2.2	1.5	54				
ABC DIRECTION	2724	235	5.3	8.6	154	*100	4.4	3.7	127	*135	6.2	5.0	181				
ABC ENTERTAINMENT	5256	366	8.2	7.0	124	*198	8.7	3.8	131	*168	7.8	3.2	117				
ABC FM	2263	**109	2.4	4.8	86	**66	2.9	2.9	101	**44	2.0	1.9	71				
ABC INFORMATION	5618	349	7.8	6.2	111	215	9.4	3.8	133	*134	6.2	2.4	87				
ABC ROCK	2857	*212	4.8	7.4	132	**122	5.3	4.3	148	**90	4.2	3.2	115				
CBS	5953	459	10.3	7.7	137	233	10.2	3.9	136	225	10.4	3.8	138				
MUTUAL	4979	293	6.6	5.9	105	196	8.6	3.9	137	**96	4.4	1.9	71				
NBC	7279	456	10.2	6.3	112	221	9.7	3.0	105	*235	10.8	3.2	118				
RADIORADIO	2389	*127	2.9	5.3	95	**56	2.5	2.3	81	**71	3.3	3.0	109				
RKO ONE	2583	**114	2.6	4.4	79	**59	2.6	2.3	79	**55	2.5	2.1	78				
RKO TWO	3674	*170	3.8	4.6	82	**63	2.8	1.7	59	**107	4.9	2.9	107				
THE SOURCE	3514	*167	3.8	4.8	85	**95	4.2	2.7	94	**72	3.3	2.0	75				
NON-WIRED : BLAIR	9864	654	14.7	6.6	118	347	15.2	3.5	122	307	14.2	3.1	114				
INTERNET	13522	823	18.5	6.1	108	478	20.9	3.5	123	346	16.0	2.6	94				
KATZ RADIO GROUP	19321	1117	25.1	5.8	103	592	25.9	3.1	106	526	24.3	2.7	100				
SUPERNET	10739	543	12.2	5.1	90	271	11.9	2.5	88	272	12.6	2.5	93				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	258	5.8	5.1	90	154	6.7	3.0	105	104	4.8	2.0	75				
WKDAY 9:00 AM - 1:00 PM	5383	322	7.2	6.0	107	184	8.1	3.4	119	138	6.4	2.6	94				
WKDAY 1:00 PM - 4:30 PM	6469	339	7.6	5.2	93	187	8.2	2.9	100	152	7.0	2.3	86				
WKDAY 4:30 PM - 7:30 PM	19661	1130	25.4	5.7	102	579	25.3	2.9	102	552	25.5	2.8	103				
WKDAY 7:30 PM - 8:00 PM	27579	1668	37.5	6.0	108	891	39.0	3.2	112	778	35.9	2.8	103				
WKDAY 11:00 PM - 11:30 PM	22964	1374	30.9	6.0	107	725	31.7	3.2	110	648	29.9	2.8	103				
WKDAY 11:30 PM - 1:00 AM	8158	466	10.5	5.7	102	234	10.2	2.9	99	232	10.7	2.8	104				
M-SAT 8-11 PM+SUN 7-11 PM	30140	1775	39.9	5.9	105	908	39.7	3.0	105	867	40.0	2.9	105				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	*60	1.3	2.9	52	**35	1.5	1.7	59	**25	1.2	1.2	45				
ANOTHER WORLD N	1214	*68	1.5	5.6	100	*49	2.1	4.0	140	**19	0.9	1.6	57				
AS THE WORLD TURNS C	1740	*92	2.1	5.3	94	**38	1.7	2.2	76	**55	2.5	3.2	116				
CAPITOL C	1016	**58	1.3	5.7	102	**29	1.3	2.9	99	**29	1.3	2.9	104				
CBS MORN. NEWS 1 C	1203	*64	1.4	5.3	95	*38	1.7	3.2	110	**25	1.2	2.1	76				
CBS MORN. NEWS 2 C	773	55	1.2	7.1	127	*40	1.8	5.2	180	**16	0.7	2.1	76				
DAYS OF OUR LIVES N	1629	125	2.8	7.7	137	*50	2.2	3.1	106	*75	3.5	4.6	168				
FACTS OF LIFE - DAYTIME N	961	*63	1.4	6.6	117	**36	1.6	3.7	130	**27	1.2	2.8	103				
FAMILY FEUD A	1390	*45	1.0	3.2	58	*26	1.1	1.9	65	**19	0.9	1.4	50				
GENERAL HOSPITAL A	1463	*75	1.7	5.1	91	*37	1.6	2.5	88	**38	1.8	2.6	95				
GOOD MORNING, AMERICA-730 A	1705	120	2.7	7.0	125	*69	3.0	4.0	140	**51	2.4	3.0	109				
GOOD MORNING, AMERICA-830 A	889	*44	1.0	4.9	88	**29	1.3	3.3	113	**16	0.7	1.8	66				
GUIDING LIGHT C	1754	*98	2.2	5.6	100	**29	1.3	1.7	57	**68	3.1	3.9	142				
ONE LIFE TO LIVE A	1100	**46	1.0	4.2	74	**20	0.9	1.8	63	**26	1.2	2.4	86				
PRESS YOUR LUCK C	1222	*102	2.3	8.3	149	**43	1.9	3.5	122	**59	2.7	4.8	177				
PRICE IS RIGHT 1 C	2692	134	3.0	5.0	89	*59	2.6	2.2	76	*76	3.5	2.8	103				
PRICE IS RIGHT 2 C	2764	148	3.3	5.4	95	*58	2.5	2.1	73	*91	4.2	3.3	120				
RYAN'S HOPE A	880	**53	1.2	6.0	107	**27	1.2	3.1	106	**26	1.2	3.0	108				
SALE OF THE CENTURY N	926	*39	0.9	4.2	75	**28	1.2	3.0	105	**11	0.5	1.2	43				
SEARCH FOR TOMORROW N	359	**23	0.5	6.4	114	**14	0.6	3.9	135	**9	0.4	2.5	92				
TODAY SHOW 1 N	1890	70	1.6	3.7	66	*33	1.4	1.7	61	**37	1.7	2.0	72				
TODAY SHOW 2 N	1344	*33	0.7	2.5	44	**15	0.7	1.1	39	**18	0.8	1.3	49				
$25,000 PYRAMID C	1462	*104	2.3	7.1	127	*47	2.1	3.2	112	**57	2.6	3.9	143				
WHEEL OF FORTUNE N	1497	*76	1.7	5.1	90	*46	2.0	3.1	107	**30	1.4	2.0	73				
YOUNG AND THE RESTLESS C	1954	*108	2.4	5.5	98	*38	1.7	1.9	67	**70	3.2	3.6	131				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	134	3.0	4.9	87	*62	2.7	2.3	78	*72	3.3	2.6	96				
NBA PLAYOFF GAME -1 C	3881	174	3.9	4.5	80	92	4.0	2.4	82	*81	3.7	2.1	76				
NBC MAJOR LEAGUE PRE-GAME N	2805	*183	4.1	6.5	116	*118	5.2	4.2	146	**65	3.0	2.3	85				
SPORTSWORLD - SUN N	2041	*108	2.4	5.3	94	**47	2.1	2.3	80	**61	2.8	3.0	109				
SUNDAY MORNING C	2555	154	3.5	6.0	107	*103	4.5	4.0	140	**52	2.4	2.0	74				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	4450	100.0	5.6	100	2285	100.0	2.9	100	2166	100.0	2.7	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	1427	32.1	5.9	105	688	30.1	2.8	98	739	34.1	3.0	111				
NETWORK AFFILIATES - LATE		17197	990	22.2	5.8	103	526	23.0	3.1	106	464	21.4	2.7	99				
INDEPENDENTS - LATE		2887	208	4.7	7.2	128	124	5.4	4.3	149	84	3.9	2.9	106				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	560	12.6	5.0	88	307	13.4	2.7	94	252	11.6	2.2	82				
ABC MONDAY NIGHT MOVIE	A	4379	317	7.1	7.2	129	*167	7.3	3.8	132	*149	6.9	3.4	125				
ABC SUNDAY NIGHT MOVIE	A	9910	517	11.6	5.2	93	252	11.0	2.5	88	264	12.2	2.7	97				
ABC WORLD NEWS TONIGHT	A	6212	366	8.2	5.9	105	158	6.9	2.5	88	208	9.6	3.3	123				
AFTERMASH	C	4575	235	5.3	5.1	91	*126	5.5	2.8	96	**110	5.1	2.4	88				
ALICE	C	6777	419	9.4	6.2	110	264	11.6	3.9	135	*155	7.2	2.3	84				
AMERICAN PARADE	C	4868	285	6.4	5.9	104	161	7.0	3.3	115	*124	5.7	2.5	93				
BENSON	A	7593	440	9.9	5.8	103	209	9.1	2.8	95	*231	10.7	3.0	111				
BLUE THUNDER	A	6036	392	8.8	6.5	116	215	9.4	3.6	124	*177	8.2	2.9	107				
CAGNEY & LACEY	C	7698	484	10.9	6.3	112	222	9.7	2.9	100	262	12.1	3.4	125				
CBS EVENING NEWS-DEAN	C	4066	315	7.1	7.7	138	171	7.5	4.2	146	*145	6.7	3.6	131				
CBS EVENING NEWS-RATHER	C	8092	560	12.6	6.9	123	288	12.6	3.6	123	272	12.6	3.4	123				
CBS SAT. NEWS-SCHIEFFER	C	4795	333	7.5	6.9	124	207	9.1	4.3	150	*126	5.8	2.6	96				
CBS SATURDAY NIGHT MOVIE	C	6034	224	5.0	3.7	66	116	5.1	1.9	67	*108	5.0	1.8	65				
CBS WEDNESDAY NIGHT MOVIE	C	4993	317	7.1	6.3	113	129	5.6	2.6	90	188	8.7	3.8	138				
CHEERS	N	6976	419	9.4	6.0	107	193	8.4	2.8	96	226	10.4	3.2	119				
DALLAS	C	13575	793	17.8	5.8	104	417	18.2	3.1	107	375	17.3	2.8	101				
DIFF'RENT STROKES	N	3684	175	3.9	4.8	85	*99	4.3	2.7	93	**76	3.5	2.1	75				
DOUBLE TROUBLE	N	4462	333	7.5	7.5	133	193	8.4	4.3	150	**140	6.5	3.1	115				
DUCK FACTORY	N	4810	231	5.2	4.8	86	*97	4.2	2.0	70	*133	6.1	2.8	101				
DUKES OF HAZZARD	C	5951	291	6.5	4.9	87	*138	6.0	2.3	80	*153	7.1	2.6	94				
DYNASTY	A	11325	615	13.8	5.4	97	290	12.7	2.6	89	325	15.0	2.9	105				
FACTS OF LIFE	N	4512	236	5.3	5.2	93	*140	6.1	3.1	108	*97	4.5	2.1	79				
FALCON CREST	C	9215	581	13.1	6.3	112	276	12.1	3.0	104	*304	14.0	3.3	121				
FALL GUY	A	8604	407	9.1	4.7	84	221	9.7	2.6	89	186	8.6	2.2	79				
FAMILY TIES	N	4179	193	4.3	4.6	82	*111	4.9	2.7	92	**83	3.8	2.0	73				
FANTASY ISLAND	A	4781	338	7.6	7.1	126	200	8.8	4.2	145	*138	6.4	2.9	106				
FOULUPS,BLEEPS & BLUNDERS	A	6697	393	8.8	5.9	105	*213	9.3	3.2	110	*180	8.3	2.7	98				
FOUR SEASONS	C	3873	*188	4.2	4.9	86	*128	5.6	3.3	115	**60	2.8	1.5	57				
GIMME A BREAK	N	4310	220	4.9	5.1	91	141	6.2	3.3	113	**79	3.6	1.8	67				
HART TO HART	A	5751	267	6.0	4.6	83	148	6.5	2.6	89	*120	5.5	2.1	76				
HILL STREET BLUES	N	8568	607	13.6	7.1	126	319	14.0	3.7	129	288	13.3	3.4	123				
HOTEL	A	8801	519	11.7	5.9	105	287	12.6	3.3	113	*232	10.7	2.6	96				
JEFFERSONS	C	6978	396	8.9	5.7	101	251	11.0	3.6	125	*145	6.7	2.1	76				
JENNIFER SLEPT HERE	N	3021	*157	3.5	5.2	93	*91	4.0	3.0	104	**65	3.0	2.2	79				
KATE & ALLIE	C	6811	432	9.7	6.3	113	196	8.6	2.9	100	237	10.9	3.5	127				
KNIGHT RIDER	N	5256	333	7.5	6.3	113	202	8.8	3.8	133	*130	6.0	2.5	91				
LOVE BOAT	A	7174	470	10.6	6.6	117	288	12.6	4.0	139	*182	8.4	2.5	93				
MAGNUM PI	C	10438	696	15.6	6.7	119	356	15.6	3.4	118	340	15.7	3.3	119				
MAMA'S FAMILY	N	3488	213	4.8	6.1	109	*116	5.1	3.3	115	**97	4.5	2.8	102				
MASTER, THE	N	4127	223	5.0	5.4	96	*114	5.0	2.8	96	**109	5.0	2.6	97				
MATT HOUSTON	A	5978	380	8.5	6.4	113	201	8.8	3.4	117	*179	8.3	3.0	110				
NBC MONDAY NIGHT MOVIE	N	10446	527	11.8	5.0	90	237	10.4	2.3	79	291	13.4	2.8	102				
NBC NIGHTLY NEWS	N	5571	255	5.7	4.6	82	158	6.9	2.8	98	97	4.5	1.7	64				
NBC NIGHTLY NEWS-SAT	N	3675	197	4.4	5.4	95	*135	5.9	3.7	127	**63	2.9	1.7	63				
NBC NIGHTLY NEWS-SUN	N	2905	190	4.3	6.5	116	*108	4.7	3.7	129	**81	3.7	2.8	102				
NBC SUNDAY NIGHT MOVIE	N	8352	492	11.1	5.9	105	*223	9.8	2.7	93	*270	12.5	3.2	118				
NEWHART	C	6864	465	10.4	6.8	121	253	11.1	3.7	128	*212	9.8	3.1	113				
ONE DAY AT A TIME	C	3866	160	3.6	4.1	74	*87	3.8	2.3	78	**73	3.4	1.9	69				
PEOPLE ARE FUNNY	N	3956	270	6.1	6.8	122	*139	6.1	3.5	122	**131	6.0	3.3	121				
REAL PEOPLE	N	6305	336	7.6	5.3	95	150	6.6	2.4	83	*186	8.6	3.0	108				
REMINGTON STEELE	N	5884	387	8.7	6.6	117	250	10.9	4.2	147	*138	6.4	2.3	86				
RIPLEY'S BELIEVE IT - NOT	A	5706	447	10.0	7.8	140	225	9.8	3.9	137	*222	10.2	3.9	142				
RIPTIDE	N	6202	279	6.3	4.5	80	*136	6.0	2.2	76	*143	6.6	2.3	84				
SCARECROW & MRS. KING	C	6513	450	10.1	6.9	123	247	10.8	3.8	132	202	9.3	3.1	113				
SIMON & SIMON	C	8593	517	11.6	6.0	107	227	9.9	2.6	92	290	13.4	3.4	123				
60 MINUTES	C	13342	827	18.6	6.2	110	459	20.1	3.4	119	367	16.9	2.8	101				
ST. ELSEWHERE	N	6029	376	8.4	6.2	111	201	8.8	3.3	116	175	8.1	2.9	106				
THREE'S COMPANY	A	8565	471	10.6	5.5	98	249	10.9	2.9	101	223	10.3	2.6	95				
T.J. HOOKER	A	7400	478	10.7	6.5	115	235	10.3	3.2	110	243	11.2	3.3	120				
TONIGHT SHOW	N	2433	115	2.6	4.7	84	61	2.7	2.5	87	*54	2.5	2.2	81				
TRAPPER JOHN, M.D.	C	5958	327	7.3	5.5	98	*174	7.6	2.9	101	153	7.1	2.6	94				
TV BLOOPERS & PRAC. JOKES	N	9086	390	8.8	4.3	76	*147	6.4	1.6	56	243	11.2	2.7	98				
20/20	A	8306	459	10.3	5.5	98	237	10.4	2.9	99	223	10.3	2.7	98				
WEBSTER	A	6788	456	10.2	6.7	120	272	11.9	4.0	139	*184	8.5	2.7	99				
WORLD NEWS - SUN	A	2036	*175	3.9	8.6	153	**102	4.5	5.0	174	**73	3.4	3.6	131				
YELLOW ROSE	N	3174	200	4.5	6.3	112	*107	4.7	3.4	117	**93	4.3	2.9	107				
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	943	21.2	5.8	103	341	14.9	2.1	73	601	27.7	3.7	135				
BASKETBALL - COLLEGE GAMES		10054	630	14.2	6.3	112	*286	12.5	2.8	99	*344	15.9	3.4	125				
BASKETBALL - PRO GAMES		8248	364	8.2	4.4	79	*229	10.0	2.8	96	**135	6.2	1.6	60				
BOWLING		5356	*306	6.9	5.7	102	*202	8.8	3.8	131	**104	4.8	1.9	71				
BOXING		11255	649	14.6	5.8	103	*302	13.2	2.7	93	*348	16.1	3.1	113				
FOOTBALL - COLLEGE GAMES		14647	833	18.7	5.7	101	370	16.2	2.5	88	463	21.4	3.2	116				
FOOTBALL - PRO GAMES		23581	1302	29.3	5.5	98	544	23.8	2.3	80	758	35.0	3.2	118				
GOLF		6145	410	9.2	6.7	119	*192	8.4	3.1	108	*218	10.1	3.5	130				
POST-SEASON COLL. FOOTBALL		12828	829	18.6	6.5	115	*322	14.1	2.5	87	507	23.4	4.0	145				
POST-SEASON PRO FOOTBALL		15397	1011	22.7	6.6	117	445	19.5	2.9	100	566	26.1	3.7	135				
TENNIS		3483	345	7.8	9.9	176	*172	7.5	4.9	171	**174	8.0	5.0	183				
WRESTLING - PROFESSIONAL		6023	*279	6.3	4.6	83	**144	6.3	2.4	83	**135	6.2	2.2	82				

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VERMOUTH: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	4287	100.0	4.8	100	1829	100.0	2.1	100	2458	100.0	2.8	100				
FEMALE HOMEMAKERS	80986	4108	95.8	5.1	105	1782	97.4	2.2	106	2326	94.6	2.9	103				
EMPLOYED MOTHERS	18702	827	19.3	4.4	91	*392	21.4	2.1	101	*434	17.7	2.3	84				
18 - 24	14726	*446	10.4	3.0	62	*187	10.2	1.3	61	**259	10.5	1.8	63				
25 - 34	20202	731	17.1	3.6	75	*327	17.9	1.6	78	*404	16.4	2.0	72				
35 - 44	14781	736	17.2	5.0	103	*279	15.3	1.9	91	*458	18.6	3.1	112				
45 - 54	11449	707	16.5	6.2	127	*327	17.9	2.9	138	*379	15.4	3.3	119				
55 - 64	11846	842	19.6	7.1	147	*236	12.9	2.0	96	*606	24.7	5.1	184				
65 OR OLDER	15459	825	19.2	5.3	110	473	25.9	3.1	148	*352	14.3	2.3	82				
18 - 34	34928	1177	27.5	3.4	70	514	28.1	1.5	71	663	27.0	1.9	68				
18 - 49	55154	2272	53.0	4.1	85	967	52.9	1.8	85	1305	53.1	2.4	85				
25 - 54	46433	2174	50.7	4.7	97	932	51.0	2.0	97	1241	50.5	2.7	96				
35 - 49	20226	1095	25.5	5.4	112	*453	24.8	2.2	108	642	26.1	3.2	114				
50 OR OLDER	33310	2015	47.0	6.0	125	862	47.1	2.6	125	1153	46.9	3.5	125				
GRADUATED COLLEGE	12110	946	22.1	7.8	161	*342	18.7	2.8	137	604	24.6	5.0	180				
ATTENDED COLLEGE	15309	752	17.5	4.9	101	*225	12.3	1.5	71	527	21.4	3.4	124				
GRADUATED HIGH SCHOOL	36912	1594	37.2	4.3	89	710	38.8	1.9	93	883	35.9	2.4	86				
DID NOT GRADUATE HIGH SCHOOL	24134	995	23.2	4.1	85	552	30.2	2.3	111	*444	18.1	1.8	66				
EMPLOYED FULL-TIME	35457	1704	39.7	4.8	99	653	35.7	1.8	89	1050	42.7	3.0	107				
EMPLOYED PART-TIME	8514	*338	7.9	4.0	82	**81	4.4	1.0	46	**256	10.4	3.0	108				
NOT EMPLOYED	44494	2246	52.4	5.0	104	1094	59.8	2.5	119	1152	46.9	2.6	93				
PROFESSIONAL/MANAGER	10811	758	17.7	7.0	145	**264	14.4	2.4	118	*495	20.1	4.6	165				
TECH/CLERICAL/SALES	19640	865	20.2	4.4	91	*255	13.9	1.3	63	610	24.8	3.1	112				
PRECISION/CRAFT	1023	**31	0.7	3.0	63	**5	0.3	0.5	24	**26	1.1	2.5	91				
OTHER EMPLOYED	12498	*387	9.0	3.1	64	**211	11.5	1.7	82	**176	7.2	1.4	51				
SINGLE	15995	743	17.3	4.6	96	*279	15.3	1.7	84	464	18.9	2.9	104				
MARRIED	51689	2484	57.9	4.8	99	1095	59.9	2.1	102	1389	56.5	2.7	97				
DIVORCED/SEPARATED/WIDOWED	20780	1060	24.7	5.1	105	454	24.8	2.2	106	606	24.7	2.9	105				
PARENTS	33922	1407	32.8	4.1	86	667	36.5	2.0	95	740	30.1	2.2	79				
WHITE	76422	3678	85.8	4.8	99	1489	81.4	1.9	94	2189	89.1	2.9	103				
BLACK	10066	515	12.0	5.1	106	319	17.4	3.2	153	*196	8.0	1.9	70				
OTHER	1976	**95	2.2	4.8	99	**21	1.1	1.1	51	**73	3.0	3.7	133				
NORTHEAST-CENSUS	19803	1501	35.0	7.6	156	709	38.8	3.6	173	792	32.2	4.0	144				
NORTH CENTRAL	22181	851	19.9	3.8	79	398	21.8	1.8	87	453	18.4	2.0	74				
SOUTH	30082	1017	23.7	3.4	70	*437	23.9	1.5	70	*580	23.6	1.9	69				
WEST	16398	919	21.4	5.6	116	**285	15.6	1.7	84	634	25.8	3.9	139				
NORTHEAST-MKTG.	20163	1566	36.5	7.8	160	832	45.5	4.1	200	735	29.9	3.6	131				
EAST CENTRAL	13054	512	11.9	3.9	81	*246	13.4	1.9	91	*266	10.8	2.0	73				
WEST CENTRAL	14993	596	13.9	4.0	82	*244	13.3	1.6	79	*352	14.3	2.3	84				
SOUTH	25785	781	18.2	3.0	63	**253	13.8	1.0	47	*528	21.5	2.0	74				
PACIFIC	14470	832	19.4	5.7	119	**254	13.9	1.8	85	577	23.5	4.0	144				
COUNTY SIZE A	36705	2672	62.3	7.3	150	1172	64.1	3.2	154	1501	61.1	4.1	147				
COUNTY SIZE B	26819	930	21.7	3.5	72	*387	21.2	1.4	70	543	22.1	2.0	73				
COUNTY SIZE C	13597	*451	10.5	3.3	68	**173	9.5	1.3	62	*278	11.3	2.0	74				
COUNTY SIZE D	11344	*234	5.5	2.1	43	**98	5.4	0.9	42	**136	5.5	1.2	43				
METRO CENTRAL CITY	26825	1791	41.8	6.7	138	832	45.5	3.1	150	959	39.0	3.6	129				
METRO SUBURBAN	39912	1858	43.3	4.7	96	716	39.1	1.8	87	1142	46.5	2.9	103				
NON METRO	21728	638	14.9	2.9	61	*281	15.4	1.3	63	*358	14.6	1.6	59				
TOP 5 ADI'S	20847	1769	41.3	8.5	175	763	41.7	3.7	177	1006	40.9	4.8	174				
TOP 10 ADI'S	28719	2200	51.3	7.7	158	998	54.6	3.5	168	1202	48.9	4.2	151				
TOP 20 ADI'S	40904	2869	66.9	7.0	145	1252	68.5	3.1	148	1617	65.8	4.0	142				
HSHLD INC. $50,000 OR MORE	7931	*596	13.9	7.5	155	**186	10.2	2.3	113	*409	16.6	5.2	186				
$40,000 OR MORE	15233	964	22.5	6.3	131	*355	19.4	2.3	113	*608	24.7	4.0	144				
$30,000 OR MORE	28333	1655	38.6	5.8	121	671	36.7	2.4	115	984	40.0	3.5	125				
$25,000 OR MORE	36417	2135	49.8	5.9	121	816	44.6	2.2	108	1318	53.6	3.6	130				
$20,000 - $24,999	9943	510	11.9	5.1	106	**199	10.9	2.0	97	*312	12.7	3.1	113				
$15,000 - $19,999	9211	*304	7.1	3.3	68	**145	7.9	1.6	76	**159	6.5	1.7	62				
$10,000 - $14,999	13477	475	11.1	3.5	73	*209	11.4	1.6	75	*266	10.8	2.0	71				
UNDER $10,000	19418	863	20.1	4.4	92	460	25.2	2.4	115	403	16.4	2.1	75				
HOUSEHOLD OF 1 PERSON	11987	680	15.9	5.7	117	280	15.3	2.3	113	400	16.3	3.3	120				
2 PEOPLE	27046	1711	39.9	6.3	131	782	42.8	2.9	140	929	37.8	3.4	124				
3 OR 4 PEOPLE	34251	1346	31.4	3.9	81	471	25.8	1.4	67	875	35.6	2.6	92				
5 OR MORE PEOPLE	15180	*550	12.8	3.6	75	**295	16.1	1.9	94	**254	10.3	1.7	60				
NO CHILD IN HSHLD	49819	2689	62.7	5.4	111	1102	60.3	2.2	107	1587	64.6	3.2	115				
CHILD(REN) UNDER 2 YRS	6045	**166	3.9	2.7	57	**52	2.8	0.9	42	**114	4.6	1.9	68				
2 - 5 YEARS	15233	661	15.4	4.3	90	*323	17.7	2.1	103	*337	13.7	2.2	80				
6 - 11 YEARS	16260	696	16.2	4.3	88	*309	16.9	1.9	92	*388	15.8	2.4	86				
12 - 17 YEARS	19173	765	17.8	4.0	82	*384	21.0	2.0	97	*381	15.5	2.0	72				
RESIDENCE OWNED	61371	2937	68.5	4.8	99	1107	60.5	1.8	87	1830	74.5	3.0	107				
VALUE: $50,000 OR MORE	35355	2147	50.1	6.1	125	818	44.7	2.3	112	1329	54.1	3.8	135				
VALUE: UNDER $50,000	26016	790	18.4	3.0	63	*289	15.8	1.1	54	*501	20.4	1.9	69				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: USAGE IN LAST 7 DAYS
(FEMALES)

			ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	4287	100.0	4.8	100	1829	100.0	2.1	100	2458	100.0	2.8	100				
MAGAZINES	QUINTILE 1	17988	1154	26.9	6.4	132	431	23.6	2.4	116	724	29.5	4.0	145				
	QUINTILE 2	19446	1002	23.4	5.2	106	*398	21.8	2.0	99	604	24.6	3.1	112				
	QUINTILE 3	14626	789	18.4	5.4	111	*334	18.3	2.3	110	455	18.5	3.1	112				
	QUINTILE 4	16014	581	13.6	3.6	75	*284	15.5	1.8	86	*297	12.1	1.9	67				
	QUINTILE 5	20389	761	17.8	3.7	77	*383	20.9	1.9	91	*378	15.4	1.9	67				
NEWSPAPERS	QUINTILE 1	13830	1094	25.5	7.9	163	453	24.8	3.3	158	641	26.1	4.6	167				
	QUINTILE 2	26350	1477	34.5	5.6	116	594	32.5	2.3	109	882	35.9	3.3	120				
	QUINTILE 3	12415	646	15.1	5.2	107	*349	19.1	2.8	136	*298	12.1	2.4	86				
	QUINTILE 4	21911	671	15.7	3.1	63	*238	13.0	1.1	53	*434	17.7	2.0	71				
	QUINTILE 5	13960	*398	9.3	2.9	59	**195	10.7	1.4	68	**203	8.3	1.5	52				
OUTDOOR	QUINTILE 1	16810	807	18.8	4.8	99	*316	17.3	1.9	91	*491	20.0	2.9	105				
	QUINTILE 2	17101	922	21.5	5.4	111	*394	21.5	2.3	111	528	21.5	3.1	111				
	QUINTILE 3	17579	904	21.1	5.1	106	*353	19.3	2.0	97	551	22.4	3.1	113				
	QUINTILE 4	18343	914	21.3	5.0	103	435	23.8	2.4	115	479	19.5	2.6	94				
	QUINTILE 5	18631	740	17.3	4.0	82	*332	18.2	1.8	86	*409	16.6	2.2	79				
RADIO-DRIVE TIME	QUINTILE 1	17390	745	17.4	4.3	88	*317	17.3	1.8	88	*428	17.4	2.5	89				
	QUINTILE 2	16591	821	19.2	4.9	102	*241	13.2	1.5	70	580	23.6	3.5	126				
	QUINTILE 3	16910	835	19.5	4.9	102	*358	19.6	2.1	102	477	19.4	2.8	102				
	QUINTILE 4	18002	996	23.2	5.5	114	546	29.9	3.0	147	450	18.3	2.5	90				
	QUINTILE 5	19572	890	20.8	4.5	94	*367	20.1	1.9	91	*523	21.3	2.7	96				
RADIO-MID-DAY	TERCILE 1	23248	1015	23.7	4.4	90	*405	22.1	1.7	84	610	24.8	2.6	94				
	TERCILE 2	23667	1350	31.5	5.7	118	684	37.4	2.9	140	666	27.1	2.8	101				
	TERCILE 3	41549	1922	44.8	4.6	95	740	40.5	1.8	86	1182	48.1	2.8	102				
RADIO-TOTAL	QUINTILE 1	17786	719	16.8	4.0	83	*275	15.0	1.5	75	*444	18.1	2.5	90				
	QUINTILE 2	17316	901	21.0	5.2	107	415	22.7	2.4	116	486	19.8	2.8	101				
	QUINTILE 3	18428	1052	24.5	5.7	118	*396	21.7	2.1	104	656	26.7	3.6	128				
	QUINTILE 4	17669	920	21.5	5.2	107	454	24.8	2.6	124	*465	18.9	2.6	95				
	QUINTILE 5	17265	696	16.2	4.0	83	*289	15.8	1.7	81	*407	16.6	2.4	85				
TV-PRIME TIME	QUINTILE 1	17416	985	23.0	5.7	117	438	23.9	2.5	122	548	22.3	3.1	113				
	QUINTILE 2	17413	869	20.3	5.0	103	*367	20.1	2.1	102	502	20.4	2.9	104				
	QUINTILE 3	17943	932	21.7	5.2	107	*361	19.7	2.0	97	572	23.3	3.2	115				
	QUINTILE 4	18442	739	17.2	4.0	83	*323	17.7	1.8	85	416	16.9	2.3	81				
	QUINTILE 5	17250	762	17.8	4.4	91	*341	18.6	2.0	96	*421	17.1	2.4	88				
TV-DAYTIME	TERCILE 1	29966	1466	34.2	4.9	101	608	33.2	2.0	98	858	34.9	2.9	103				
	TERCILE 2	29480	1273	29.7	4.3	89	607	33.2	2.1	100	666	27.1	2.3	81				
	TERCILE 3	29018	1548	36.1	5.3	110	614	33.6	2.1	102	934	38.0	3.2	116				
TV-TOTAL	QUINTILE 1	17740	933	21.8	5.3	109	426	23.3	2.4	116	507	20.6	2.9	103				
	QUINTILE 2	17674	844	19.7	4.8	99	*401	21.9	2.3	110	443	18.0	2.5	90				
	QUINTILE 3	17730	819	19.1	4.6	95	*293	16.0	1.7	80	527	21.4	3.0	107				
	QUINTILE 4	17563	927	21.6	5.3	109	*449	24.5	2.6	124	478	19.4	2.7	98				
	QUINTILE 5	17757	765	17.8	4.3	89	*261	14.3	1.5	71	*504	20.5	2.8	102				
MAGAZINES-NEWSPAPERS: DUAL		23278	1649	38.5	7.1	146	663	36.2	2.8	138	987	40.2	4.2	153				
MAGAZINE IMPERATIVE		21634	857	20.0	4.0	82	*319	17.4	1.5	71	539	21.9	2.5	90				
NEWSPAPER IMPERATIVE		23455	1271	29.6	5.4	112	600	32.8	2.6	124	671	27.3	2.9	103				
MAGAZINES-OUTDOOR: DUAL		17482	1097	25.6	6.3	129	*395	21.6	2.3	109	702	28.6	4.0	145				
MAGAZINE IMPERATIVE		28830	1558	36.3	5.4	112	652	35.6	2.3	109	906	36.9	3.1	113				
OUTDOOR IMPERATIVE		26119	1040	24.3	4.0	82	546	29.9	2.1	101	493	20.1	1.9	68				
MAGAZINES-RADIO: DUAL		20162	1029	24.0	5.1	105	*403	22.0	2.0	97	626	25.5	3.1	112				
MAGAZINE IMPERATIVE		26292	1607	37.5	6.1	126	613	33.5	2.3	113	994	40.4	3.8	136				
RADIO IMPERATIVE		25308	1044	24.4	4.1	85	493	27.0	1.9	94	551	22.4	2.2	78				
MAGAZINES-TELEVISION: DUAL		17312	1090	25.4	6.3	130	426	23.3	2.5	119	664	27.0	3.8	138				
MAGAZINE IMPERATIVE		29099	1651	38.5	5.7	117	630	34.4	2.2	105	1021	41.5	3.5	126				
TELEVISION IMPERATIVE		27505	1133	26.4	4.1	85	543	29.7	2.0	95	590	24.0	2.1	77				
NEWSPAPERS-OUTDOOR: DUAL		18628	1261	29.4	6.8	140	519	28.4	2.8	135	742	30.2	4.0	143				
NEWSPAPER IMPERATIVE		29178	1709	39.9	5.9	121	736	40.2	2.5	122	973	39.6	3.3	120				
OUTDOOR IMPERATIVE		25260	789	18.4	3.1	64	*352	19.2	1.4	67	*437	17.8	1.7	62				
NEWSPAPERS-RADIO: DUAL		19246	1195	27.9	6.2	128	518	28.3	2.7	130	678	27.6	3.5	127				
NEWSPAPER IMPERATIVE		28155	1763	41.1	6.3	129	753	41.2	2.7	129	1010	41.1	3.6	129				
RADIO IMPERATIVE		25308	811	18.9	3.2	66	*353	19.3	1.4	67	458	18.6	1.8	65				
NEWSPAPERS-TELEVISION: DUAL		18615	1218	28.4	6.5	135	565	30.9	3.0	147	653	26.6	3.5	126				
NEWSPAPER IMPERATIVE		29207	1765	41.2	6.0	125	695	38.0	2.4	115	1071	43.6	3.7	132				
TELEVISION IMPERATIVE		25472	876	20.4	3.4	71	*376	20.6	1.5	71	500	20.3	2.0	71				
OUTDOOR-RADIO: DUAL		17292	949	22.1	5.5	113	*365	20.0	2.1	102	584	23.8	3.4	122				
OUTDOOR IMPERATIVE		26915	1372	32.0	5.1	105	571	31.2	2.1	103	801	32.6	3.0	107				
RADIO IMPERATIVE		28938	1286	30.0	4.4	92	562	30.7	1.9	94	724	29.5	2.5	90				
OUTDOOR-TELEVISION: DUAL		16112	869	20.3	5.4	111	*338	18.5	2.1	101	531	21.6	3.3	119				
OUTDOOR IMPERATIVE		28228	1468	34.2	5.2	107	558	30.5	2.0	96	911	37.1	3.2	116				
TELEVISION IMPERATIVE		30024	1380	32.2	4.6	95	645	35.3	2.1	104	735	29.9	2.4	88				
RADIO-TELEVISION: DUAL		17803	932	21.7	5.2	108	377	20.6	2.1	102	556	22.6	3.1	112				
RADIO IMPERATIVE		28338	1356	31.6	4.8	99	514	28.1	1.8	88	842	34.3	3.0	107				
TELEVISION IMPERATIVE		28445	1422	33.2	5.0	103	658	36.0	2.3	112	764	31.1	2.7	97				

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VERMOUTH: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL FEMALES	88464	4287	100.0	4.8	100	1829	100.0	2.1	100	2458	100.0	2.8	100				
ATLANTIC MONTHLY	415	**24	0.6	5.8	119	**10	0.5	2.4	117	**15	0.6	3.6	130				
BARRON'S	522	**78	1.8	14.9	308	**16	0.9	3.1	148	**62	2.5	11.9	427				
BETTER HOMES & GARDENS	17429	1144	26.7	6.6	135	422	23.1	2.4	117	722	29.4	4.1	149				
BON APPETIT	2772	382	8.9	13.8	284	**139	7.6	5.0	243	243	9.9	8.8	315				
BUSINESS WEEK	1469	**111	2.6	7.6	156	**19	1.0	1.3	63	**92	3.7	6.3	225				
CAR AND DRIVER	397	**14	0.3	3.5	73	**5	0.3	1.3	61	**10	0.4	2.5	91				
CBS MAGAZINE NETWORK (GROSS)	1633	**107	2.5	6.6	135	**74	4.0	4.5	219	**33	1.3	2.0	73				
CHANGING TIMES	1554	*135	3.1	8.7	179	**28	1.5	1.8	87	**108	4.4	6.9	250				
COLONIAL HOMES	1304	**119	2.8	9.1	188	**69	3.8	5.3	256	**50	2.0	3.8	138				
CONDE NAST MAG. PKG. (GROSS)	17858	1118	26.1	6.3	129	393	21.5	2.2	106	725	29.5	4.1	146				
CONSUMERS DIGEST	1406	**59	1.4	4.2	87	**27	1.5	1.9	93	**31	1.3	2.2	79				
COSMOPOLITAN	8815	489	11.4	5.5	114	217	11.9	2.5	119	272	11.1	3.1	111				
COUNTRY LIVING	2636	*133	3.1	5.0	104	**43	2.4	1.6	79	**90	3.7	3.4	123				
CUISINE	1554	*180	4.2	11.6	239	**44	2.4	2.8	137	*136	5.5	8.8	315				
CYCLE WORLD	469	**24	0.6	5.1	106	**14	0.8	3.0	144	**9	0.4	1.9	69				
DCI:CREATIVE IDEAS FOR LIV	2631	**100	2.3	3.8	78	**55	3.0	2.1	101	**45	1.8	1.7	62				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	318	7.4	4.5	93	**107	5.9	1.5	73	*211	8.6	3.0	107				
DISCOVER	998	**84	2.0	8.4	174	**12	0.7	1.2	58	**72	2.9	7.2	260				
EBONY	4289	241	5.6	5.6	116	*136	7.4	3.2	153	*105	4.3	2.4	88				
ESQUIRE	1176	**56	1.3	4.8	98	**11	0.6	0.9	45	**45	1.8	3.8	138				
ESSENCE	2392	**87	2.0	3.6	75	**37	2.0	1.5	75	**50	2.0	2.1	75				
FAMILY CIRCLE	17209	987	23.0	5.7	118	407	22.3	2.4	114	580	23.6	3.4	121				
THE FAMILY HANDYMAN	1184	**60	1.4	5.1	105	**35	1.9	3.0	143	**25	1.0	2.1	76				
FAMILY WEEKLY	12391	489	11.4	3.9	81	*227	12.4	1.8	89	262	10.7	2.1	76				
FIELD & STREAM	2438	**73	1.7	3.0	62	**16	0.9	0.7	32	**57	2.3	2.3	84				
FOOD & WINE	614	**67	1.6	10.9	225	**19	1.0	3.1	150	**48	2.0	7.8	281				
FORBES	813	**140	3.3	17.2	355	**24	1.3	3.0	143	**116	4.7	14.3	514				
FORTUNE	1083	**143	3.3	13.2	272	**17	0.9	1.6	76	**126	5.1	11.6	419				
GENTLEMEN'S QUARTERLY	1197	**57	1.3	4.8	98	**27	1.5	2.3	109	**30	1.2	2.5	90				
GLAMOUR	6625	347	8.1	5.2	108	**119	6.5	1.8	87	*229	9.3	3.5	124				
GOLF DIGEST	707	**81	1.9	11.5	236	**37	2.0	5.2	253	**45	1.8	6.4	229				
GOLF DIGEST/TENNIS (GROSS)	1316	**131	3.1	10.0	205	**45	2.5	3.4	165	**87	3.5	6.6	238				
GOLF MAGAZINE	469	**52	1.2	11.1	229	**31	1.7	6.6	320	**21	0.9	4.5	161				
GOLF MAGAZINE/SKI (GROSS)	1060	**99	2.3	9.3	193	**41	2.2	3.9	187	**58	2.4	5.5	197				
GOOD HOUSEKEEPING	17784	849	19.8	4.8	99	435	23.8	2.4	118	415	16.9	2.3	84				
HARPER'S BAZAAR	2931	*275	6.4	9.4	194	**82	4.5	2.8	135	*193	7.9	6.6	237				
HEALTH	2199	*156	3.6	7.1	146	**37	2.0	1.7	81	**119	4.8	5.4	195				
HEARST MAG CORP. BUY (GROSS)	49148	2816	65.7	5.7	118	1185	64.8	2.4	117	1630	66.3	3.3	119				
HEARST MAN POWER (GROSS)	2113	**139	3.2	6.6	136	**77	4.2	3.6	176	**62	2.5	2.9	106				
HEARST WOMAN POWER (GROSS)	35062	1746	40.7	5.0	103	774	42.3	2.2	107	972	39.5	2.8	100				
HOUSE BEAUTIFUL	3865	312	7.3	8.1	167	*122	6.7	3.2	153	*189	7.7	4.9	176				
INC.	315	**62	1.4	19.7	406	**4	0.2	1.3	61	**58	2.4	18.4	663				
JET	3690	168	3.9	4.6	94	*87	4.8	2.4	114	**81	3.3	2.2	79				
LADIES' HOME JOURNAL	12930	648	15.1	5.0	103	275	15.0	2.1	103	372	15.1	2.9	104				
LHJ FAMILY GRP COMBO(GROSS)	18161	952	22.2	5.2	108	363	19.8	2.0	97	589	24.0	3.2	117				
LIFE	5065	265	6.2	5.2	108	*123	6.7	2.4	117	*142	5.8	2.8	101				
L.A. TIMES HOME MAGAZINE	1310	**162	3.8	12.4	255	**52	2.8	4.0	192	**110	4.5	8.4	302				
MADEMOISELLE	3759	*215	5.0	5.7	118	**66	3.6	1.8	85	**149	6.1	4.0	143				
MC CALL'S	14658	660	15.4	4.5	93	276	15.1	1.9	91	383	15.6	2.6	94				
MC CALL'S/WRK MOTHER (GROSS)	15857	693	16.2	4.4	90	291	15.9	1.8	89	402	16.4	2.5	91				
MECHANIX ILLUSTRATED	809	**42	1.0	5.2	107	**27	1.5	3.3	161	**15	0.6	1.9	67				
METROPOLITAN HOME	1009	**107	2.5	10.6	219	**59	3.2	5.8	283	**48	2.0	4.8	171				
MONEY	1707	*252	5.9	14.8	305	**72	3.9	4.2	204	*180	7.3	10.5	380				
MOTHER EARTH NEWS	1123	**54	1.3	4.8	99	**36	2.0	3.2	155	**18	0.7	1.6	58				
MS.	932	**29	0.7	3.1	64	**7	0.4	0.8	36	**22	0.9	2.4	85				
NATIONAL ENQUIRER	11971	507	11.8	4.2	87	249	13.6	2.1	101	258	10.5	2.2	78				
NATIONAL GEOGRAPHIC	10503	819	19.1	7.8	161	307	16.8	2.9	141	513	20.9	4.9	176				
NATIONAL SUNDAY MAGAZINE PKG	54325	3064	71.5	5.6	116	1358	74.2	2.5	121	1706	69.4	3.1	113				
NATURAL HISTORY	626	**46	1.1	7.3	152	**3	0.2	0.5	23	**43	1.7	6.9	247				
NEW WOMAN	1992	*112	2.6	5.6	116	**25	1.4	1.3	61	**87	3.5	4.4	157				
NEW YORK INCLUDING CUE	547	**57	1.3	10.4	215	**12	0.7	2.2	106	**45	1.8	8.2	296				
THE NEW YORKER	1380	260	6.1	18.8	389	*122	6.7	8.8	428	*138	5.6	10.0	360				
NEWSWEEK	6925	408	9.5	5.9	122	*177	9.7	2.6	124	230	9.4	3.3	120				
THE N.Y. TIMES DAILY EDITION	1363	*189	4.4	13.9	286	**50	2.7	3.7	177	*139	5.7	10.2	367				
THE N.Y. TIMES MAGAZINE	2333	345	8.0	14.8	305	*130	7.1	5.6	270	*215	8.7	9.2	332				
OMNI	872	**88	2.1	10.1	208	**37	2.0	4.2	205	**51	2.1	5.8	210				
ON CABLE	1298	**43	1.0	3.3	68	**22	1.2	1.7	82	**21	0.9	1.6	58				
1001 HOME IDEAS	3032	*148	3.5	4.9	101	**51	2.8	1.7	81	**98	4.0	3.2	116				
ORGANIC GARDENING	1680	*138	3.2	8.2	170	**36	2.0	2.1	104	**102	4.1	6.1	219				
OUTDOOR LIFE	960	**76	1.8	7.9	163	**47	2.6	4.9	237	**29	1.2	3.0	109				
PARADE MAGAZINE	26755	1613	37.6	6.0	124	743	40.6	2.8	134	870	35.4	3.3	117				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	4287	100.0	4.8	100	1829	100.0	2.1	100	2458	100.0	2.8	100				
PARENTS	4173	*197	4.6	4.7	97	**93	5.1	2.2	108	*104	4.2	2.5	90				
PENTHOUSE	973	**40	0.9	4.1	85	**12	0.7	1.2	60	**28	1.1	2.9	104				
PEOPLE	13479	858	20.0	6.4	131	264	14.4	2.0	95	594	24.2	4.4	159				
PLAYBOY	2183	*145	3.4	6.6	137	**42	2.3	1.9	93	**104	4.2	4.8	171				
POPULAR HOT RODDING	388	**7	0.2	1.8	37	**0	0.0	0.0	0	**7	0.3	1.8	65				
POPULAR MECHANICS	1037	**33	0.8	3.2	66	**18	1.0	1.7	84	**15	0.6	1.4	52				
POPULAR SCIENCE	920	**54	1.3	5.9	121	**19	1.0	2.1	100	**35	1.4	3.8	137				
PREVENTION	4071	301	7.0	7.4	153	**100	5.5	2.5	119	*201	8.2	4.9	178				
PSYCHOLOGY TODAY	1940	*105	2.4	5.4	112	**39	2.1	2.0	97	**66	2.7	3.4	122				
READER'S DIGEST	24031	1283	29.9	5.3	110	516	28.2	2.1	104	767	31.2	3.2	115				
REDBOOK	8464	407	9.5	4.8	99	*122	6.7	1.4	70	*285	11.6	3.4	121				
ROAD & TRACK	429	**20	0.5	4.7	96	**14	0.8	3.3	158	**7	0.3	1.6	59				
ROLLING STONE	1355	**37	0.9	2.7	56	**5	0.3	0.4	18	**32	1.3	2.4	85				
RUNNER'S WORLD	329	**31	0.7	9.4	194	**14	0.8	4.3	206	**17	0.7	5.2	186				
SATURDAY EVENING POST	1268	**61	1.4	4.8	99	**31	1.7	2.4	118	**30	1.2	2.4	85				
SCIENCE 84	702	**52	1.2	7.4	153	**11	0.6	1.6	76	**41	1.7	5.8	210				
SCIENCE DIGEST	553	**38	0.9	6.9	142	**1	0.1	0.2	9	**37	1.5	6.7	241				
SCIENTIFIC AMERICAN	615	**141	3.3	22.9	473	**31	1.7	5.0	244	**111	4.5	18.0	650				
SELF	2683	*173	4.0	6.4	133	**65	3.6	2.4	117	**107	4.4	4.0	144				
SEVENTEEN	3309	*154	3.6	4.7	96	**73	4.0	2.2	107	**81	3.3	2.4	88				
SKI	591	**47	1.1	8.0	164	**10	0.5	1.7	82	**37	1.5	6.3	225				
SMITHSONIAN	3039	389	9.1	12.8	264	*191	10.4	6.3	304	*197	8.0	6.5	233				
SOAP OPERA DIGEST	3683	*123	2.9	3.3	69	**73	4.0	2.0	96	**51	2.1	1.4	50				
SOUTHERN LIVING	4434	*217	5.1	4.9	101	**52	2.8	1.2	57	*166	6.8	3.7	135				
SPORT	701	**26	0.6	3.7	77	**9	0.5	1.3	62	**18	0.7	2.6	92				
THE SPORTING NEWS	518	**16	0.4	3.1	64	**10	0.5	1.9	93	**6	0.2	1.2	42				
SPORTS AFIELD	523	**69	1.6	13.2	272	**58	3.2	11.1	536	**10	0.4	1.9	69				
SPORTS ILLUSTRATED	3325	*192	4.5	5.8	119	**61	3.3	1.8	89	**132	5.4	4.0	143				
STAR	8567	382	8.9	4.5	92	*179	9.8	2.1	101	*202	8.2	2.4	85				
SUNDAY	27630	1840	42.9	6.7	137	922	50.4	3.3	161	918	37.3	3.3	120				
SUNSET	2219	*218	5.1	9.8	203	**55	3.0	2.5	120	*163	6.6	7.3	264				
TV GUIDE	24258	969	22.6	4.0	82	424	23.2	1.7	85	546	22.2	2.3	81				
TENNIS	609	**50	1.2	8.2	169	**8	0.4	1.3	64	**42	1.7	6.9	248				
TIME	9929	692	16.1	7.0	144	237	13.0	2.4	115	455	18.5	4.6	165				
TOWN & COUNTRY	1062	**91	2.1	8.6	177	**18	1.0	1.7	82	**73	3.0	6.9	247				
TRAVEL & LEISURE	1051	*145	3.4	13.8	285	**38	2.1	3.6	175	**107	4.4	10.2	366				
TRUE STORY	3946	**121	2.8	3.1	63	**78	4.3	2.0	96	**43	1.7	1.1	39				
U.S.NEWS & WORLD REPORT	3782	218	5.1	5.8	119	**81	4.4	2.1	104	*137	5.6	3.6	130				
USA TODAY	1874	*123	2.9	6.6	135	**36	2.0	1.9	93	**87	3.5	4.6	167				
US	2213	**78	1.8	3.5	73	**21	1.1	0.9	46	**57	2.3	2.6	93				
VOGUE	4792	383	8.9	8.0	165	*143	7.8	3.0	144	*240	9.8	5.0	180				
WALL STREET JOURNAL	2045	*235	5.5	11.5	237	**69	3.8	3.4	163	*166	6.8	8.1	292				
WEIGHT WATCHERS	2364	*182	4.2	7.7	159	**51	2.8	2.2	104	**130	5.3	5.5	198				
WOMAN'S DAY	15182	770	18.0	5.1	105	335	18.3	2.2	107	435	17.7	2.9	103				
WORKING MOTHER	1198	**33	0.8	2.8	57	**15	0.8	1.3	61	**18	0.7	1.5	54				
WORKING WOMAN	1523	*145	3.4	9.5	196	**22	1.2	1.4	70	**123	5.0	8.1	291				
WORLD TENNIS	*183	**16	0.4	8.7	180	**14	0.8	7.7	370	**2	0.1	1.1	39				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*211	4.9	7.6	157	**37	2.0	1.3	64	**174	7.1	6.3	226				
BLAIR INSERTS	47909	3046	71.1	6.4	131	1339	73.2	2.8	135	1707	69.4	3.6	128				
DAILY NEWSPAPERS																	
READ ANY	56731	3202	74.7	5.6	116	1312	71.7	2.3	112	1891	76.9	3.3	120				
READ ONE	47696	2621	61.1	5.5	113	1010	55.2	2.1	102	1611	65.5	3.4	122				
READ TWO OR MORE	9034	581	13.6	6.4	133	301	16.5	3.3	161	279	11.4	3.1	111				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	3352	78.2	5.8	120	1476	80.7	2.6	124	1876	76.3	3.2	117				
READ ONE	50513	2743	64.0	5.4	112	1245	68.1	2.5	119	1498	60.9	3.0	107				
READ TWO OR MORE	7219	609	14.2	8.4	174	231	12.6	3.2	155	377	15.3	5.2	188				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.97				29.63				28.47							
30 DAY REACH	78184	3854	89.9	4.9	102	1687	92.2	2.2	104	2167	88.2	2.8	100				
50 SHWG - 30 DAY AV FREQ	14.80	15.16				15.77				14.70							
30 DAY REACH	74239	3702	86.4	5.0	103	1585	86.7	2.1	103	2117	86.1	2.9	103				
25 SHWG - 30 DAY AV FREQ	8.05	8.17				8.85				7.69							
30 DAY REACH	68254	3442	80.3	5.0	104	1423	77.8	2.1	101	2019	82.1	3.0	106				
CABLE TV: HOME WIRED	35215	1445	33.7	4.1	85	*418	22.9	1.2	57	1027	41.8	2.9	105				
HOME NOT WIRED	53250	2842	66.3	5.3	110	1411	77.1	2.6	128	1431	58.2	2.7	97				
HAVE PAY CABLE	17885	796	18.6	4.5	92	**204	11.2	1.1	55	592	24.1	3.3	119				

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VERMOUTH: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	4287	100.0	4.8	100	1829	100.0	2.1	100	2458	100.0	2.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	2293	53.5	4.8	99	910	49.8	1.9	92	1382	56.2	2.9	104				
10:00 AM - 3:00 PM	33674	1601	37.3	4.8	98	757	41.4	2.2	109	844	34.3	2.5	90				
3:00 PM - 7:00 PM	34431	1625	37.9	4.7	97	652	35.6	1.9	92	973	39.6	2.8	102				
7:00 PM - MIDNIGHT	17761	752	17.5	4.2	87	333	18.2	1.9	91	419	17.0	2.4	85				
MIDNIGHT - 6:00 AM	10087	415	9.7	4.1	85	*161	8.8	1.6	77	254	10.3	2.5	91				
6:00 AM - MIDNIGHT	64318	3131	73.0	4.9	100	1380	75.5	2.1	104	1751	71.2	2.7	98				
ENTIRE DAY	65181	3161	73.7	4.8	100	1385	75.7	2.1	103	1776	72.3	2.7	98				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	749	17.5	4.3	89	302	16.5	1.7	84	447	18.2	2.6	92				
ALL NEWS	2520	*214	5.0	8.5	175	*83	4.5	3.3	159	**132	5.4	5.2	189				
AOR/PROGRESSIVE	4419	*226	5.3	5.1	106	**98	5.4	2.2	107	*129	5.2	2.9	105				
BEAUTIFUL MUSIC	6119	368	8.6	6.0	124	*183	10.0	3.0	145	*185	7.5	3.0	109				
BLACK	2623	*164	3.8	6.3	129	**73	4.0	2.8	135	**91	3.7	3.5	125				
CLASSICAL	1553	*182	4.2	11.7	242	**43	2.4	2.8	134	*139	5.7	9.0	322				
CHR/ROCK	11282	399	9.3	3.5	73	*138	7.5	1.2	59	261	10.6	2.3	83				
COUNTRY	13343	455	10.6	3.4	70	*157	8.6	1.2	57	297	12.1	2.2	80				
GOLDEN OLDIES	1299	**66	1.5	5.1	105	**53	2.9	4.1	197	**13	0.5	1.0	36				
MOR/NOSTALGIA	5241	366	8.5	7.0	144	**83	4.5	1.6	77	*284	11.6	5.4	195				
NEWS/TALK	4165	254	5.9	6.1	126	*153	8.4	3.7	178	*101	4.1	2.4	87				
RELIGIOUS	3324	*146	3.4	4.4	91	**59	3.2	1.8	86	**86	3.5	2.6	93				
SOFT ROCK	609	**45	1.0	7.4	152	**28	1.5	4.6	222	**18	0.7	3.0	106				
URBAN CONTEMPORARY	1853	229	5.3	12.4	255	*153	8.4	8.3	399	**75	3.1	4.0	146				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	*166	3.9	4.5	92	*110	6.0	3.0	143	**56	2.3	1.5	54				
ABC DIRECTION	2488	*203	4.7	8.2	168	**57	3.1	2.3	111	**146	5.9	5.9	211				
ABC ENTERTAINMENT	5129	280	6.5	5.5	113	*114	6.2	2.2	108	*166	6.8	3.2	116				
ABC FM	2498	*132	3.1	5.3	109	**68	3.7	2.7	132	**65	2.6	2.6	94				
ABC INFORMATION	5721	276	6.4	4.8	100	*99	5.4	1.7	84	*177	7.2	3.1	111				
ABC ROCK	2021	**74	1.7	3.7	76	**17	0.9	0.8	41	**56	2.3	2.8	100				
CBS	4756	*158	3.7	3.3	69	**65	3.6	1.4	66	*93	3.8	2.0	70				
MUTUAL	5272	282	6.6	5.3	110	*101	5.5	1.9	93	*181	7.4	3.4	124				
NBC	4964	*210	4.9	4.2	87	**69	3.8	1.4	67	**142	5.8	2.9	103				
RADIORADIO	2218	*124	2.9	5.6	115	**53	2.9	2.4	116	**71	2.9	3.2	115				
RKO ONE	2565	*122	2.8	4.8	98	**77	4.2	3.0	145	**44	1.8	1.7	62				
RKO TWO	3640	*134	3.1	3.7	76	**62	3.4	1.7	82	**73	3.0	2.0	72				
THE SOURCE	2467	**95	2.2	3.9	79	**46	2.5	1.9	90	**48	2.0	1.9	70				
NON-WIRED : BLAIR	9466	377	8.8	4.0	82	*132	7.2	1.4	67	*245	10.0	2.6	93				
INTERNET	13616	793	18.5	5.8	120	262	14.3	1.9	93	531	21.6	3.9	140				
KATZ RADIO GROUP	16998	926	21.6	5.4	112	476	26.0	2.8	135	450	18.3	2.6	95				
SUPERNET	11622	581	13.6	5.0	103	222	12.1	1.9	92	359	14.6	3.1	111				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	584	13.6	6.2	128	254	13.9	2.7	130	330	13.4	3.5	126				
WKDAY 9:00 AM - 1:00 PM	13304	616	14.4	4.6	96	278	15.2	2.1	101	338	13.8	2.5	91				
WKDAY 1:00 PM - 4:30 PM	17591	795	18.5	4.5	93	340	18.6	1.9	93	455	18.5	2.6	93				
WKDAY 4:30 PM - 7:30 PM	24418	1279	29.8	5.2	108	588	32.1	2.4	116	691	28.1	2.8	102				
WKDAY 7:30 PM - 8:00 PM	34400	1747	40.8	5.1	105	795	43.5	2.3	112	953	38.8	2.8	100				
WKDAY 11:00 PM - 11:30 PM	26120	1329	31.0	5.1	105	497	27.2	1.9	92	832	33.8	3.2	115				
WKDAY 11:30 PM - 1:00 AM	8402	447	10.4	5.3	110	177	9.7	2.1	102	270	11.0	3.2	116				
M-SAT 8-11 PM+SUN 7-11 PM	36828	1908	44.5	5.2	107	815	44.6	2.2	107	1093	44.5	3.0	107				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	486	11.3	6.7	139	149	8.1	2.1	100	337	13.7	4.7	168				
ANOTHER WORLD N	4924	251	5.9	5.1	105	*89	4.9	1.8	87	*162	6.6	3.3	118				
AS THE WORLD TURNS C	5966	203	4.7	3.4	70	*100	5.5	1.7	81	103	4.2	1.7	62				
CAPITOL C	3672	126	2.9	3.4	71	*57	3.1	1.6	75	*69	2.8	1.9	68				
CBS MORN. NEWS 1 C	1590	120	2.8	7.5	156	**45	2.5	2.8	137	*75	3.1	4.7	170				
CBS MORN. NEWS 2 C	1298	*78	1.8	6.0	124	**34	1.9	2.6	127	**44	1.8	3.4	122				
DAYS OF OUR LIVES N	6389	248	5.8	3.9	80	*114	6.2	1.8	86	133	5.4	2.1	75				
FACTS OF LIFE - DAYTIME N	2526	118	2.8	4.7	96	*90	4.9	3.6	172	**29	1.2	1.1	41				
FAMILY FEUD A	3427	124	2.9	3.6	75	*47	2.6	1.4	66	*77	3.1	2.2	81				
GENERAL HOSPITAL A	6870	354	8.3	5.2	106	100	5.5	1.5	70	254	10.3	3.7	133				
GOOD MORNING, AMERICA-730 A	3767	192	4.5	5.1	105	*71	3.9	1.9	91	120	4.9	3.2	115				
GOOD MORNING, AMERICA-830 A	3076	125	2.9	4.1	84	*56	3.1	1.8	88	*70	2.8	2.3	82				
GUIDING LIGHT C	5789	199	4.6	3.4	71	*104	5.7	1.8	87	*94	3.8	1.6	58				
ONE LIFE TO LIVE A	4918	202	4.7	4.1	85	*72	3.9	1.5	71	130	5.3	2.6	95				
PRESS YOUR LUCK C	2367	*78	1.8	3.3	68	*42	2.3	1.8	86	**36	1.5	1.5	55				
PRICE IS RIGHT 1 C	4727	122	2.8	2.6	53	*55	3.0	1.2	56	*67	2.7	1.4	51				
PRICE IS RIGHT 2 C	5511	130	3.0	2.4	49	*69	3.8	1.3	61	*61	2.5	1.1	40				
RYAN'S HOPE A	3479	196	4.6	5.6	116	*83	4.5	2.4	115	*113	4.6	3.2	117				
SALE OF THE CENTURY N	2823	181	4.2	6.4	132	*107	5.9	3.8	183	*74	3.0	2.6	94				
SEARCH FOR TOMORROW N	2525	*121	2.8	4.8	99	**19	1.0	0.8	36	**102	4.1	4.0	145				
TODAY SHOW 1 N	2979	301	7.0	10.1	209	*132	7.2	4.4	214	169	6.9	5.7	204				
TODAY SHOW 2 N	2792	245	5.7	8.8	181	*108	5.9	3.9	187	*137	5.6	4.9	177				
$25,000 PYRAMID C	2899	127	3.0	4.4	90	*60	3.3	2.1	100	*67	2.7	2.3	83				
WHEEL OF FORTUNE N	4689	212	4.9	4.5	93	113	6.2	2.4	117	*99	4.0	2.1	76				
YOUNG AND THE RESTLESS C	6231	143	3.3	2.3	47	*56	3.1	0.9	43	*87	3.5	1.4	50				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	*75	1.7	3.8	78	**32	1.7	1.6	78	**42	1.7	2.1	77				
NBA PLAYOFF GAME -1 C	1246	*57	1.3	4.6	94	**36	2.0	2.9	140	**21	0.9	1.7	61				
NBC MAJOR LEAGUE PRE-GAME N	1140	**64	1.5	5.6	116	**11	0.6	1.0	47	**54	2.2	4.7	170				
SPORTSWORLD - SUN N	1328	**51	1.2	3.8	79	**18	1.0	1.4	66	**33	1.3	2.5	89				
SUNDAY MORNING C	1645	*93	2.2	5.7	117	**43	2.4	2.6	126	**50	2.0	3.0	109				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	4287	100.0	4.8	100	1829	100.0	2.1	100	2458	100.0	2.8	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	1434	33.4	5.1	106	617	33.7	2.2	107	817	33.2	2.9	105				
NETWORK AFFILIATES - LATE		21966	1075	25.1	4.9	101	378	20.7	1.7	83	698	28.4	3.2	114				
INDEPENDENTS - LATE		2247	169	3.9	7.5	155	*85	4.6	3.8	183	85	3.5	3.8	136				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	518	12.1	4.5	93	208	11.4	1.8	87	310	12.6	2.7	97				
ABC MONDAY NIGHT MOVIE	A	6879	369	8.6	5.4	111	*136	7.4	2.0	96	233	9.5	3.4	122				
ABC SUNDAY NIGHT MOVIE	A	13690	739	17.2	5.4	111	292	16.0	2.1	103	446	18.1	3.3	117				
ABC WORLD NEWS TONIGHT	A	6589	240	5.6	3.6	75	97	5.3	1.5	71	143	5.8	2.2	78				
AFTERMASH	C	6391	371	8.7	5.8	120	*135	7.4	2.1	102	*236	9.6	3.7	133				
ALICE	C	10273	536	12.5	5.2	108	225	12.3	2.2	106	312	12.7	3.0	109				
AMERICAN PARADE	C	7130	363	8.5	5.1	105	*148	8.1	2.1	100	215	8.7	3.0	109				
BENSON	A	11665	669	15.6	5.7	118	311	17.0	2.7	129	358	14.6	3.1	110				
BLUE THUNDER	A	5442	242	5.6	4.4	92	**111	6.1	2.0	99	*132	5.4	2.4	87				
CAGNEY & LACEY	C	10565	509	11.9	4.8	99	196	10.7	1.9	90	313	12.7	3.0	107				
CBS EVENING NEWS-DEAN	C	3668	254	5.9	6.9	143	*131	7.2	3.6	173	**122	5.0	3.3	120				
CBS EVENING NEWS-RATHER	C	7561	454	10.6	6.0	124	163	8.9	2.2	104	291	11.8	3.8	139				
CBS SAT. NEWS-SCHIEFFER	C	3948	198	4.6	5.0	103	*81	4.4	2.1	99	117	4.8	3.0	107				
CBS SATURDAY NIGHT MOVIE	C	5966	266	6.2	4.5	92	85	4.6	1.4	69	182	7.4	3.1	110				
CBS WEDNESDAY NIGHT MOVIE	C	6529	318	7.4	4.9	101	114	6.2	1.7	84	205	8.3	3.1	113				
CHEERS	N	9842	493	11.5	5.0	103	154	8.4	1.6	76	339	13.8	3.4	124				
DALLAS	C	23935	1261	29.4	5.3	109	401	21.9	1.7	81	860	35.0	3.6	129				
DIFF'RENT STROKES	N	7574	283	6.6	3.7	77	*120	6.6	1.6	77	*164	6.7	2.2	78				
DOUBLE TROUBLE	N	7786	391	9.1	5.0	104	*165	9.0	2.1	102	*226	9.2	2.9	104				
DUCK FACTORY	N	6290	306	7.1	4.9	100	*96	5.2	1.5	74	*210	8.5	3.3	120				
DUKES OF HAZZARD	C	6402	222	5.2	3.5	72	**76	4.2	1.2	57	*146	5.9	2.3	82				
DYNASTY	A	21955	1111	25.9	5.1	104	486	26.6	2.2	107	626	25.5	2.9	103				
FACTS OF LIFE	N	8898	388	9.1	4.4	90	*221	12.1	2.5	120	*168	6.8	1.9	68				
FALCON CREST	C	21877	1129	26.3	5.2	106	376	20.6	1.7	83	753	30.6	3.4	124				
FALL GUY	A	10045	409	9.5	4.1	84	185	10.1	1.8	89	225	9.2	2.2	81				
FAMILY TIES	N	8922	403	9.4	4.5	93	*190	10.4	2.1	103	*213	8.7	2.4	86				
FANTASY ISLAND	A	8288	477	11.1	5.8	119	*162	8.9	2.0	95	314	12.8	3.8	136				
FOULUPS,BLEEPS & BLUNDERS	A	9891	451	10.5	4.6	94	241	13.2	2.4	118	*210	8.5	2.1	76				
FOUR SEASONS	C	5429	336	7.8	6.2	128	*152	8.3	2.8	135	*183	7.4	3.4	121				
GIMME A BREAK	N	9646	473	11.0	4.9	101	239	13.1	2.5	120	*234	9.5	2.4	87				
HART TO HART	A	9983	484	11.3	4.8	100	164	9.0	1.6	79	320	13.0	3.2	115				
HILL STREET BLUES	N	9688	470	11.0	4.9	100	*155	8.5	1.6	77	315	12.8	3.3	117				
HOTEL	A	15435	750	17.5	4.9	100	289	15.8	1.9	91	461	18.8	3.0	107				
JEFFERSONS	C	10031	603	14.1	6.0	124	259	14.2	2.6	125	343	14.0	3.4	123				
JENNIFER SLEPT HERE	N	6376	251	5.9	3.9	81	*117	6.4	1.8	89	*134	5.5	2.1	76				
KATE & ALLIE	C	9951	444	10.4	-4.5	92	*200	10.9	2.0	97	244	9.9	2.5	88				
KNIGHT RIDER	N	7908	339	7.9	4.3	88	*134	7.3	1.7	82	*205	8.3	2.6	93				
LOVE BOAT	A	13226	785	18.3	5.9	122	361	19.7	2.7	132	423	17.2	3.2	115				
MAGNUM PI	C	12105	519	12.1	4.3	88	*167	9.1	1.4	67	353	14.4	2.9	105				
MAMA'S FAMILY	N	6364	341	8.0	5.4	111	*158	8.6	2.5	120	*183	7.4	2.9	103				
MASTER, THE	N	3955	209	4.9	5.3	109	*68	3.7	1.7	83	*141	5.7	3.6	128				
MATT HOUSTON	A	6903	368	8.6	5.3	110	*109	6.0	1.6	76	259	10.5	3.8	135				
NBC MONDAY NIGHT MOVIE	N	13443	645	15.0	4.8	99	246	13.4	1.8	89	399	16.2	3.0	107				
NBC NIGHTLY NEWS	N	5585	355	8.3	6.4	131	140	7.7	2.5	121	215	8.7	3.8	139				
NBC NIGHTLY NEWS-SAT	N	3688	275	6.4	7.5	154	*128	7.0	3.5	168	*148	6.0	4.0	144				
NBC NIGHTLY NEWS-SUN	N	3310	*227	5.3	6.9	142	**148	8.1	4.5	216	**78	3.2	2.4	85				
NBC SUNDAY NIGHT MOVIE	N	9238	433	10.1	4.7	97	*229	12.5	2.5	120	*204	8.3	2.2	79				
NEWHART	C	9876	393	9.2	4.0	82	*154	8.4	1.6	75	240	9.8	2.4	87				
ONE DAY AT A TIME	C	7954	381	8.9	4.8	99	*165	9.0	2.1	100	*217	8.8	2.7	98				
PEOPLE ARE FUNNY	N	5182	*268	6.3	5.2	107	**115	6.3	2.2	107	*153	6.2	3.0	106				
REAL PEOPLE	N	9674	417	9.7	4.3	89	*206	11.3	2.1	103	211	8.6	2.2	78				
REMINGTON STEELE	N	8511	358	8.4	4.2	87	*111	6.1	1.3	63	247	10.0	2.9	104				
RIPLEY'S BELIEVE IT - NOT	A	5656	267	6.2	4.7	97	*116	6.3	2.1	99	*152	6.2	2.7	97				
RIPTIDE	N	7718	281	6.6	3.6	75	**97	5.3	1.3	61	*184	7.5	2.4	86				
SCARECROW & MRS. KING	C	11058	557	13.0	5.0	104	192	10.5	1.7	84	364	14.8	3.3	118				
SIMON & SIMON	C	11615	486	11.3	4.2	86	221	12.1	1.9	92	265	10.8	2.3	82				
60 MINUTES	C	14326	903	21.1	6.3	130	373	20.4	2.6	126	531	21.6	3.7	133				
ST. ELSEWHERE	N	7670	372	8.7	4.9	100	143	7.8	1.9	90	*230	9.4	3.0	108				
THREE'S COMPANY	A	12068	543	12.7	4.5	93	230	12.6	1.9	92	313	12.7	2.6	93				
T.J. HOOKER	A	9735	491	11.5	5.0	104	227	12.4	2.3	113	264	10.7	2.7	98				
TONIGHT SHOW	N	2531	168	3.9	6.6	137	*57	3.1	2.3	109	111	4.5	4.4	158				
TRAPPER JOHN, M.D.	C	10374	521	12.2	5.0	104	213	11.6	2.1	99	308	12.5	3.0	107				
TV BLOOPERS & PRAC. JOKES	N	9795	516	12.0	5.3	109	254	13.9	2.6	125	263	10.7	2.7	97				
20/20	A	10009	449	10.5	4.5	93	225	12.3	2.2	109	225	9.2	2.2	81				
WEBSTER	A	11934	653	15.2	5.5	113	302	16.5	2.5	122	351	14.3	2.9	106				
WORLD NEWS - SUN	A	3291	*166	3.9	5.0	104	**61	3.3	1.9	90	**105	4.3	3.2	115				
YELLOW ROSE	N	5196	203	4.7	3.9	81	**81	4.4	1.6	75	*123	5.0	2.4	85				
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	554	12.9	5.8	120	*257	14.1	2.7	130	*298	12.1	3.1	112				
BASKETBALL - COLLEGE GAMES		4414	*268	6.3	6.1	125	**95	5.2	2.2	104	**173	7.0	3.9	141				
BASKETBALL - PRO GAMES		3876	**115	2.7	3.0	61	**58	3.2	1.5	72	**57	2.3	1.5	53				
BOWLING		4056	**178	4.2	4.4	91	**108	5.9	2.7	129	**70	2.8	1.7	62				
BOXING		4154	*226	5.3	5.4	112	**110	6.0	2.6	128	**116	4.7	2.8	101				
FOOTBALL - COLLEGE GAMES		6754	*328	7.7	4.9	100	**153	8.4	2.3	110	**175	7.1	2.6	93				
FOOTBALL - PRO GAMES		12364	544	12.7	4.4	91	**169	9.2	1.4	66	*375	15.3	3.0	109				
GOLF		3615	*334	7.8	9.2	191	**213	11.6	5.9	285	**121	4.9	3.3	120				
POST-SEASON COLL. FOOTBALL		5296	*328	7.7	6.2	128	**128	7.0	2.4	117	**199	8.1	3.8	135				
POST-SEASON PRO FOOTBALL		6693	*267	6.2	4.0	82	**111	6.1	1.7	80	**156	6.3	2.3	84				
TENNIS		3281	*267	6.2	8.1	168	**106	5.8	3.2	156	**161	6.6	4.9	177				
WRESTLING - PROFESSIONAL		3672	**177	4.1	4.8	99	**95	5.2	2.6	125	**82	3.3	2.2	80				

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VERMOUTH - KINDS
(ADULTS)

	TOTAL	DRINK VERMOUTH				RED				WHITE							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	8737	100.0	5.2	100	4362	100.0	2.6	100	5359	100.0	3.2	100				
MALES	79263	4450	50.9	5.6	108	2463	56.5	3.1	119	2661	49.7	3.4	105				
FEMALES	88464	4287	49.1	4.8	93	1899	43.5	2.1	83	2698	50.3	3.0	95				
18 - 24	28671	915	10.5	3.2	61	*409	9.4	1.4	55	568	10.6	2.0	62				
25 - 34	39536	1503	17.2	3.8	73	775	17.8	2.0	75	911	17.0	2.3	72				
35 - 44	28978	1653	18.9	5.7	110	923	21.2	3.2	122	1040	19.4	3.6	112				
45 - 54	22345	1556	17.8	7.0	134	622	14.3	2.8	107	1057	19.7	4.7	148				
55 - 64	22224	1584	18.1	7.1	137	858	19.7	3.9	148	916	17.1	4.1	129				
65 OR OLDER	25973	1526	17.5	5.9	113	776	17.8	3.0	115	868	16.2	3.3	105				
18 - 34	68207	2418	27.7	3.5	68	1184	27.1	1.7	67	1479	27.6	2.2	68				
18 - 49	108058	4875	55.8	4.5	87	2482	56.9	2.3	88	3027	56.5	2.8	88				
25 - 54	90859	4712	53.9	5.2	100	2319	53.2	2.6	98	3007	56.1	3.3	104				
35 - 49	39851	2456	28.1	6.2	118	1299	29.8	3.3	125	1548	28.9	3.9	122				
50 OR OLDER	59669	3863	44.2	6.5	124	1880	43.1	3.2	121	2332	43.5	3.9	122				
GRADUATED COLLEGE	28091	2524	28.9	9.0	172	1157	26.5	4.1	158	1821	34.0	6.5	203				
ATTENDED COLLEGE	28938	1472	16.8	5.1	98	751	17.2	2.6	100	972	18.1	3.4	105				
GRADUATED HIGH SCHOOL	65503	3051	34.9	4.7	89	1572	36.0	2.4	92	1773	33.1	2.7	85				
DID NOT GRADUATE HIGH SCHOOL	45195	1691	19.4	3.7	72	882	20.2	2.0	75	793	14.8	1.8	55				
EMPLOYED MALES	56429	3140	35.9	5.6	107	1757	40.3	3.1	120	1916	35.8	3.4	106				
EMPLOYED FEMALES	43971	2041	23.4	4.6	89	940	21.5	2.1	82	1219	22.7	2.8	87				
EMPLOYED FULL-TIME	87773	4627	53.0	5.3	101	2458	56.4	2.8	108	2773	51.7	3.2	99				
EMPLOYED PART-TIME	12627	555	6.4	4.4	84	**239	5.5	1.9	73	*362	6.8	2.9	90				
NOT EMPLOYED	67327	3556	40.7	5.3	101	1666	38.2	2.5	95	2224	41.5	3.3	103				
PROFESSIONAL/MANAGER	25845	2105	24.1	8.1	156	1012	23.2	3.9	151	1381	25.8	5.3	167				
TECH/CLERICAL/SALES	30895	1468	16.8	4.8	91	682	15.6	2.2	85	950	17.7	3.1	96				
PRECISION/CRAFT	12629	420	4.8	3.3	64	*271	6.2	2.1	83	*237	4.4	1.9	59				
OTHER EMPLOYED	31031	1188	13.6	3.8	73	732	16.8	2.4	91	568	10.6	1.8	57				
SINGLE	35557	1620	18.5	4.6	87	786	18.0	2.2	85	1026	19.1	2.9	90				
MARRIED	103585	5575	63.8	5.4	103	2908	66.7	2.8	108	3425	63.9	3.3	103				
DIVORCED/SEPARATED/WIDOWED	28585	1542	17.6	5.4	104	668	15.3	2.3	90	908	16.9	3.2	99				
PARENTS	59295	2729	31.2	4.6	88	1408	32.3	2.4	91	1621	30.2	2.7	86				
WHITE	146081	7444	85.2	5.1	98	3625	83.1	2.5	95	4671	87.2	3.2	100				
BLACK	17974	1087	12.4	6.0	116	620	14.2	3.4	133	558	10.4	3.1	97				
OTHER	3672	**206	2.4	5.6	108	**118	2.7	3.2	124	**130	2.4	3.5	111				
NORTHEAST-CENSUS	37005	3026	34.6	8.2	157	1713	39.3	4.6	178	1534	28.6	4.1	130				
NORTH CENTRAL	42642	1703	19.5	4.0	77	939	21.5	2.2	85	1081	20.2	2.5	79				
SOUTH	56777	2290	26.2	4.0	77	998	22.9	1.8	68	1537	28.7	2.7	85				
WEST	31303	1719	19.7	5.5	105	712	16.3	2.3	87	1207	22.5	3.9	121				
NORTHEAST-MKTG.	38125	3433	39.3	9.0	173	1880	43.1	4.9	190	1874	35.0	4.9	154				
EAST CENTRAL	24794	1035	11.8	4.2	80	543	12.4	2.2	84	518	9.7	2.1	65				
WEST CENTRAL	28511	1226	14.0	4.3	83	663	15.2	2.3	89	835	15.6	2.9	92				
SOUTH	48953	1499	17.2	3.1	59	643	14.7	1.3	51	1038	19.4	2.1	66				
PACIFIC	27344	1545	17.7	5.7	108	634	14.5	2.3	89	1093	20.4	4.0	125				
COUNTY SIZE A	69301	5342	61.1	7.7	148	2743	62.9	4.0	152	3175	59.2	4.6	143				
COUNTY SIZE B	50633	1886	21.6	3.7	72	881	20.2	1.7	67	1273	23.8	2.5	79				
COUNTY SIZE C	26259	987	11.3	3.8	72	*484	11.1	1.8	71	585	10.9	2.2	70				
COUNTY SIZE D	21534	522	6.0	2.4	47	*254	5.8	1.2	45	*326	6.1	1.5	47				
METRO CENTRAL CITY	50014	3231	37.0	6.5	124	1594	36.5	3.2	123	1921	35.8	3.8	120				
METRO SUBURBAN	76832	4172	47.8	5.4	104	2103	48.2	2.7	105	2594	48.4	3.4	106				
NON METRO	40881	1334	15.3	3.3	63	665	15.2	1.6	63	844	15.7	2.1	65				
TOP 5 ADI'S	39550	3236	37.0	8.2	157	1760	40.3	4.5	171	1756	32.8	4.4	139				
TOP 10 ADI'S	54877	4402	50.4	8.0	154	2300	52.7	4.2	161	2612	48.7	4.8	149				
TOP 20 ADI'S	77516	5637	64.5	7.3	140	2861	65.6	3.7	142	3388	63.2	4.4	137				
HSHLD INC. $50,000 OR MORE	17257	1419	16.2	8.2	158	657	15.1	3.8	146	1072	20.0	6.2	194				
$40,000 OR MORE	33235	2382	27.3	7.2	138	1153	26.4	3.5	133	1701	31.7	5.1	160				
$30,000 OR MORE	59693	3864	44.2	6.5	124	1883	43.2	3.2	121	2624	49.0	4.4	138				
$25,000 OR MORE	76275	4907	56.2	6.4	124	2417	55.4	3.2	122	3292	61.4	4.3	135				
$20,000 - $24,999	18607	803	9.2	4.3	83	*402	9.2	2.2	83	531	9.9	2.9	89				
$15,000 - $19,999	17175	578	6.6	3.4	65	*246	5.6	1.4	55	385	7.2	2.2	70				
$10,000 - $14,999	24569	1127	12.9	4.6	88	679	15.6	2.8	106	548	10.2	2.2	70				
UNDER $10,000	31101	1322	15.1	4.3	82	618	14.2	2.0	76	603	11.3	1.9	61				
HOUSEHOLD OF 1 PERSON	19441	1138	13.0	5.9	112	476	10.9	2.4	94	727	13.6	3.7	117				
2 PEOPLE	51803	3260	37.3	6.3	121	1666	38.2	3.2	124	1979	36.9	3.8	120				
3 OR 4 PEOPLE	66933	3151	36.1	4.7	90	1566	35.9	2.3	90	1855	34.6	2.8	87				
5 OR MORE PEOPLE	29550	1189	13.6	4.0	77	*654	15.0	2.2	85	798	14.9	2.7	85				
NO CHILD IN HSHLD	96587	5596	64.0	5.8	111	2685	61.6	2.8	107	3510	65.5	3.6	114				
CHILD(REN) UNDER 2 YRS	10844	*337	3.9	3.1	60	**199	4.6	1.8	71	**189	3.5	1.7	55				
2 - 5 YEARS	26358	1152	13.2	4.4	84	567	13.0	2.2	83	770	14.4	2.9	91				
6 - 11 YEARS	30453	1423	16.3	4.7	90	753	17.3	2.5	95	796	14.9	2.6	82				
12 - 17 YEARS	36575	1649	18.9	4.5	87	902	20.7	2.5	95	946	17.7	2.6	81				
RESIDENCE OWNED	117770	6230	71.3	5.3	102	3067	70.3	2.6	100	4111	76.7	3.5	109				
VALUE: $50,000 OR MORE	70166	4727	54.1	6.7	129	2264	51.9	3.2	124	3226	60.2	4.6	144				
VALUE: UNDER $50,000	47604	1503	17.2	3.2	61	803	18.4	1.7	65	886	16.5	1.9	58				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH - KINDS
(ADULTS)

		TOTAL U.S.	DRINK VERMOUTH				RED				WHITE							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	8737	100.0	5.2	100	4362	100.0	2.6	100	5359	100.0	3.2	100				
MAGAZINES	QUINTILE 1	34022	2254	25.8	6.6	127	1049	24.0	3.1	119	1529	28.5	4.5	141				
	QUINTILE 2	34800	2005	22.9	5.8	111	1008	23.1	2.9	111	1175	21.9	3.4	106				
	QUINTILE 3	30514	1574	18.0	5.2	99	754	17.3	2.5	95	899	16.8	2.9	92				
	QUINTILE 4	33324	1508	17.3	4.5	87	778	17.8	2.3	90	1013	18.9	3.0	95				
	QUINTILE 5	35066	1396	16.0	4.0	76	773	17.7	2.2	85	744	13.9	2.1	66				
NEWSPAPERS	QUINTILE 1	29107	2225	25.5	7.6	147	1021	23.4	3.5	135	1426	26.6	4.9	153				
	QUINTILE 2	49095	2904	33.2	5.9	114	1468	33.7	3.0	115	1701	31.7	3.5	108				
	QUINTILE 3	23107	1295	14.8	5.6	108	607	13.9	2.6	101	800	14.9	3.5	108				
	QUINTILE 4	33556	1227	14.0	3.7	70	680	15.6	2.0	78	716	13.4	2.1	67				
	QUINTILE 5	32863	1087	12.4	3.3	63	586	13.4	1.8	69	715	13.3	2.2	68				
OUTDOOR	QUINTILE 1	33431	1734	19.8	5.2	100	856	19.6	2.6	98	1124	21.0	3.4	105				
	QUINTILE 2	33478	1730	19.8	5.2	99	819	18.8	2.4	94	989	18.5	3.0	92				
	QUINTILE 3	33574	1880	21.5	5.6	107	983	22.5	2.9	113	1196	22.3	3.6	111				
	QUINTILE 4	33935	1828	20.9	5.4	103	895	20.5	2.6	101	1106	20.6	3.3	102				
	QUINTILE 5	33310	1565	17.9	4.7	90	809	18.5	2.4	93	945	17.6	2.8	89				
RADIO-DRIVE TIME	QUINTILE 1	33136	1564	17.9	4.7	91	786	18.0	2.4	91	990	18.5	3.0	94				
	QUINTILE 2	31658	1671	19.1	5.3	101	897	20.6	2.8	109	993	18.5	3.1	98				
	QUINTILE 3	32541	1797	20.6	5.5	106	1003	23.0	3.1	119	1017	19.0	3.1	98				
	QUINTILE 4	34247	1953	22.4	5.7	109	917	21.0	2.7	103	1237	23.1	3.6	113				
	QUINTILE 5	36144	1753	20.1	4.9	93	760	17.4	2.1	81	1122	20.9	3.1	97				
RADIO-MID-DAY	TERCILE 1	45037	2171	24.8	4.8	93	1194	27.4	2.7	102	1250	23.3	2.8	87				
	TERCILE 2	44819	2494	28.5	5.6	107	1199	27.5	2.7	103	1558	29.1	3.5	109				
	TERCILE 3	77872	4072	46.6	5.2	100	1969	45.1	2.5	97	2551	47.6	3.3	103				
RADIO-TOTAL	QUINTILE 1	33763	1589	18.2	4.7	90	846	19.4	2.5	96	965	18.0	2.9	89				
	QUINTILE 2	33240	1699	19.4	5.1	98	815	18.7	2.5	94	961	17.9	2.9	90				
	QUINTILE 3	33408	1872	21.4	5.6	108	933	21.4	2.8	107	1126	21.0	3.4	105				
	QUINTILE 4	34792	2056	23.5	5.9	113	1042	23.9	3.0	115	1335	24.9	3.8	120				
	QUINTILE 5	32524	1522	17.4	4.7	90	726	16.6	2.2	86	971	18.1	3.0	93				
TV-PRIME TIME	QUINTILE 1	33090	1935	22.1	5.8	112	967	22.2	2.9	112	1087	20.3	3.3	103				
	QUINTILE 2	33357	1780	20.4	5.3	102	867	19.9	2.6	100	1101	20.5	3.3	103				
	QUINTILE 3	33980	1822	20.9	5.4	103	877	20.1	2.6	99	1176	21.9	3.5	108				
	QUINTILE 4	33854	1770	20.3	5.2	100	957	21.9	2.8	109	1105	20.6	3.3	102				
	QUINTILE 5	33444	1430	16.4	4.3	82	695	15.9	2.1	80	890	16.6	2.7	83				
TV-DAYTIME	TERCILE 1	49121	2430	27.8	4.9	95	1112	25.5	2.3	87	1449	27.0	2.9	92				
	TERCILE 2	48823	2457	28.1	5.0	97	1172	26.9	2.4	92	1519	28.3	3.1	97				
	TERCILE 3	69782	3850	44.1	5.5	106	2078	47.6	3.0	115	2392	44.6	3.4	107				
TV-TOTAL	QUINTILE 1	33584	1868	21.4	5.6	107	886	20.3	2.6	101	1154	21.5	3.4	108				
	QUINTILE 2	33441	1760	20.1	5.3	101	910	20.9	2.7	105	951	17.7	2.8	89				
	QUINTILE 3	33505	1662	19.0	5.0	95	729	16.7	2.2	84	1112	20.8	3.3	104				
	QUINTILE 4	33466	1790	20.5	5.3	103	953	21.8	2.8	109	1047	19.5	3.1	98				
	QUINTILE 5	33731	1658	19.0	4.9	94	883	20.2	2.6	101	1096	20.5	3.2	102				
MAGAZINES-NEWSPAPERS: DUAL		44503	3341	38.2	7.5	144	1601	36.7	3.6	138	2069	38.6	4.6	146				
MAGAZINE IMPERATIVE		39363	1652	18.9	4.2	81	796	18.2	2.0	78	1043	19.5	2.6	83				
NEWSPAPER IMPERATIVE		46441	2487	28.5	5.4	103	1211	27.8	2.6	100	1472	27.5	3.2	99				
MAGAZINES-OUTDOOR: DUAL		33726	2040	23.3	6.0	116	967	22.2	2.9	110	1315	24.5	3.9	122				
MAGAZINE IMPERATIVE		52846	3184	36.4	6.0	116	1556	35.7	2.9	113	1947	36.3	3.7	115				
OUTDOOR IMPERATIVE		52140	2418	27.7	4.6	89	1284	29.4	2.5	95	1433	26.7	2.7	86				
MAGAZINES-RADIO: DUAL		37081	2113	24.2	5.7	109	972	22.3	2.6	101	1292	24.1	3.5	109				
MAGAZINE IMPERATIVE		49747	3175	36.3	6.4	123	1533	35.1	3.1	118	2039	38.0	4.1	128				
RADIO IMPERATIVE		49208	2110	24.2	4.3	82	1149	26.3	2.3	90	1212	22.6	2.5	77				
MAGAZINES-TELEVISION: DUAL		33103	2116	24.2	6.4	123	963	22.1	2.9	112	1302	24.3	3.9	123				
MAGAZINE IMPERATIVE		54575	3176	36.4	5.8	112	1576	36.1	2.9	111	2007	37.5	3.7	115				
TELEVISION IMPERATIVE		53249	2450	28.0	4.6	88	1228	28.2	2.3	89	1440	26.9	2.7	85				
NEWSPAPERS-OUTDOOR: DUAL		36255	2370	27.1	6.5	125	1008	23.1	2.8	107	1532	28.6	4.2	132				
NEWSPAPER IMPERATIVE		55591	3518	40.3	6.3	121	1774	40.7	3.2	123	2109	39.4	3.8	119				
OUTDOOR IMPERATIVE		48319	1837	21.0	3.8	73	1075	24.6	2.2	86	1099	20.5	2.3	71				
NEWSPAPERS-RADIO: DUAL		37242	2160	24.7	5.8	111	1044	23.9	2.8	108	1318	24.6	3.5	111				
NEWSPAPER IMPERATIVE		54423	3717	42.5	6.8	131	1771	40.6	3.3	125	2313	43.2	4.3	133				
RADIO IMPERATIVE		46650	1809	20.7	3.9	74	926	21.2	2.0	76	1064	19.9	2.3	71				
NEWSPAPERS-TELEVISION: DUAL		35974	2367	27.1	6.6	126	1085	24.9	3.0	116	1427	26.6	4.0	124				
NEWSPAPER IMPERATIVE		56095	3551	40.6	6.3	122	1776	40.7	3.2	122	2226	41.5	4.0	124				
TELEVISION IMPERATIVE		47170	1871	21.4	4.0	76	976	22.4	2.1	80	1094	20.4	2.3	73				
OUTDOOR-RADIO: DUAL		33748	1718	19.7	5.1	98	804	18.4	2.4	92	1012	18.9	3.0	94				
OUTDOOR IMPERATIVE		52785	2924	33.5	5.5	106	1490	34.2	2.8	109	1851	34.5	3.5	110				
RADIO IMPERATIVE		52882	2630	30.1	5.0	95	1393	31.9	2.6	101	1554	29.0	2.9	92				
OUTDOOR-TELEVISION: DUAL		32030	1780	20.4	5.6	107	876	20.1	2.7	105	1101	20.5	3.4	108				
OUTDOOR IMPERATIVE		54626	2905	33.2	5.3	102	1475	33.8	2.7	104	1795	33.5	3.3	103				
TELEVISION IMPERATIVE		54874	2802	32.1	5.1	98	1329	30.5	2.4	93	1671	31.2	3.0	95				
RADIO-TELEVISION: DUAL		33386	1782	20.4	5.3	102	840	19.3	2.5	97	937	17.5	2.8	88				
RADIO IMPERATIVE		53810	2637	30.2	4.9	94	1383	31.7	2.6	99	1690	31.5	3.1	98				
TELEVISION IMPERATIVE		54023	3012	34.5	5.6	107	1461	33.5	2.7	104	1948	36.4	3.6	113				

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VERMOUTH - KINDS
(ADULTS)

	TOTAL	DRINK VERMOUTH				RED				WHITE							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	8737	100.0	5.2	100	4362	100.0	2.6	100	5359	100.0	3.2	100				
ATLANTIC MONTHLY	867	**58	0.7	6.7	128	**17	0.4	2.0	75	**40	0.7	4.6	144				
BARRON'S	1580	*168	1.9	10.6	204	**100	2.3	6.3	243	**125	2.3	7.9	248				
BETTER HOMES & GARDENS	22203	1446	16.6	6.5	125	694	15.9	3.1	120	934	17.4	4.2	132				
BON APPETIT	3810	527	6.0	13.8	266	232	5.3	6.1	234	383	7.1	10.1	315				
BUSINESS WEEK	4663	358	4.1	7.7	147	*174	4.0	3.7	143	277	5.2	5.9	186				
CAR AND DRIVER	3102	*159	1.8	5.1	98	**94	2.2	3.0	117	*118	2.2	3.8	119				
CBS MAGAZINE NETWORK (GROSS)	7311	387	4.4	5.3	102	*171	3.9	2.3	90	*256	4.8	3.5	110				
CHANGING TIMES	3400	220	2.5	6.5	124	*107	2.5	3.1	121	*160	3.0	4.7	147				
COLONIAL HOMES	1796	*154	1.8	8.6	165	**80	1.8	4.5	171	**90	1.7	5.0	157				
CONDE NAST MAG. PKG. (GROSS)	19924	1193	13.7	6.0	115	538	12.3	2.7	104	779	14.5	3.9	122				
CONSUMERS DIGEST	3125	*162	1.9	5.2	100	**72	1.7	2.3	89	**93	1.7	3.0	93				
COSMOPOLITAN	10577	602	6.9	5.7	109	243	5.6	2.3	88	403	7.5	3.8	119				
COUNTRY LIVING	3746	*180	2.1	4.8	92	**58	1.3	1.5	60	*136	2.5	3.6	114				
CUISINE	2214	306	3.5	13.8	265	*136	3.1	6.1	236	*177	3.3	8.0	250				
CYCLE WORLD	2394	**62	0.7	2.6	50	**20	0.5	0.8	32	**40	0.7	1.7	52				
DCI:CREATIVE IDEAS FOR LIV	3068	*119	1.4	3.9	74	**49	1.1	1.6	61	**94	1.8	3.1	96				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	460	5.3	4.8	92	*121	2.8	1.3	49	374	7.0	3.9	122				
DISCOVER	2277	*155	1.8	6.8	131	**88	2.0	3.9	149	**89	1.7	3.9	122				
EBONY	7187	394	4.5	5.5	105	200	4.6	2.8	107	197	3.7	2.7	86				
ESQUIRE	2560	*143	1.6	5.6	107	**75	1.7	2.9	113	*90	1.7	3.5	110				
ESSENCE	3242	*157	1.8	4.8	93	**73	1.7	2.3	87	*115	2.1	3.5	111				
FAMILY CIRCLE	19639	1112	12.7	5.7	109	460	10.5	2.3	90	684	12.8	3.5	109				
THE FAMILY HANDYMAN	3540	*146	1.7	4.1	79	**90	2.1	2.5	98	*86	1.6	2.4	76				
FAMILY WEEKLY	23924	983	11.3	4.1	79	400	9.2	1.7	64	651	12.1	2.7	85				
FIELD & STREAM	9883	324	3.7	3.3	63	*181	4.1	1.8	70	*192	3.6	1.9	61				
FOOD & WINE	1030	*120	1.4	11.7	224	**43	1.0	4.2	161	**87	1.6	8.4	264				
FORBES	2679	355	4.1	13.3	254	*223	5.1	8.3	320	205	3.8	7.7	239				
FORTUNE	2931	317	3.6	10.8	208	*170	3.9	5.8	223	234	4.4	8.0	250				
GENTLEMEN'S QUARTERLY	3481	*152	1.7	4.4	84	**81	1.9	2.3	89	**112	2.1	3.2	101				
GLAMOUR	7163	361	4.1	5.0	97	*134	3.1	1.9	72	*272	5.1	3.8	119				
GOLF DIGEST	2355	291	3.3	12.4	237	*139	3.2	5.9	227	*222	4.1	9.4	295				
GOLF DIGEST/TENNIS (GROSS)	3610	380	4.3	10.5	202	*197	4.5	5.5	210	255	4.8	7.1	221				
GOLF MAGAZINE	2046	*195	2.2	9.5	183	**104	2.4	5.1	195	*151	2.8	7.4	231				
GOLF MAGAZINE/SKI (GROSS)	3547	291	3.3	8.2	157	*136	3.1	3.8	147	222	4.1	6.3	196				
GOOD HOUSEKEEPING	20353	1009	11.5	5.0	95	454	10.4	2.2	86	647	12.1	3.2	99				
HARPER'S BAZAAR	3362	*286	3.3	8.5	163	**150	3.4	4.5	172	*212	4.0	6.3	197				
HEALTH	2987	*205	2.3	6.9	132	**93	2.1	3.1	120	**148	2.8	5.0	155				
HEARST MAG CORP. BUY (GROSS)	67928	3851	44.1	5.7	109	1785	40.9	2.6	101	2469	46.1	3.6	114				
HEARST MAN POWER (GROSS)	11282	619	7.1	5.5	105	398	9.1	3.5	136	299	5.6	2.7	83				
HEARST WOMAN POWER (GROSS)	40514	2046	23.4	5.1	97	879	20.2	2.2	83	1327	24.8	3.3	103				
HOUSE BEAUTIFUL	4885	416	4.8	8.5	163	*164	3.8	3.4	129	281	5.2	5.8	180				
INC.	1308	*169	1.9	12.9	248	**88	2.0	6.7	259	**119	2.2	9.1	285				
JET	6498	350	4.0	5.4	103	182	4.2	2.8	108	*175	3.3	2.7	84				
LADIES' HOME JOURNAL	14797	710	8.1	4.8	92	325	7.5	2.2	84	502	9.4	3.4	106				
LHJ FAMILY GRP COMBO(GROSS)	21743	1099	12.6	5.1	97	520	11.9	2.4	92	759	14.2	3.5	109				
LIFE	9881	600	6.9	6.1	117	313	7.2	3.2	122	355	6.6	3.6	112				
L.A. TIMES HOME MAGAZINE	2775	278	3.2	10.0	192	**128	2.9	4.6	177	219	4.1	7.9	247				
MADEMOISELLE	4219	*233	2.7	5.5	106	**99	2.3	2.3	90	*165	3.1	3.9	122				
MC CALL'S	16422	729	8.3	4.4	85	308	7.1	1.9	72	485	9.1	3.0	92				
MC CALL'S/WRK MOTHER (GROSS)	17919	793	9.1	4.4	85	343	7.9	1.9	74	539	10.1	3.0	94				
MECHANIX ILLUSTRATED	4433	*198	2.3	4.5	86	**125	2.9	2.8	108	**83	1.5	1.9	59				
METROPOLITAN HOME	1504	*134	1.5	8.9	171	**87	2.0	5.8	222	**47	0.9	3.1	98				
MONEY	4723	493	5.6	10.4	200	250	5.7	5.3	204	355	6.6	7.5	235				
MOTHER EARTH NEWS	2325	**111	1.3	4.8	92	**56	1.3	2.4	93	**68	1.3	2.9	92				
MS.	1189	**44	0.5	3.7	71	**21	0.5	1.8	68	**25	0.5	2.1	66				
NATIONAL ENQUIRER	18892	761	8.7	4.0	77	385	8.8	2.0	78	369	6.9	2.0	61				
NATIONAL GEOGRAPHIC	22129	1746	20.0	7.9	151	829	19.0	3.7	144	1145	21.4	5.2	162				
NATIONAL SUNDAY MAGAZINE PKG	103750	6140	70.3	5.9	114	2966	68.0	2.9	110	3803	71.0	3.7	115				
NATURAL HISTORY	1379	**81	0.9	5.9	113	**44	1.0	3.2	123	**47	0.9	3.4	107				
NEW WOMAN	2289	*113	1.3	4.9	95	**37	0.8	1.6	62	**62	1.2	2.7	85				
NEW YORK INCLUDING CUE	1088	*115	1.3	10.6	203	**64	1.5	5.9	226	**57	1.1	5.2	164				
THE NEW YORKER	2459	402	4.6	16.3	314	*184	4.2	7.5	288	251	4.7	10.2	319				
NEWSWEEK	16527	1063	12.2	6.4	123	522	12.0	3.2	121	715	13.3	4.3	135				
THE N.Y. TIMES DAILY EDITION	2739	496	5.7	18.1	348	253	5.8	9.2	355	307	5.7	11.2	351				
THE N.Y. TIMES MAGAZINE	4443	715	8.2	16.1	309	347	8.0	7.8	300	437	8.2	9.8	308				
OMNI	2799	*210	2.4	7.5	144	**139	3.2	5.0	191	*98	1.8	3.5	110				
ON CABLE	2209	*114	1.3	5.2	99	**63	1.4	2.9	110	**62	1.2	2.8	88				
1001 HOME IDEAS	3959	*185	2.1	4.7	90	**102	2.3	2.6	99	**109	2.0	2.8	86				
ORGANIC GARDENING	3111	226	2.6	7.3	139	**63	1.4	2.0	78	*148	2.8	4.8	149				
OUTDOOR LIFE	5024	270	3.1	5.4	103	*158	3.6	3.1	121	*146	2.7	2.9	91				
PARADE MAGAZINE	51292	3241	37.1	6.3	121	1463	33.5	2.9	110	1892	35.3	3.7	115				

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VERMOUTH - KINDS
(ADULTS)

	TOTAL U.S. '000	DRINK VERMOUTH				RED				WHITE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	8737	100.0	5.2	100	4362	100.0	2.6	100	5359	100.0	3.2	100				
PARENTS	5298	264	3.0	5.0	96	*140	3.2	2.6	102	*146	2.7	2.8	86				
PENTHOUSE	5129	340	3.9	6.6	127	*203	4.7	4.0	152	*192	3.6	3.7	117				
PEOPLE	21070	1280	14.7	6.1	117	634	14.5	3.0	116	813	15.2	3.9	121				
PLAYBOY	10562	720	8.2	6.8	131	380	8.7	3.6	138	475	8.9	4.5	141				
POPULAR HOT RODDING	2498	**68	0.8	2.7	52	**32	0.7	1.3	49	**34	0.6	1.4	43				
POPULAR MECHANICS	5887	287	3.3	4.9	94	*186	4.3	3.2	121	*137	2.6	2.3	73				
POPULAR SCIENCE	4317	269	3.1	6.2	120	*148	3.4	3.4	132	*176	3.3	4.1	128				
PREVENTION	5792	408	4.7	7.0	135	*148	3.4	2.6	98	*287	5.4	5.0	155				
PSYCHOLOGY TODAY	3284	189	2.2	5.8	110	*100	2.3	3.0	117	*89	1.7	2.7	85				
READER'S DIGEST	40046	2297	26.3	5.7	110	1099	25.2	2.7	106	1498	28.0	3.7	117				
REDBOOK	9584	436	5.0	4.5	87	*182	4.2	1.9	73	277	5.2	2.9	90				
ROAD & TRACK	2590	*177	2.0	6.8	131	**104	2.4	4.0	154	**118	2.2	4.6	143				
ROLLING STONE	3302	**75	0.9	2.3	44	**13	0.3	0.4	15	**56	1.0	1.7	53				
RUNNER'S WORLD	1229	**67	0.8	5.5	105	**31	0.7	2.5	97	**43	0.8	3.5	110				
SATURDAY EVENING POST	2110	*108	1.2	5.1	98	**47	1.1	2.2	86	**86	1.6	4.1	128				
SCIENCE 84	1543	**98	1.1	6.4	122	**58	1.3	3.8	145	**46	0.9	3.0	93				
SCIENCE DIGEST	1747	**102	1.2	5.8	112	**51	1.2	2.9	112	**65	1.2	3.7	116				
SCIENTIFIC AMERICAN	1994	285	3.3	14.3	274	*166	3.8	8.3	320	*170	3.2	8.5	267				
SELF	3119	*196	2.2	6.3	121	**106	2.4	3.4	131	**118	2.2	3.8	118				
SEVENTEEN	3923	*172	2.0	4.4	84	**93	2.1	2.4	91	**81	1.5	2.1	65				
SKI	1501	*96	1.1	6.4	123	**32	0.7	2.1	82	**71	1.3	4.7	148				
SMITHSONIAN	5976	735	8.4	12.3	236	272	6.2	4.6	175	534	10.0	8.9	280				
SOAP OPERA DIGEST	4228	*130	1.5	3.1	59	**55	1.3	1.3	50	**73	1.4	1.7	54				
SOUTHERN LIVING	6488	341	3.9	5.3	101	**72	1.7	1.1	43	280	5.2	4.3	135				
SPORT	3500	*230	2.6	6.6	126	**95	2.2	2.7	104	*174	3.2	5.0	156				
THE SPORTING NEWS	2456	*116	1.3	4.7	91	**62	1.4	2.5	97	**89	1.7	3.6	113				
SPORTS AFIELD	3648	*230	2.6	6.3	121	**160	3.7	4.4	169	**96	1.8	2.6	82				
SPORTS ILLUSTRATED	14484	937	10.7	6.5	124	448	10.3	3.1	119	658	12.3	4.5	142				
STAR	12661	568	6.5	4.5	86	284	6.5	2.2	86	291	5.4	2.3	72				
SUNDAY	52799	3697	42.3	7.0	134	1908	43.7	3.6	139	2235	41.7	4.2	132				
SUNSET	3513	384	4.4	10.9	210	*151	3.5	4.3	165	295	5.5	8.4	263				
TV GUIDE	42766	1856	21.2	4.3	83	828	19.0	1.9	74	1193	22.3	2.8	87				
TENNIS	1254	**89	1.0	7.1	136	**58	1.3	4.6	178	**33	0.6	2.6	82				
TIME	22054	1648	18.9	7.5	143	876	20.1	4.0	153	1084	20.2	4.9	154				
TOWN & COUNTRY	1555	*117	1.3	7.5	144	**49	1.1	3.2	121	**95	1.8	6.1	191				
TRAVEL & LEISURE	2173	283	3.2	13.0	250	*153	3.5	7.0	271	213	4.0	9.8	307				
TRUE STORY	4636	*149	1.7	3.2	62	**37	0.8	0.8	31	**74	1.4	1.6	50				
U.S.NEWS & WORLD REPORT	10353	737	8.4	7.1	137	313	7.2	3.0	116	481	9.0	4.6	145				
USA TODAY	4994	345	3.9	6.9	133	*189	4.3	3.8	146	240	4.5	4.8	150				
US	3528	*94	1.1	2.7	51	**31	0.7	0.9	34	**54	1.0	1.5	48				
VOGUE	5424	403	4.6	7.4	143	*199	4.6	3.7	141	223	4.2	4.1	129				
WALL STREET JOURNAL	6292	661	7.6	10.5	202	303	6.9	4.8	185	487	9.1	7.7	242				
WEIGHT WATCHERS	2762	*193	2.2	7.0	134	**67	1.5	2.4	93	*145	2.7	5.2	164				
WOMAN'S DAY	16320	845	9.7	5.2	99	361	8.3	2.2	85	581	10.8	3.6	111				
WORKING MOTHER	1496	**64	0.7	4.3	82	**36	0.8	2.4	93	**54	1.0	3.6	113				
WORKING WOMAN	1851	*165	1.9	8.9	171	**84	1.9	4.5	174	**118	2.2	6.4	200				
WORLD TENNIS	580	**36	0.4	6.2	119	**5	0.1	0.9	33	**33	0.6	5.7	178				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	695	8.0	5.6	107	291	6.7	2.3	90	495	9.2	4.0	125				
BLAIR INSERTS	91671	5965	68.3	6.5	125	2870	65.8	3.1	120	3681	68.7	4.0	126				
DAILY NEWSPAPERS																	
READ ANY	109190	6511	74.5	6.0	114	3215	73.7	2.9	113	3920	73.1	3.6	112				
READ ONE	89587	5177	59.3	5.8	111	2589	59.4	2.9	111	2980	55.6	3.3	104				
READ TWO OR MORE	19602	1334	15.3	6.8	131	625	14.3	3.2	123	940	17.5	4.8	150				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6652	76.1	6.1	116	3240	74.3	3.0	114	4084	76.2	3.7	117				
READ ONE	95074	5404	61.9	5.7	109	2726	62.5	2.9	110	3269	61.0	3.4	108				
READ TWO OR MORE	14588	1248	14.3	8.6	164	514	11.8	3.5	135	816	15.2	5.6	175				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.69				28.24				29.33							
30 DAY REACH	149706	7869	90.1	5.3	101	3926	90.0	2.6	101	4790	89.4	3.2	100				
50 SHWG - 30 DAY AV FREQ	15.16	14.93				14.59				15.36							
30 DAY REACH	142406	7580	86.8	5.3	102	3799	87.1	2.7	103	4591	85.7	3.2	101				
25 SHWG - 30 DAY AV FREQ	8.23	8.10				8.04				8.25							
30 DAY REACH	131152	6983	79.9	5.3	102	3433	78.7	2.6	101	4293	80.1	3.3	102				
CABLE TV: HOME WIRED	66879	3143	36.0	4.7	90	1548	35.5	2.3	89	1982	37.0	3.0	93				
HOME NOT WIRED	100848	5594	64.0	5.5	106	2814	64.5	2.8	107	3377	63.0	3.3	105				
HAVE PAY CABLE	35024	1717	19.7	4.9	94	924	21.2	2.6	101	1137	21.2	3.2	102				

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VERMOUTH - KINDS
(ADULTS)

	TOTAL	DRINK VERMOUTH				RED				WHITE							
	U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	8737	100.0	5.2	100	4362	100.0	2.6	100	5359	100.0	3.2	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5040	57.7	5.3	101	2648	60.7	2.8	106	3092	57.7	3.2	101				
10:00 AM - 3:00 PM	63599	3225	36.9	5.1	97	1660	38.1	2.6	100	1956	36.5	3.1	96				
3:00 PM - 7:00 PM	72097	3745	42.9	5.2	100	1889	43.3	2.6	101	2267	42.3	3.1	98				
7:00 PM - MIDNIGHT	36670	1768	20.2	4.8	93	876	20.1	2.4	92	1002	18.7	2.7	86				
MIDNIGHT - 6:00 AM	21908	1075	12.3	4.9	94	556	12.7	2.5	98	658	12.3	3.0	94				
6:00 AM - MIDNIGHT	127571	6723	76.9	5.3	101	3431	78.7	2.7	103	4095	76.4	3.2	100				
ENTIRE DAY	129239	6793	77.7	5.3	101	3467	79.5	2.7	103	4130	77.1	3.2	100				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1912	21.9	5.6	108	1089	25.0	3.2	123	1189	22.2	3.5	109				
ALL NEWS	6062	599	6.9	9.9	190	339	7.8	5.6	215	333	6.2	5.5	172				
AOR/PROGRESSIVE	11884	490	5.6	4.1	79	202	4.6	1.7	65	313	5.8	2.6	82				
BEAUTIFUL MUSIC	11180	685	7.8	6.1	118	324	7.4	2.9	111	456	8.5	4.1	128				
BLACK	4538	276	3.2	6.1	117	*137	3.1	3.0	116	*189	3.5	4.2	130				
CLASSICAL	3857	490	5.6	12.7	244	208	4.8	5.4	207	321	6.0	8.3	260				
CHR/ROCK	21946	1072	12.3	4.9	94	615	14.1	2.8	108	634	11.8	2.9	90				
COUNTRY	27262	1030	11.8	3.8	73	567	13.0	2.1	80	621	11.6	2.3	71				
GOLDEN OLDIES	3339	194	2.2	5.8	112	**99	2.3	3.0	114	*90	1.7	2.7	84				
MOR/NOSTALGIA	10346	758	8.7	7.3	141	374	8.6	3.6	139	448	8.4	4.3	136				
NEWS/TALK	8929	510	5.8	5.7	110	274	6.3	3.1	118	346	6.5	3.9	121				
RELIGIOUS	5488	276	3.2	5.0	97	**119	2.7	2.2	83	*160	3.0	2.9	91				
SOFT ROCK	1232	**60	0.7	4.9	93	**41	0.9	3.3	128	**27	0.5	2.2	69				
URBAN CONTEMPORARY	3184	350	4.0	11.0	211	*186	4.3	5.8	225	*144	2.7	4.5	142				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	279	3.2	4.0	78	*131	3.0	1.9	73	*158	2.9	2.3	72				
ABC DIRECTION	5212	438	5.0	8.4	161	226	5.2	4.3	167	278	5.2	5.3	167				
ABC ENTERTAINMENT	10385	646	7.4	6.2	119	379	8.7	3.6	140	343	6.4	3.3	103				
ABC FM	4762	242	2.8	5.1	98	*151	3.5	3.2	122	**79	1.5	1.7	52				
ABC INFORMATION	11339	624	7.1	5.5	106	341	7.8	3.0	116	374	7.0	3.3	103				
ABC ROCK	4878	285	3.3	5.8	112	*167	3.8	3.4	132	*167	3.1	3.4	107				
CBS	10709	616	7.1	5.8	110	312	7.2	2.9	112	432	8.1	4.0	126				
MUTUAL	10251	575	6.6	5.6	108	247	5.7	2.4	93	329	6.1	3.2	100				
NBC	12243	667	7.6	5.4	105	401	9.2	3.3	126	332	6.2	2.7	85				
RADIORADIO	4606	251	2.9	5.4	105	*137	3.1	3.0	114	*139	2.6	3.0	94				
RKO ONE	5148	236	2.7	4.6	88	*140	3.2	2.7	105	*103	1.9	2.0	63				
RKO TWO	7313	304	3.5	4.2	80	*171	3.9	2.3	90	*176	3.3	2.4	75				
THE SOURCE	5981	262	3.0	4.4	84	**113	2.6	1.9	73	*174	3.2	2.9	91				
NON-WIRED : BLAIR	19329	1031	11.8	5.3	102	571	13.1	3.0	114	665	12.4	3.4	108				
INTERNET	27139	1616	18.5	6.0	114	836	19.2	3.1	118	914	17.1	3.4	105				
KATZ RADIO GROUP	36319	2043	23.4	5.6	108	1131	25.9	3.1	120	1224	22.8	3.4	105				
SUPERNET	22361	1124	12.9	5.0	96	612	14.0	2.7	105	612	11.4	2.7	86				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	842	9.6	5.8	111	343	7.9	2.4	91	546	10.2	3.8	118				
WKDAY 9:00 AM - 1:00 PM	18688	938	10.7	5.0	96	426	9.8	2.3	88	591	11.0	3.2	99				
WKDAY 1:00 PM - 4:30 PM	24061	1135	13.0	4.7	91	537	12.3	2.2	86	693	12.9	2.9	90				
WKDAY 4:30 PM - 7:30 PM	44079	2409	27.6	5.5	105	1179	27.0	2.7	103	1437	26.8	3.3	102				
WKDAY 7:30 PM - 8:00 PM	61979	3415	39.1	5.5	106	1700	39.0	2.7	105	2050	38.3	3.3	104				
WKDAY 11:00 PM - 11:30 PM	49084	2703	30.9	5.5	106	1382	31.7	2.8	108	1665	31.1	3.4	106				
WKDAY 11:30 PM - 1:00 AM	16560	912	10.4	5.5	106	436	10.0	2.6	101	535	10.0	3.2	101				
M-SAT 8-11 PM+SUN 7-11 PM	66967	3683	42.2	5.5	106	1802	41.3	2.7	103	2226	41.5	3.3	104				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	546	6.2	5.9	113	282	6.5	3.0	117	377	7.0	4.1	127				
ANOTHER WORLD N	6138	320	3.7	5.2	100	*120	2.8	2.0	75	237	4.4	3.9	121				
AS THE WORLD TURNS C	7707	295	3.4	3.8	73	143	3.3	1.9	71	170	3.2	2.2	69				
CAPITOL C	4688	183	2.1	3.9	75	*98	2.2	2.1	80	*107	2.0	2.3	71				
CBS MORN. NEWS 1 C	2792	184	2.1	6.6	127	*60	1.4	2.1	83	142	2.6	5.1	159				
CBS MORN. NEWS 2 C	2071	133	1.5	6.4	123	*52	1.2	2.5	97	103	1.9	5.0	156				
DAYS OF OUR LIVES N	8018	372	4.3	4.6	89	157	3.6	2.0	75	264	4.9	3.3	103				
FACTS OF LIFE - DAYTIME N	3487	181	2.1	5.2	100	60	1.4	1.7	66	120	2.2	3.4	108				
FAMILY FEUD A	4817	169	1.9	3.5	67	*77	1.8	1.6	61	111	2.1	2.3	72				
GENERAL HOSPITAL A	8333	429	4.9	5.1	99	211	4.8	2.5	97	237	4.4	2.8	89				
GOOD MORNING, AMERICA-730 A	5472	312	3.6	5.7	109	137	3.1	2.5	96	172	3.2	3.1	98				
GOOD MORNING, AMERICA-830 A	3965	170	1.9	4.3	82	*66	1.5	1.7	64	109	2.0	2.7	86				
GUIDING LIGHT C	7542	296	3.4	3.9	75	162	3.7	2.1	83	157	2.9	2.1	65				
ONE LIFE TO LIVE A	6018	249	2.8	4.1	79	118	2.7	2.0	75	138	2.6	2.3	72				
PRESS YOUR LUCK C	3589	180	2.1	5.0	96	*112	2.6	3.1	120	*104	1.9	2.9	91				
PRICE IS RIGHT 1 C	7418	257	2.9	3.5	67	127	2.9	1.7	66	144	2.7	1.9	61				
PRICE IS RIGHT 2 C	8276	279	3.2	3.4	65	152	3.5	1.8	71	152	2.8	1.8	57				
RYAN'S HOPE A	4358	249	2.8	5.7	110	149	3.4	3.4	131	119	2.2	2.7	85				
SALE OF THE CENTURY N	3749	220	2.5	5.9	113	*66	1.5	1.8	68	161	3.0	4.3	134				
SEARCH FOR TOMORROW N	2884	143	1.6	5.0	95	**39	0.9	1.4	52	*110	2.1	3.8	119				
TODAY SHOW 1 N	4869	371	4.2	7.6	146	131	3.0	2.7	103	260	4.9	5.3	167				
TODAY SHOW 2 N	4135	278	3.2	6.7	129	114	2.6	2.8	106	184	3.4	4.4	139				
$25,000 PYRAMID C	4361	231	2.6	5.3	102	122	2.8	2.8	108	156	2.9	3.6	112				
WHEEL OF FORTUNE N	6187	288	3.3	4.7	89	128	2.9	2.1	80	195	3.6	3.2	99				
YOUNG AND THE RESTLESS C	8186	251	2.9	3.1	59	132	3.0	1.6	62	151	2.8	1.8	58				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	209	2.4	4.4	85	*103	2.4	2.2	84	133	2.5	2.8	88				
NBA PLAYOFF GAME -1 C	5127	231	2.6	4.5	86	116	2.7	2.3	87	160	3.0	3.1	98				
NBC MAJOR LEAGUE PRE-GAME N	3945	247	2.8	6.3	120	**116	2.7	2.9	113	*155	2.9	3.9	123				
SPORTSWORLD - SUN N	3370	159	1.8	4.7	91	*80	1.8	2.4	91	*74	1.4	2.2	69				
SUNDAY MORNING C	4200	248	2.8	5.9	113	*79	1.8	1.9	72	197	3.7	4.7	147				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH - KINDS
(ADULTS)

		TOTAL U.S. '000	DRINK VERMOUTH				RED				WHITE							
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	8737	100.0	5.2	100	4362	100.0	2.6	100	5359	100.0	3.2	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2861	32.7	5.5	105	1385	31.8	2.6	102	1749	32.6	3.3	105				
NETWORK AFFILIATES - LATE		39164	2066	23.6	5.3	101	1071	24.6	2.7	105	1245	23.2	3.2	99				
INDEPENDENTS - LATE		5133	378	4.3	7.4	141	176	4.0	3.4	132	247	4.6	4.8	151				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1078	12.3	4.7	91	534	12.2	2.3	90	584	10.9	2.6	80				
ABC MONDAY NIGHT MOVIE	A	11258	686	7.9	6.1	117	377	8.6	3.3	129	391	7.3	3.5	109				
ABC SUNDAY NIGHT MOVIE	A	23600	1256	14.4	5.3	102	608	13.9	2.6	99	774	14.4	3.3	103				
ABC WORLD NEWS TONIGHT	A	12801	606	6.9	4.7	91	331	7.6	2.6	99	341	6.4	2.7	83				
AFTERMASH	C	10966	606	6.9	5.5	106	263	6.0	2.4	92	431	8.0	3.9	123				
ALICE	C	17050	955	10.9	5.6	108	464	10.6	2.7	105	580	10.8	3.4	106				
AMERICAN PARADE	C	11998	649	7.4	5.4	104	278	6.4	2.3	89	410	7.7	3.4	107				
BENSON	A	19258	1109	12.7	5.8	111	588	13.5	3.1	117	579	10.8	3.0	94				
BLUE THUNDER	A	11478	634	7.3	5.5	106	316	7.2	2.8	106	371	6.9	3.2	101				
CAGNEY & LACEY	C	18263	993	11.4	5.4	104	432	9.9	2.4	91	606	11.3	3.3	104				
CBS EVENING NEWS-DEAN	C	7733	569	6.5	7.4	141	257	5.9	3.3	128	402	7.5	5.2	163				
CBS EVENING NEWS-RATHER	C	15653	1014	11.6	6.5	124	497	11.4	3.2	122	616	11.5	3.9	123				
CBS SAT. NEWS-SCHIEFFER	C	8744	531	6.1	6.1	117	245	5.6	2.8	108	360	6.7	4.1	129				
CBS SATURDAY NIGHT MOVIE	C	12000	491	5.6	4.1	79	210	4.8	1.8	67	284	5.3	2.4	74				
CBS WEDNESDAY NIGHT MOVIE	C	11522	635	7.3	5.5	106	308	7.1	2.7	103	374	7.0	3.2	102				
CHEERS	N	16818	913	10.4	5.4	104	397	9.1	2.4	91	556	10.4	3.3	103				
DALLAS	C	37510	2054	23.5	5.5	105	1111	25.5	3.0	114	1272	23.7	3.4	106				
DIFF'RENT STROKES	N	11258	458	5.2	4.1	78	185	4.2	1.6	63	307	5.7	2.7	85				
DOUBLE TROUBLE	N	12248	724	8.3	5.9	113	317	7.3	2.6	100	436	8.1	3.6	111				
DUCK FACTORY	N	11100	537	6.1	4.8	93	235	5.4	2.1	81	310	5.8	2.8	87				
DUKES OF HAZZARD	C	12353	513	5.9	4.2	80	201	4.6	1.6	63	316	5.9	2.6	80				
DYNASTY	A	33279	1726	19.8	5.2	100	894	20.5	2.7	103	1013	18.9	3.0	95				
FACTS OF LIFE	N	13410	625	7.2	4.7	89	252	5.8	1.9	72	370	6.9	2.8	86				
FALCON CREST	C	31093	1710	19.6	5.5	106	995	22.8	3.2	123	1053	19.6	3.4	106				
FALL GUY	A	18649	816	9.3	4.4	84	419	9.6	2.2	86	477	8.9	2.6	80				
FAMILY TIES	N	13101	597	6.8	4.6	87	200	4.6	1.5	59	362	6.8	2.8	86				
FANTASY ISLAND	A	13069	815	9.3	6.2	120	463	10.6	3.5	136	455	8.5	3.5	109				
FOULUPS,BLEEPS & BLUNDERS	A	16588	844	9.7	5.1	98	357	8.2	2.2	83	553	10.3	3.3	104				
FOUR SEASONS	C	9302	524	6.0	5.6	108	*231	5.3	2.5	95	331	6.2	3.6	111				
GIMME A BREAK	N	13955	693	7.9	5.0	95	270	6.2	1.9	74	414	7.7	3.0	93				
HART TO HART	A	15735	751	8.6	4.8	92	373	8.6	2.4	91	400	7.5	2.5	80				
HILL STREET BLUES	N	18257	1077	12.3	5.9	113	533	12.2	2.9	112	644	12.0	3.5	110				
HOTEL	A	24236	1269	14.5	5.2	101	727	16.7	3.0	115	685	12.8	2.8	88				
JEFFERSONS	C	17010	999	11.4	5.9	113	477	10.9	2.8	108	636	11.9	3.7	117				
JENNIFER SLEPT HERE	N	9397	408	4.7	4.3	83	205	4.7	2.2	84	239	4.5	2.5	80				
KATE & ALLIE	C	16762	876	10.0	5.2	100	384	8.8	2.3	88	553	10.3	3.3	103				
KNIGHT RIDER	N	13164	672	7.7	5.1	98	305	7.0	2.3	89	412	7.7	3.1	98				
LOVE BOAT	A	20400	1255	14.4	6.2	118	676	15.5	3.3	127	703	13.1	3.4	108				
MAGNUM PI	C	22543	1215	13.9	5.4	103	568	13.0	2.5	97	851	15.9	3.8	118				
MAMA'S FAMILY	N	9852	554	6.3	5.6	108	*234	5.4	2.4	91	390	7.3	4.0	124				
MASTER, THE	N	8082	432	4.9	5.3	103	219	5.0	2.7	104	240	4.5	3.0	93				
MATT HOUSTON	A	12881	747	8.5	5.8	111	353	8.1	2.7	105	440	8.2	3.4	107				
NBC MONDAY NIGHT MOVIE	N	23889	1173	13.4	4.9	94	567	13.0	2.4	91	791	14.8	3.3	104				
NBC NIGHTLY NEWS	N	11156	609	7.0	5.5	105	274	6.3	2.5	94	426	7.9	3.8	120				
NBC NIGHTLY NEWS-SAT	N	7363	473	5.4	6.4	123	267	6.1	3.6	139	277	5.2	3.8	118				
NBC NIGHTLY NEWS-SUN	N	6214	416	4.8	6.7	129	208	4.8	3.3	129	241	4.5	3.9	121				
NBC SUNDAY NIGHT MOVIE	N	17590	925	10.6	5.3	101	451	10.3	2.6	99	521	9.7	3.0	93				
NEWHART	C	16740	859	9.8	5.1	99	357	8.2	2.1	82	512	9.6	3.1	96				
ONE DAY AT A TIME	C	11820	541	6.2	4.6	88	175	4.0	1.5	57	352	6.6	3.0	93				
PEOPLE ARE FUNNY	N	9138	538	6.2	5.9	113	*258	5.9	2.8	109	357	6.7	3.9	122				
REAL PEOPLE	N	15979	752	8.6	4.7	90	334	7.7	2.1	80	483	9.0	3.0	95				
REMINGTON STEELE	N	14395	745	8.5	5.2	99	352	8.1	2.4	94	461	8.6	3.2	100				
RIPLEY'S BELIEVE IT - NOT	A	11362	714	8.2	6.3	121	337	7.7	3.0	114	421	7.9	3.7	116				
RIPTIDE	N	13920	560	6.4	4.0	77	235	5.4	1.7	65	345	6.4	2.5	78				
SCARECROW & MRS. KING	C	17571	1006	11.5	5.7	110	469	10.8	2.7	103	660	12.3	3.8	118				
SIMON & SIMON	C	20208	1004	11.5	5.0	95	563	12.9	2.8	107	564	10.5	2.8	87				
60 MINUTES	C	27668	1730	19.8	6.3	120	781	17.9	2.8	109	1150	21.5	4.2	130				
ST. ELSEWHERE	N	13699	748	8.6	5.5	105	378	8.7	2.8	106	443	8.3	3.2	101				
THREE'S COMPANY	A	20632	1014	11.6	4.9	94	473	10.8	2.3	88	590	11.0	2.9	90				
T.J. HOOKER	A	17136	969	11.1	5.7	109	544	12.5	3.2	122	578	10.8	3.4	106				
TONIGHT SHOW	N	4963	283	3.2	5.7	109	110	2.5	2.2	85	168	3.1	3.4	106				
TRAPPER JOHN, M.D.	C	16332	848	9.7	5.2	100	425	9.7	2.6	100	490	9.1	3.0	94				
TV BLOOPERS & PRAC. JOKES	N	18881	907	10.4	4.8	92	427	9.8	2.3	87	537	10.0	2.8	89				
20/20	A	18315	909	10.4	5.0	95	497	11.4	2.7	104	447	8.3	2.4	76				
WEBSTER	A	18722	1109	12.7	5.9	114	612	14.0	3.3	126	556	10.4	3.0	93				
WORLD NEWS - SUN	A	5327	341	3.9	6.4	123	*198	4.5	3.7	143	*200	3.7	3.8	118				
YELLOW ROSE	N	8370	403	4.6	4.8	92	216	5.0	2.6	99	192	3.6	2.3	72				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1497	17.1	5.8	111	684	15.7	2.6	102	937	17.5	3.6	113				
BASKETBALL - COLLEGE GAMES		14468	898	10.3	6.2	119	380	8.7	2.6	101	671	12.5	4.6	145				
BASKETBALL - PRO GAMES		12124	480	5.5	4.0	76	*203	4.7	1.7	64	*311	5.8	2.6	80				
BOWLING		9412	484	5.5	5.1	99	**177	4.1	1.9	72	*316	5.9	3.4	105				
BOXING		15409	875	10.0	5.7	109	474	10.9	3.1	118	521	9.7	3.4	106				
FOOTBALL - COLLEGE GAMES		21400	1161	13.3	5.4	104	571	13.1	2.7	103	780	14.6	3.6	114				
FOOTBALL - PRO GAMES		35944	1846	21.1	5.1	99	896	20.5	2.5	96	1262	23.5	3.5	110				
GOLF		9759	744	8.5	7.6	146	*336	7.7	3.4	132	559	10.4	5.7	179				
POST-SEASON COLL. FOOTBALL		18123	1157	13.2	6.4	123	499	11.4	2.8	106	830	15.5	4.6	143				
POST-SEASON PRO FOOTBALL		22091	1278	14.6	5.8	111	508	11.6	2.3	88	961	17.9	4.4	136				
TENNIS		6764	612	7.0	9.0	174	*237	5.4	3.5	135	422	7.9	6.2	195				
WRESTLING - PROFESSIONAL		9695	456	5.2	4.7	90	*242	5.5	2.5	96	*274	5.1	2.8	88				

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VERMOUTH: BRANDS
(ADULTS)

	TOTAL U.S.	MARTINI & ROSSI A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% DOWN	ACROSS			% DOWN	ACROSS			% DOWN	ACROSS			% DOWN	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4378	100.0	2.6	100												
MALES	79263	2235	51.1	2.8	108												
FEMALES	88464	2143	48.9	2.4	93												
18 - 24	28671	*259	5.9	0.9	35												
25 - 34	39536	780	17.8	2.0	76												
35 - 44	28978	1003	22.9	3.5	133												
45 - 54	22345	819	18.7	3.7	140												
55 - 64	22224	813	18.6	3.7	140												
65 OR OLDER	25973	705	16.1	2.7	104												
18 - 34	68207	1038	23.7	1.5	58												
18 - 49	108058	2441	55.8	2.3	87												
25 - 54	90859	2602	59.4	2.9	110												
35 - 49	39851	1403	32.0	3.5	135												
50 OR OLDER	59669	1937	44.2	3.2	124												
GRADUATED COLLEGE	28091	1572	35.9	5.6	214												
ATTENDED COLLEGE	28938	889	20.3	3.1	118												
GRADUATED HIGH SCHOOL	65503	1279	29.2	2.0	75												
DID NOT GRADUATE HIGH SCHOOL	45195	639	14.6	1.4	54												
EMPLOYED MALES	56429	1758	40.2	3.1	119												
EMPLOYED FEMALES	43971	1212	27.7	2.8	106												
EMPLOYED FULL-TIME	87773	2626	60.0	3.0	115												
EMPLOYED PART-TIME	12627	*344	7.9	2.7	104												
NOT EMPLOYED	67327	1408	32.2	2.1	80												
PROFESSIONAL/MANAGER	25845	1333	30.4	5.2	198												
TECH/CLERICAL/SALES	30895	838	19.1	2.7	104												
PRECISION/CRAFT	12629	*228	5.2	1.8	69												
OTHER EMPLOYED	31031	571	13.0	1.8	70												
SINGLE	35557	683	15.6	1.9	74												
MARRIED	103585	3022	69.0	2.9	112												
DIVORCED/SEPARATED/WIDOWED	28585	673	15.4	2.4	90												
PARENTS	59295	1409	32.2	2.4	91												
WHITE	146081	3916	89.4	2.7	103												
BLACK	17974	359	8.2	2.0	77												
OTHER	3672	**103	2.4	2.8	107												
NORTHEAST-CENSUS	37005	1529	34.9	4.1	158												
NORTH CENTRAL	42642	1067	24.4	2.5	96												
SOUTH	56777	837	19.1	1.5	56												
WEST	31303	945	21.6	3.0	116												
NORTHEAST-MKTG.	38125	1614	36.9	4.2	162												
EAST CENTRAL	24794	634	14.5	2.6	98												
WEST CENTRAL	28511	758	17.3	2.7	102												
SOUTH	48953	536	12.2	1.1	42												
PACIFIC	27344	835	19.1	3.1	117												
COUNTY SIZE A	69301	2694	61.5	3.9	149												
COUNTY SIZE B	50633	989	22.6	2.0	75												
COUNTY SIZE C	26259	497	11.4	1.9	73												
COUNTY SIZE D	21534	**198	4.5	0.9	35												
METRO CENTRAL CITY	50014	1521	34.7	3.0	117												
METRO SUBURBAN	76832	2275	52.0	3.0	113												
NON METRO	40881	581	13.3	1.4	54												
TOP 5 ADI'S	39550	1686	38.5	4.3	163												
TOP 10 ADI'S	54877	2229	50.9	4.1	156												
TOP 20 ADI'S	77516	2766	63.2	3.6	137												
HSHLD INC. $50,000 OR MORE	17257	957	21.9	5.5	212												
$40,000 OR MORE	33235	1482	33.9	4.5	171												
$30,000 OR MORE	59693	2282	52.1	3.8	146												
$25,000 OR MORE	76275	2803	64.0	3.7	141												
$20,000 - $24,999	18607	492	11.2	2.6	101												
$15,000 - $19,999	17175	*274	6.3	1.6	61												
$10,000 - $14,999	24569	381	8.7	1.6	59												
UNDER $10,000	31101	429	9.8	1.4	53												
HOUSEHOLD OF 1 PERSON	19441	581	13.3	3.0	114												
2 PEOPLE	51803	1668	38.1	3.2	123												
3 OR 4 PEOPLE	66933	1584	36.2	2.4	91												
5 OR MORE PEOPLE	29550	*546	12.5	1.8	71												
NO CHILD IN HSHLD	96587	2869	65.5	3.0	114												
CHILD(REN) UNDER 2 YRS	10844	**130	3.0	1.2	46												
2 - 5 YEARS	26358	479	10.9	1.8	70												
6 - 11 YEARS	30453	704	16.1	2.3	89												
12 - 17 YEARS	36575	932	21.3	2.5	98												
RESIDENCE OWNED	117770	3492	79.8	3.0	114												
VALUE: $50,000 OR MORE	70166	2798	63.9	4.0	153												
VALUE: UNDER $50,000	47604	694	15.9	1.5	56												

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VERMOUTH: BRANDS
(ADULTS)

		TOTAL U.S. '000	MARTINI & ROSSI A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	4378	100.0	2.6	100												
MAGAZINES	QUINTILE 1	34022	1301	29.7	3.8	147												
	QUINTILE 2	34800	1082	24.7	3.1	119												
	QUINTILE 3	30514	800	18.3	2.6	100												
	QUINTILE 4	33324	698	15.9	2.1	80												
	QUINTILE 5	35066	498	11.4	1.4	54												
NEWSPAPERS	QUINTILE 1	29107	1307	29.9	4.5	172												
	QUINTILE 2	49095	1445	33.0	2.9	113												
	QUINTILE 3	23107	618	14.1	2.7	102												
	QUINTILE 4	33556	686	15.7	2.0	78												
	QUINTILE 5	32863	*322	7.4	1.0	38												
OUTDOOR	QUINTILE 1	33431	944	21.6	2.8	108												
	QUINTILE 2	33478	825	18.8	2.5	94												
	QUINTILE 3	33574	1031	23.5	3.1	118												
	QUINTILE 4	33935	994	22.7	2.9	112												
	QUINTILE 5	33310	584	13.3	1.8	67												
RADIO-DRIVE TIME	QUINTILE 1	33136	868	19.8	2.6	100												
	QUINTILE 2	31658	796	18.2	2.5	96												
	QUINTILE 3	32541	832	19.0	2.6	98												
	QUINTILE 4	34247	901	20.6	2.6	101												
	QUINTILE 5	36144	980	22.4	2.7	104												
RADIO-MID-DAY	TERCILE 1	45037	1059	24.2	2.4	90												
	TERCILE 2	44819	1111	25.4	2.5	95												
	TERCILE 3	77872	2208	50.4	2.8	109												
RADIO-TOTAL	QUINTILE 1	33763	799	18.3	2.4	91												
	QUINTILE 2	33240	840	19.2	2.5	97												
	QUINTILE 3	33408	949	21.7	2.8	109												
	QUINTILE 4	34792	1034	23.6	3.0	114												
	QUINTILE 5	32524	757	17.3	2.3	89												
TV-PRIME TIME	QUINTILE 1	33090	915	20.9	2.8	106												
	QUINTILE 2	33357	807	18.4	2.4	93												
	QUINTILE 3	33980	1021	23.3	3.0	115												
	QUINTILE 4	33854	968	22.1	2.9	110												
	QUINTILE 5	33444	666	15.2	2.0	76												
TV-DAYTIME	TERCILE 1	49121	962	22.0	2.0	75												
	TERCILE 2	48823	1269	29.0	2.6	100												
	TERCILE 3	69782	2147	49.0	3.1	118												
TV-TOTAL	QUINTILE 1	33584	769	17.6	2.3	88												
	QUINTILE 2	33441	837	19.1	2.5	96												
	QUINTILE 3	33505	916	20.9	2.7	105												
	QUINTILE 4	33466	956	21.8	2.9	109												
	QUINTILE 5	33731	901	20.6	2.7	102												
MAGAZINES-NEWSPAPERS: DUAL		44503	1921	43.9	4.3	165												
MAGAZINE IMPERATIVE		39363	829	18.9	2.1	81												
NEWSPAPER IMPERATIVE		46441	1195	27.3	2.6	99												
MAGAZINES-OUTDOOR: DUAL		33726	1218	27.8	3.6	138												
MAGAZINE IMPERATIVE		52846	1671	38.2	3.2	121												
OUTDOOR IMPERATIVE		52140	1063	24.3	2.0	78												
MAGAZINES-RADIO: DUAL		37081	1117	25.5	3.0	115												
MAGAZINE IMPERATIVE		49747	1788	40.8	3.6	138												
RADIO IMPERATIVE		49208	924	21.1	1.9	72												
MAGAZINES-TELEVISION: DUAL		33103	1168	26.7	3.5	135												
MAGAZINE IMPERATIVE		54575	1802	41.2	3.3	126												
TELEVISION IMPERATIVE		53249	970	22.2	1.8	70												
NEWSPAPERS-OUTDOOR: DUAL		36255	1259	28.8	3.5	133												
NEWSPAPER IMPERATIVE		55591	1844	42.1	3.3	127												
OUTDOOR IMPERATIVE		48319	900	20.6	1.9	71												
NEWSPAPERS-RADIO: DUAL		37242	1110	25.4	3.0	114												
NEWSPAPER IMPERATIVE		54423	1992	45.5	3.7	140												
RADIO IMPERATIVE		46650	803	18.3	1.7	66												
NEWSPAPERS-TELEVISION: DUAL		35974	1185	27.1	3.3	126												
NEWSPAPER IMPERATIVE		56095	1978	45.2	3.5	135												
TELEVISION IMPERATIVE		47170	752	17.2	1.6	61												
OUTDOOR-RADIO: DUAL		33748	917	20.9	2.7	104												
OUTDOOR IMPERATIVE		52785	1517	34.7	2.9	110												
RADIO IMPERATIVE		52882	1291	29.5	2.4	94												
OUTDOOR-TELEVISION: DUAL		32030	903	20.6	2.8	108												
OUTDOOR IMPERATIVE		54626	1616	36.9	3.0	113												
TELEVISION IMPERATIVE		54874	1251	28.6	2.3	87												
RADIO-TELEVISION: DUAL		33386	775	17.7	2.3	89												
RADIO IMPERATIVE		53810	1462	33.4	2.7	104												
TELEVISION IMPERATIVE		54023	1430	32.7	2.6	101												

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VERMOUTH: BRANDS
(ADULTS)

	TOTAL U.S. '000	MARTINI & ROSSI A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	4378	100.0	2.6	100												
ATLANTIC MONTHLY	867	**25	0.6	2.9	110												
BARRON'S	1580	**115	2.6	7.3	279												
BETTER HOMES & GARDENS	22203	865	19.8	3.9	149												
BON APPETIT	3810	308	7.0	8.1	310												
BUSINESS WEEK	4663	224	5.1	4.8	184												
CAR AND DRIVER	3102	**86	2.0	2.8	106												
CBS MAGAZINE NETWORK (GROSS)	7311	*214	4.9	2.9	112												
CHANGING TIMES	3400	*142	3.2	4.2	160												
COLONIAL HOMES	1796	**58	1.3	3.2	124												
CONDE NAST MAG. PKG. (GROSS)	19924	764	17.5	3.8	147												
CONSUMERS DIGEST	3125	**75	1.7	2.4	92												
COSMOPOLITAN	10577	303	6.9	2.9	110												
COUNTRY LIVING	3746	**87	2.0	2.3	89												
CUISINE	2214	*188	4.3	8.5	325												
CYCLE WORLD	2394	**22	0.5	0.9	35												
DCI:CREATIVE IDEAS FOR LIV	3068	**86	2.0	2.8	107												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	270	6.2	2.8	108												
DISCOVER	2277	**114	2.6	5.0	192												
EBONY	7187	*133	3.0	1.9	71												
ESQUIRE	2560	**78	1.8	3.0	117												
ESSENCE	3242	**71	1.6	2.2	84												
FAMILY CIRCLE	19639	483	11.0	2.5	94												
THE FAMILY HANDYMAN	3540	*80	1.8	2.3	87												
FAMILY WEEKLY	23924	462	10.6	1.9	74												
FIELD & STREAM	9883	*200	4.6	2.0	78												
FOOD & WINE	1030	**60	1.4	5.8	223												
FORBES	2679	258	5.9	9.6	369												
FORTUNE	2931	*216	4.9	7.4	282												
GENTLEMEN'S QUARTERLY	3481	**91	2.1	2.6	100												
GLAMOUR	7163	*259	5.9	3.6	139												
GOLF DIGEST	2355	*220	5.0	9.3	358												
GOLF DIGEST/TENNIS (GROSS)	3610	292	6.7	8.1	310												
GOLF MAGAZINE	2046	*128	2.9	6.3	240												
GOLF MAGAZINE/SKI (GROSS)	3547	*184	4.2	5.2	199												
GOOD HOUSEKEEPING	20353	595	13.6	2.9	112												
HARPER'S BAZAAR	3362	*197	4.5	5.9	224												
HEALTH	2987	**122	2.8	4.1	156												
HEARST MAG CORP. BUY (GROSS)	67928	2140	48.9	3.2	121												
HEARST MAN POWER (GROSS)	11282	336	7.7	3.0	114												
HEARST WOMAN POWER (GROSS)	40514	1140	26.0	2.8	108												
HOUSE BEAUTIFUL	4885	219	5.0	4.5	172												
INC.	1308	**131	3.0	10.0	384												
JET	6498	*104	2.4	1.6	61												
LADIES' HOME JOURNAL	14797	405	9.3	2.7	105												
LHJ FAMILY GRP COMBO(GROSS)	21743	650	14.8	3.0	115												
LIFE	9881	318	7.3	3.2	123												
L.A. TIMES HOME MAGAZINE	2775	*175	4.0	6.3	242												
MADEMOISELLE	4219	**166	3.8	3.9	151												
MC CALL'S	16422	347	7.9	2.1	81												
MC CALL'S/WRK MOTHER (GROSS)	17919	385	8.8	2.1	82												
MECHANIX ILLUSTRATED	4433	**114	2.6	2.6	99												
METROPOLITAN HOME	1504	**63	1.4	4.2	160												
MONEY	4723	352	8.0	7.5	286												
MOTHER EARTH NEWS	2325	**55	1.3	2.4	91												
MS.	1189	**31	0.7	2.6	100												
NATIONAL ENQUIRER	18892	354	8.1	1.9	72												
NATIONAL GEOGRAPHIC	22129	963	22.0	4.4	167												
NATIONAL SUNDAY MAGAZINE PKG	103750	3215	73.4	3.1	119												
NATURAL HISTORY	1379	**29	0.7	2.1	81												
NEW WOMAN	2289	**47	1.1	2.1	79												
NEW YORK INCLUDING CUE	1088	**64	1.5	5.9	225												
THE NEW YORKER	2459	*206	4.7	8.4	321												
NEWSWEEK	16527	591	13.5	3.6	137												
THE N.Y. TIMES DAILY EDITION	2739	332	7.6	12.1	464												
THE N.Y. TIMES MAGAZINE	4443	468	10.7	10.5	404												
OMNI	2799	**119	2.7	4.3	163												
ON CABLE	2209	**30	0.7	1.4	52												
1001 HOME IDEAS	3959	*123	2.8	3.1	119												
ORGANIC GARDENING	3111	**109	2.5	3.5	134												
OUTDOOR LIFE	5024	*157	3.6	3.1	120												
PARADE MAGAZINE	51292	1585	36.2	3.1	118												

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VERMOUTH: BRANDS
(ADULTS)

		MARTINI & ROSSI														
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	4378	100.0	2.6	100												
PARENTS	5298	*116	2.6	2.2	84												
PENTHOUSE	5129	*128	2.9	2.5	96												
PEOPLE	21070	704	16.1	3.3	128												
PLAYBOY	10562	369	8.4	3.5	134												
POPULAR HOT RODDING	2498	**7	0.2	0.3	11												
POPULAR MECHANICS	5887	*162	3.7	2.8	105												
POPULAR SCIENCE	4317	*162	3.7	3.8	144												
PREVENTION	5792	*203	4.6	3.5	134												
PSYCHOLOGY TODAY	3284	*86	2.0	2.6	100												
READER'S DIGEST	40046	1247	28.5	3.1	119												
REDBOOK	9584	*242	5.5	2.5	97												
ROAD & TRACK	2590	**111	2.5	4.3	164												
ROLLING STONE	3302	**16	0.4	0.5	19												
RUNNER'S WORLD	1229	**51	1.2	4.1	159												
SATURDAY EVENING POST	2110	**68	1.6	3.2	123												
SCIENCE 84	1543	**71	1.6	4.6	176												
SCIENCE DIGEST	1747	**68	1.6	3.9	149												
SCIENTIFIC AMERICAN	1994	*157	3.6	7.9	302												
SELF	3119	**118	2.7	3.8	145												
SEVENTEEN	3923	**76	1.7	1.9	74												
SKI	1501	**56	1.3	3.7	143												
SMITHSONIAN	5976	345	7.9	5.8	221												
SOAP OPERA DIGEST	4228	**49	1.1	1.2	44												
SOUTHERN LIVING	6488	*184	4.2	2.8	109												
SPORT	3500	**118	2.7	3.4	129												
THE SPORTING NEWS	2456	**63	1.4	2.6	98												
SPORTS AFIELD	3648	**106	2.4	2.9	111												
SPORTS ILLUSTRATED	14484	510	11.6	3.5	135												
STAR	12661	222	5.1	1.8	67												
SUNDAY	52799	1994	45.5	3.8	145												
SUNSET	3513	183	4.2	5.2	200												
TV GUIDE	42766	891	20.4	2.1	80												
TENNIS	1254	**71	1.6	5.7	217												
TIME	22054	1017	23.2	4.6	177												
TOWN & COUNTRY	1555	**72	1.6	4.6	177												
TRAVEL & LEISURE	2173	*173	4.0	8.0	305												
TRUE STORY	4636	**55	1.3	1.2	45												
U.S.NEWS & WORLD REPORT	10353	470	10.7	4.5	174												
USA TODAY	4994	*203	4.6	4.1	156												
US	3528	**41	0.9	1.2	45												
VOGUE	5424	*222	5.1	4.1	157												
WALL STREET JOURNAL	6292	471	10.8	7.5	287												
WEIGHT WATCHERS	2762	**128	2.9	4.6	178												
WOMAN'S DAY	16320	451	10.3	2.8	106												
WORKING MOTHER	1496	**37	0.8	2.5	95												
WORKING WOMAN	1851	**126	2.9	6.8	261												
WORLD TENNIS	580	**8	0.2	1.4	53												
ZIFF-DAVIS MAG NETWK (GROSS)	12412	373	8.5	3.0	115												
BLAIR INSERTS	91671	3199	73.1	3.5	134												
DAILY NEWSPAPERS																	
READ ANY	109190	3422	78.2	3.1	120												
READ ONE	89587	2678	61.2	3.0	115												
READ TWO OR MORE	19602	743	17.0	3.8	145												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3544	81.0	3.2	124												
READ ONE	95074	2746	62.7	2.9	111												
READ TWO OR MORE	14588	798	18.2	5.5	210												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.92															
30 DAY REACH	149706	4033	92.1	2.7	103												
50 SHWG - 30 DAY AV FREQ	15.16	14.81															
30 DAY REACH	142406	3933	89.8	2.8	106												
25 SHWG - 30 DAY AV FREQ	8.23	7.98															
30 DAY REACH	131152	3662	83.6	2.8	107												
CABLE TV: HOME WIRED	66879	1787	40.8	2.7	102												
HOME NOT WIRED	100848	2591	59.2	2.6	98												
HAVE PAY CABLE	35024	955	21.8	2.7	104												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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VERMOUTH: BRANDS
(ADULTS)

		TOTAL U.S. '000	MARTINI & ROSSI A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	4378	100.0	2.6	100												
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	2601	59.4	2.7	104												
10:00 AM - 3:00 PM		63599	1555	35.5	2.4	94												
3:00 PM - 7:00 PM		72097	1966	44.9	2.7	104												
7:00 PM - MIDNIGHT		36670	883	20.2	2.4	92												
MIDNIGHT - 6:00 AM		21908	542	12.4	2.5	95												
6:00 AM - MIDNIGHT		127571	3387	77.4	2.7	102												
ENTIRE DAY		129239	3413	78.0	2.6	101												
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	927	21.2	2.7	104												
ALL NEWS		6062	353	8.1	5.8	223												
AOR/PROGRESSIVE		11884	285	6.5	2.4	92												
BEAUTIFUL MUSIC		11180	412	9.4	3.7	141												
BLACK		4538	**106	2.4	2.3	89												
CLASSICAL		3857	264	6.0	6.8	262												
CHR/ROCK		21946	626	14.3	2.9	109												
COUNTRY		27262	518	11.8	1.9	73												
GOLDEN OLDIES		3339	**49	1.1	1.5	56												
MOR/NOSTALGIA		10346	456	10.4	4.4	169												
NEWS/TALK		8929	252	5.8	2.8	108												
RELIGIOUS		5488	*105	2.4	1.9	73												
SOFT ROCK		1232	**31	0.7	2.5	96												
URBAN CONTEMPORARY		3184	**53	1.2	1.7	64												
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	*157	3.6	2.3	87												
ABC DIRECTION		5212	*171	3.9	3.3	126												
ABC ENTERTAINMENT		10385	356	8.1	3.4	131												
ABC FM		4762	**60	1.4	1.3	48												
ABC INFORMATION		11339	298	6.8	2.6	101												
ABC ROCK		4878	*183	4.2	3.8	144												
CBS		10709	283	6.5	2.6	101												
MUTUAL		10251	312	7.1	3.0	117												
NBC		12243	390	8.9	3.2	122												
RADIORADIO		4606	*128	2.9	2.8	106												
RKO ONE		5148	**86	2.0	1.7	64												
RKO TWO		7313	*163	3.7	2.2	85												
THE SOURCE		5981	*131	3.0	2.2	84												
NON-WIRED : BLAIR		19329	491	11.2	2.5	97												
INTERNET		27139	735	16.8	2.7	104												
KATZ RADIO GROUP		36319	1060	24.2	2.9	112												
SUPERNET		22361	632	14.4	2.8	108												
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		14532	378	8.6	2.6	100												
WKDAY 9:00 AM - 1:00 PM		18688	376	8.6	2.0	77												
WKDAY 1:00 PM - 4:30 PM		24061	433	9.9	1.8	69												
WKDAY 4:30 PM - 7:30 PM		44079	1090	24.9	2.5	95												
WKDAY 7:30 PM - 8:00 PM		61979	1635	37.3	2.6	101												
WKDAY 11:00 PM - 11:30 PM		49084	1457	33.3	3.0	114												
WKDAY 11:30 PM - 1:00 AM		16560	427	9.8	2.6	99												
M-SAT 8-11 PM+SUN 7-11 PM		66967	1809	41.3	2.7	103												
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	254	5.8	2.7	105												
ANOTHER WORLD	N	6138	111	2.5	1.8	69												
AS THE WORLD TURNS	C	7707	99	2.3	1.3	49												
CAPITOL	C	4688	*56	1.3	1.2	46												
CBS MORN. NEWS 1	C	2792	122	2.8	4.4	167												
CBS MORN. NEWS 2	C	2071	*89	2.0	4.3	165												
DAYS OF OUR LIVES	N	8018	144	3.3	1.8	69												
FACTS OF LIFE - DAYTIME	N	3487	*59	1.3	1.7	65												
FAMILY FEUD	A	4817	*83	1.9	1.7	66												
GENERAL HOSPITAL	A	8333	214	4.9	2.6	98												
GOOD MORNING, AMERICA-730	A	5472	123	2.8	2.2	86												
GOOD MORNING, AMERICA-830	A	3965	92	2.1	2.3	89												
GUIDING LIGHT	C	7542	93	2.1	1.2	47												
ONE LIFE TO LIVE	A	6018	100	2.3	1.7	64												
PRESS YOUR LUCK	C	3589	*81	1.9	2.3	86												
PRICE IS RIGHT 1	C	7418	113	2.6	1.5	58												
PRICE IS RIGHT 2	C	8276	120	2.7	1.4	56												
RYAN'S HOPE	A	4358	*70	1.6	1.6	62												
SALE OF THE CENTURY	N	3749	*86	2.0	2.3	88												
SEARCH FOR TOMORROW	N	2884	*51	1.2	1.8	68												
TODAY SHOW 1	N	4869	134	3.1	2.8	105												
TODAY SHOW 2	N	4135	118	2.7	2.9	109												
$25,000 PYRAMID	C	4361	105	2.4	2.4	92												
WHEEL OF FORTUNE	N	6187	125	2.9	2.0	77												
YOUNG AND THE RESTLESS	C	8186	106	2.4	1.3	50												
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	114	2.6	2.4	92												
NBA PLAYOFF GAME -1	C	5127	119	2.7	2.3	89												
NBC MAJOR LEAGUE PRE-GAME	N	3945	**97	2.2	2.5	94												
SPORTSWORLD - SUN	N	3370	*74	1.7	2.2	84												
SUNDAY MORNING	C	4200	151	3.4	3.6	138												

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VERMOUTH: BRANDS
(ADULTS)

		TOTAL U.S. '000	MARTINI & ROSSI A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	4378	100.0	2.6	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1391	31.8	2.7	102												
NETWORK AFFILIATES - LATE		39164	1157	26.4	3.0	113												
INDEPENDENTS - LATE		5133	192	4.4	3.7	143												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	427	9.8	1.9	72												
ABC MONDAY NIGHT MOVIE	A	11258	359	8.2	3.2	122												
ABC SUNDAY NIGHT MOVIE	A	23600	594	13.6	2.5	96												
ABC WORLD NEWS TONIGHT	A	12801	298	6.8	2.3	89												
AFTERMASH	C	10966	272	6.2	2.5	95												
ALICE	C	17050	508	11.6	3.0	114												
AMERICAN PARADE	C	11998	395	9.0	3.3	126												
BENSON	A	19258	471	10.8	2.4	94												
BLUE THUNDER	A	11478	296	6.8	2.6	99												
CAGNEY & LACEY	C	18263	494	11.3	2.7	104												
CBS EVENING NEWS-DEAN	C	7733	260	5.9	3.4	129												
CBS EVENING NEWS-RATHER	C	15653	517	11.8	3.3	127												
CBS SAT. NEWS-SCHIEFFER	C	8744	246	5.6	2.8	108												
CBS SATURDAY NIGHT MOVIE	C	12000	216	4.9	1.8	69												
CBS WEDNESDAY NIGHT MOVIE	C	11522	289	6.6	2.5	96												
CHEERS	N	16818	550	12.6	3.3	125												
DALLAS	C	37510	897	20.5	2.4	92												
DIFF'RENT STROKES	N	11258	214	4.9	1.9	73												
DOUBLE TROUBLE	N	12248	323	7.4	2.6	101												
DUCK FACTORY	N	11100	293	6.7	2.6	101												
DUKES OF HAZZARD	C	12353	255	5.8	2.1	79												
DYNASTY	A	33279	795	18.2	2.4	92												
FACTS OF LIFE	N	13410	278	6.3	2.1	79												
FALCON CREST	C	31093	798	18.2	2.6	98												
FALL GUY	A	18649	399	9.1	2.1	82												
FAMILY TIES	N	13101	250	5.7	1.9	73												
FANTASY ISLAND	A	13069	397	9.1	3.0	116												
FOULUPS,BLEEPS & BLUNDERS	A	16588	394	9.0	2.4	91												
FOUR SEASONS	C	9302	*221	5.0	2.4	91												
GIMME A BREAK	N	13955	291	6.6	2.1	80												
HART TO HART	A	15735	359	8.2	2.3	87												
HILL STREET BLUES	N	18257	575	13.1	3.1	121												
HOTEL	A	24236	623	14.2	2.6	98												
JEFFERSONS	C	17010	491	11.2	2.9	111												
JENNIFER SLEPT HERE	N	9397	197	4.5	2.1	80												
KATE & ALLIE	C	16762	462	10.6	2.8	106												
KNIGHT RIDER	N	13164	364	8.3	2.8	106												
LOVE BOAT	A	20400	549	12.5	2.7	103												
MAGNUM PI	C	22543	545	12.4	2.4	93												
MAMA'S FAMILY	N	9852	236	5.4	2.4	92												
MASTER, THE	N	8082	201	4.6	2.5	95												
MATT HOUSTON	A	12881	423	9.7	3.3	126												
NBC MONDAY NIGHT MOVIE	N	23889	618	14.1	2.6	99												
NBC NIGHTLY NEWS	N	11156	275	6.3	2.5	94												
NBC NIGHTLY NEWS-SAT	N	7363	154	3.5	2.1	80												
NBC NIGHTLY NEWS-SUN	N	6214	200	4.6	3.2	123												
NBC SUNDAY NIGHT MOVIE	N	17590	496	11.3	2.8	108												
NEWHART	C	16740	458	10.5	2.7	105												
ONE DAY AT A TIME	C	11820	225	5.1	1.9	73												
PEOPLE ARE FUNNY	N	9138	*202	4.6	2.2	85												
REAL PEOPLE	N	15979	331	7.6	2.1	79												
REMINGTON STEELE	N	14395	330	7.5	2.3	88												
RIPLEY'S BELIEVE IT - NOT	A	11362	341	7.8	3.0	115												
RIPTIDE	N	13920	262	6.0	1.9	72												
SCARECROW & MRS. KING	C	17571	495	11.3	2.8	108												
SIMON & SIMON	C	20208	460	10.5	2.3	87												
60 MINUTES	C	27668	925	21.1	3.3	128												
ST. ELSEWHERE	N	13699	414	9.5	3.0	116												
THREE'S COMPANY	A	20632	473	10.8	2.3	88												
T.J. HOOKER	A	17136	394	9.0	2.3	88												
TONIGHT SHOW	N	4963	190	4.3	3.8	147												
TRAPPER JOHN, M.D.	C	16332	404	9.2	2.5	95												
TV BLOOPERS & PRAC. JOKES	N	18881	436	10.0	2.3	88												
20/20	A	18315	529	12.1	2.9	111												
WEBSTER	A	18722	495	11.3	2.6	101												
WORLD NEWS - SUN	A	5327	*173	4.0	3.2	124												
YELLOW ROSE	N	8370	213	4.9	2.5	97												
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	822	18.8	3.2	122												
BASKETBALL - COLLEGE GAMES		14468	521	11.9	3.6	138												
BASKETBALL - PRO GAMES		12124	*260	5.9	2.1	82												
BOWLING		9412	*233	5.3	2.5	95												
BOXING		15409	314	7.2	2.0	78												
FOOTBALL - COLLEGE GAMES		21400	682	15.6	3.2	122												
FOOTBALL - PRO GAMES		35944	1109	25.3	3.1	118												
GOLF		9759	476	10.9	4.9	187												
POST-SEASON COLL. FOOTBALL		18123	637	14.6	3.5	135												
POST-SEASON PRO FOOTBALL		22091	814	18.6	3.7	141												
TENNIS		6764	410	9.4	6.1	232												
WRESTLING - PROFESSIONAL		9695	**180	4.1	1.9	71												

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PERCENT USERS AND PERCENT USAGE FOR HEAVY, MEDIUM AND LIGHT USAGE BREAKS

MALT BEVERAGES

(ADULTS)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
MALT BEVERAGES						
ALE	19.4	61.1	31.5	31.1	49.1	7.8
DOMESTIC BEER. LIGHT/LOW CALORIE	24.1	74.5	29.9	20.2	46.1	5.3
DOMESTIC BEER. REGULAR	31.1	80.3	30.1	16.0	38.8	3.7
DRAFT BEER	23.9	77.3	27.4	17.9	48.6	4.8
IMPORTED BEER	25.4	81.0	26.4	14.9	48.2	4.1
MALT LIQUOR	25.6	78.4	28.1	17.4	46.3	4.2
WINES						
APERITIFS & SPECIALTY WINES	46.8	94.1			53.2	5.9
CHAMPAGNE COLD DUCK & SPARKLING WINES	10.3	53.8	20.3	33.2	69.4	13.0
DINNER/TABLE WINES. DOMESTIC	29.9	75.6	32.1	20.1	38.1	4.2
DINNER/TABLE WINES, REDUCED CALORIE/ 'LIGHT' DOMESTIC	44.9	91.4			55.1	8.6
DINNER/TABLE WINES. IMPORTED	24.1	72.5	25.9	20.7	50.0	6.8
PORT, SHERRY & DESSERT WINES	20.0	62.1	33.7	31.4	46.3	6.5
SANGRIA/POP/PARTY WINES	42.5	90.9			57.5	9.1
VERMOUTH	47.1	96.0			52.9	4.0

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